

NBC TRANSMITTER

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NO. 6

PRESS VIEWS PROGRESS MADE IN TELEVISION

Recent developments in the RCA-NBC all-electronic television system were revealed to members of the press on May 17 in demonstrations by NBC at Radio City. The demonstrations were designed to show the progress made in technical and program development during the seven months elapsed since the system was last shown to the press.

While no startling innovations have been introduced in the RCA system during the last year, steady advances have been made toward technical perfection of the medium. David Sarnoff, president of RCA, in reviewing results of two years of experimentation and research in electronic television, said, "Our experiments with television in the past 18 months have improved the system by increasing its capabilities and efficiency, thus enabling it to move closer to the inauguration of a television service for the American home."

NBC's activities in television at the present time are still strictly experimental. Since 1936 field-test transmissions have been undertaken periodically by RCA and NBC, under the direction of R. R. Beal, RCA research director, and O. B. Hanson, NBC vice-president and chief engineer.

The demonstration, arranged by C. W. Farrier, NBC television coordinator, and consisting of a dramatic production drawn from one of the regular evening programs, was broadcast over Station W2XBS, in the Empire State tower. The drama, *The Mysterious Mummy Case*, was adapted from a Tom Terris adventure script by Thomas H. Hutchinson, television program director. Its presentation required three studios and four distinct techniques to portray the misfortunes attendant upon the purchase in Egypt of an ancient mummy case. The main action took place in Studio 3H where the actors were located, but auxiliary media in the form of slides, motion pictures and special television effects were contributed from two other studios.

Five sets were used in the live talent studio by a cast of nine players. Slides and motion pictures were scanned in another studio, two floors above, and all the effects, constructed and operated by Engineer Bill Eddy and his staff, were televised in a special studio nearby. More

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NBC Receives Awards For Educational Features

Educational features presented by NBC were honored signally last month when five out of nine possible first awards were made to NBC programs by the Ninth Annual Institute for Education by Radio at the final meeting of the Institute at Ohio State University, Columbus, Ohio. In addition to the five principal awards, representing the greatest number awarded to any station or network, honorable mentions also were given two NBC educational programs.

Nine programs were entered by NBC in the Second American Exhibition of Recordings of Educational Radio Programs, a competition established by the Institute for the purpose of encouraging the broadcasting of educational programs by calling attention to the "most meritorious ones of each type."

The winning NBC programs included, *Science in the News* produced by the University Broadcasting Council, *Story Behind the Headlines*, produced by the American Historical Association and NBC, *NBC Home Symphony*, produced by NBC under the direction of Ernest La Prade, *America's Town Meeting of the Air*, produced by Town Hall, Inc., and NBC, *Your Health*, produced by the American Medical Association and NBC.

Honorable mentions were awarded to the *University of Chicago Round Table*, produced by the University Broadcasting Council, *The World Is Yours*, produced by the U. S. Office of Education.

AMATEUR DRAMA GROUP FORMED BY EMPLOYEES

The curtain soon will rise on another enterprise of the NBC employees in Radio City. This time the curtain will rise literally, because the enterprise is an amateur theatrical production to be produced, directed and acted by members of the New York staff. The play, *June Moon*, a Broadway hit written by Ring Lardner and George S. Kaufman, will be the first attempt of the group which shall be known as The Stagecrafters.

The opening night, which will probably take place in one of the large studios in Radio City, has not yet been announced. However, the play is now being cast and the rehearsals are expected to begin this month.

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NBC AND WESTINGHOUSE OPEN NEW MODERN STUDIOS FOR KYW

On the afternoon of May 20, while a squadron of Navy planes droned overhead in tribute, KYW's new modernistic studios in the heart of Philadelphia were officially dedicated as ex-Senator Pepper of Pennsylvania opened the main door with a gold key flown by air-mail from KGU, Honolulu, NBC's most distant station.

This was the signal for a three-day celebration which terminated in a banquet held at the Ritz-Carlton Hotel. Outstanding feature of the banquet, which was attended by NBC officials from New York, KYW and Westinghouse employees and leaders of Philadelphia's business and social world, was the presentation of a large American flag to KYW by the Betsy Ross Association of Philadelphia. The presentation was made by William A. Carr, president of the Association and accepted in behalf of NBC, by A. H. Morton, manager of NBC managed and operated stations. The ceremony was broadcast over a coast-to-coast hook-up of the NBC-RED Network.

One of the highlights of the celebration was a race by three convoys of carrier pigeons on Saturday, May 21. Released by U. S. Signal Corps officers, one group sped to NBC President Lenox R. Lohr in Radio City, a second to Frank McNinch, Chairman of the Federal Communications Commission in Washington, D.C., and the third to the Seaboard Homing Club at Fort Monmouth, New Jersey.

The new NBC studios are a striking example of what engineering and radio science have made possible in the past few years. Technicians and specialists from Westinghouse RCA and NBC and others contributed equipment especially designed to meet the needs of broadcasting in the Philadelphia area. In various details of design and construction they surpass NBC's famous Radio City studios, built only five years ago.

The building contains seven studios occupying four floors and is the first on record to have a studio in the basement. This sub-surface studio is built along the lines of a theatre and seats 225 people. The two top floors are reserved for future television activities, for which the station is admirably located, being close to the

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WELL-KNOWN WRITER JOINS NBC SCRIPT STAFF



ERNEST BOYD

Ernest Boyd, well-known writer and editor, has joined NBC as scriptwriter. Although he has had no previous radio experience, Mr. Boyd comes to us with a rich background in litera-

ture and a speaking knowledge of a dozen languages. He also has had years of experience in the British foreign service. He is an associated member of the Irish Academy of Letters and was editor of the *Academy Spectator* in 1932.

Born in Dublin, of Scotch-Irish parents with a "smattering of Spanish," he received his early education from a French tutor who taught him French literature thoroughly, particularly Moliere and Racine. At sixteen he continued his education at continental schools where he learned Spanish, Italian, German and modern Greek.

At twenty-three, he became a member of the editorial staff of the *Irish Times* in Dublin and contributed articles both on political subjects and on the Irish theatre to London papers.

Having studied abroad for the British consular service, he entered the service in 1913, and came to America as British Vice-Consul in Baltimore, Maryland. He continued in the consular service until 1920, serving also in Barcelona, Spain, and Copenhagen, Denmark. When he was in Baltimore, he made the friendship of Henry L. Mencken, editor of the *American Mercury*, and whose biography (*H. L. Mencken*) he wrote, years later.

In 1920, Mr. Boyd resigned from political service and returned to America to stay.

From 1920 to 1922 he wrote editorials on foreign politics for the *New York Evening Post*. He also contributed to the *Literary Review*. Subsequently he served as a reader and adviser on foreign literature for the publishing house of Alfred A. Knopf, read plays for the Theatre Guild and acted as literary editor of the *New Freeman*.

Mr. Boyd is the author of several books, among them being *Contemporary Drama of Ireland*, *Studies in Ten Literatures* and *Guy de Maupassant*. In addition, he has written many translations, criticisms and magazine articles.

Referring to his air-conditioned office in NBC, Mr. Boyd remarked, "As a writer I think NBC has done a great humanitarian act by furnishing conditioned air."



Double Mystery. The sudden appearance of an unexplained and unexpected hairy arm in a close-up scene of a recent television production, *The Mysterious Mummy Case*, intensified the mystery of the show for representatives of the press who were viewing the demonstration and added two wrinkles to Director Tom Hutchinson's already furrowed brow.

It seems that during the shooting of a mechanized television effect scene in which a book should tip and knock down a bottle, out of which is spilled a liquid which produces poisonous fumes, the bottle merely leaned. Impulsively, the mysterious arm appeared and knocked the bottle down.

Through careful roving, this writer found the owner of the hairy arm. It was in the television effects studio where it was busily carving a miniature battleship out of wood — another television effect. The arm belongs to none other than, "The Show Must Go On" Walter O'Hara who is an assistant to Engineer Bill Eddy, in charge of constructing and operating the mechanized effects for NBC television productions.

Baritone Webb Tilton, whose rendition of *The Marching Song* from *Naughty Marietta* on the Brass Buttons Revue early last month brought him many plaudits, kept marching on till he copped the top honors at the finals of an amateur contest for young singers at the opening of the Japanese Garden at the Ritz Carlton on May 24. Webb's prize will be a radio audition for the J. Walter Thompson advertising agency.

Bill Gordon, who attracted the attention of a movie talent scout during the pages' and guides' show in Studio 8G, is now being groomed for a Paramount screen test. A tall athletic Apollo, Bill has a well-trained baritone voice.

Did you notice that Friday, May 13th, was also pay day . . . Guide and Apprentice Announcer Roderick Mitchell says it was a lucky day for him . . . Chief Announcer Pat Kelly assigned him to his first network show on that Friday, the 13th . . . And Vice President John F. Royal, returning from his vacation in Europe, landed safely in New York on that same day.

Nelson's Good Deed. A recent Rudy Vallee broadcast found George M. Nelson (Personnel) backstage with his ever-pres-

PAGES' AND GUIDES' SHOW NETS 3,000 LETTERS

More than 3,000 audience cards, letters and telegrams were received by the members of the Guest Relations staff in New York who took part in the Brass Buttons Revue of 1938, Saturday afternoon, May 7. The letters were received in response to a request made during the show, which was broadcast over a coast-to-coast Red Network hook-up. Listeners were asked to vote for their favorite performer.

The fan mail combined with the votes of three NBC judges was used to determine the best performance in the show. The result was a tie between two tenors — Paul Owen who sang *Beautiful Dreams* by Bill Paisley of the NBC Music Division, and Richard Barron who sang *One Song* from the picture, *Snow White and the Seven Dwarfs*. As prizes for their performances, Page Owen and Guide Barron will get a week's vacation with pay in addition to their regular vacations from the Company. The prizes were given by Charles H. Thurman, manager of the Guest Relations. The judges were Joyce Harris, assistant personnel manager; William S. Rainey, manager of the Production Division, and E. P. H. James, manager of the Sales Promotion Division.

The Revue, consisting mostly of musical talent and emceed by North Carolinian Joe Allen of the guide staff, received favorable notices from listeners and the

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ent autograph book. A member of the supporting cast for THE star, whose signature Mr. Nelson was waiting to capture, suddenly missed his spectacles. The actor was frantic. He couldn't read his lines without them.

Had he witnessed the incident, it would have warmed the cockles of Dan Beard's heart, to see Mr. Nelson calmly take his glasses off and save the situation with, "Here, son, try these." The show went on without a hitch and our hero got his glasses back, plus the coveted signature.

More about Brass Buttons Revue stars. Guide Frank Egan sang at the recent N. O. M. A. (National Office Management Association) banquet — got paid for the act! Page Dwane Stewart, composer and arranger de luxe, shared the fee. He played the piano accompaniment.

The latest accomplishment by one of the Guest Relations stars was Tenor Paul Owen's recent guest-spot on Larry Clinton's RCA-Victor program from Glen Island Casino. It was heard over WJZ.

NBC CHICAGO

by Rudi Neubauer

Horses Horses Horses

Marge Kerr of the Press Department returned to the office with a stiff back after her first horseback ride. She says she asked for a sway-back and they gave her a camel.

Bill Rosee is planning a week-end trek via horseback. He'll carry a blanket, a mosquito net and a side of bacon. The horse carries Bill.

Coming and Going

W. J. McEdwards, Sales Promotion, returned to work from his vacation in Mexico, bitterly complaining about the greasy food. He has not committed himself about the tequilla and the pulque.

A. R. Johnson, station engineer at the WENR transmitter, sailed with his wife and youngster from New York, May 28, on the Gripsholm, headed for Stromfors, Sweden, for a visit with relatives. His itinerary includes visits to Norway and Denmark. Johnson returns to his job August 1.

Niles Trammell, vice president in charge of the NBC Central Division accompanied Lenox R. Lohr, president, on the latter's recent trip to Texas to participate in the ceremonies marking the affiliation of Station KGKO, Fort Worth, with NBC.

Your correspondent plans to be on the high seas, en route to Havana, when you read this. He expects to return from his vacation in time to make the next issue of the TRANSMITTER.



Members of the reception staff in NBC Chicago in their new uniforms. From left to right, they are Arthur Berg, Robert McGinnis, Paul Millen, Gordon Loff, Charles Whipple and Ray Snyder.

Sweet Revenge

By whipping the Merchandise Mart Bank, 12 to 5, the NBC Chicago baseball team gained a measure of revenge for the two bowling defeats suffered by NBCites during the winter. Every member of the team got at least one hit, with Neihengen getting three and Kasper two. Bolas' one hit was a homer with two on. The team lined up as follows:

Bolas (Sales Promotion)	ss
Flowers (Service)	ss
Stedman (General Office)	2b
Neihengen (Credit)	cf
Soule (Reception)	1b
Kasper (Reception)	1f
Millen (Reception)	c
Neubauer (Cashier)	p
Whipple (Reception)	3b
Hellman (Program Traffic)	rf

NBC Navy News

Bob Brown and Norman Barry, announcers, recently set out to sail Bob's new boat from Milwaukee to Chicago, over the week-end. The sailors stood out from Milwaukee with a fresh favoring breeze. A little later the wind continued to shift and, according to Bob, "Boxed the compass in the space of two hours." After 12 hours of bouncing around they reached Kenosha, Wisconsin. Putting in the harbor, they moored the shiny new craft and decided to continue the Odyssey some other week-end.

Fort Pearson, announcer, came to work last week in his new cabin cruiser and parked on the river in front of the Mart. She's a beauty.

A. W. (Sen) Kaney is looking forward to lunches and dinners on board his 31-foot cabin cruiser during the hot weather.

Here and There

C. L. Menser, production manager, flew Continuity Writer Bill Hodap and Continuity Editor Ken Robinson to Churchill Downs to see the Kentucky Derby. Other Chicagoans who saw the race were Paul McCluer, assistant sales manager, and Evelyn Partridge, Mr. Whalley's secretary. Reports are that only Ken Robinson



Two NBC executives pose beneath an "N.B.C." sign during a recent trip to Nassau. But the sign does not refer to the National Broadcasting Company. It advertises the Nassau Bicycle Company. The picture shows Niles Trammell (left), vice president in charge of the NBC Central Division, and Ken Carpenter, sales manager of NBC Central Division. Picture was taken by E. Flint Swift of Chicago who was also vacationing in the Bahamas.

had the winner. M. W. Rife, Field Engineering Supervisor, returned safely from his Cuban holiday. He passed around some Cuban cigarettes that were knockouts.

M. W. Wetzel, Transcription Manager, has returned from his southwestern trip after piling up a mileage total of 8200 miles. He called on 82 NBC affiliated stations and transcription subscribers.

Crib Cries

The stork delivered a second daughter to the Leonard (General Office) Andersons on April 30.

A boy, Edward Fenton, tipping the scales at seven and one-half pounds, was born to the Ed Holms on May 15. The newcomer is Engineer Holm's first child.

Such is Fame

Jack Reese of the mail and messenger staff has been handling other people's fan mail for many, many months. Now he knows how it feels to receive fan mail. Recently his picture was published in *Radio Guide* as part of the illustration for the NBC announcers' school and he received two letters commenting on it. Both were from girl admirers — one in Milwaukee, and the other in Indianapolis.

NAMES IN THE NEWS

NEW YORK

Promotions

Raymond E. Feuerstein who has been a member of the NBC school for announcers since last December was appointed to the announcing staff by Pat Kelly, supervisor of announcers, on June 2. He turned in his guide uniform and assumed his new duties as an NBC announcer immediately after the appointment.

Ray came to NBC in October, 1936, as a messenger in the Mail Room from where he was later transferred to the Guest Relations staff.

He was born in Germany twenty-two years ago and came to this country with his family in 1924. He speaks German as fluently as he does English. He is a graduate of Staunton Military Academy, Virginia, where he was Cadet Major; and he is now a second lieutenant in the 312th Infantry. The year before he came to NBC he was in Europe studying languages in various countries.

Newcomers

Miss Deirdre P. Camp, formerly secretary to the personnel director of Loft Inc., has joined NBC as secretary to our personnel manager, Dwight G. Wallace.

Miss Camp is from Campbell Hall, New York. She is replacing Miss Lisa Lundin who was appointed secretary to Wayne Randall, director of publicity, in April.

Donna Adams of Warren, Ohio, and a graduate of Ohio Wesleyan University, in the class of 1936, is a new member of the stenographic staff. She did secretarial work for the Republic Steel Corporation in Ohio before coming to New York.

Miss Adams is interested in dramatics and is a member of the newly-formed NBC theatre group.

James Smith, former cadet with the U. S. Army Corps for eight months, is a new member of the NBC staff of porters. A native of Jewell, Kansas, Mr. Smith was formerly with the National Life Insurance Company in Des Moines, Iowa, as cashier, and more recently with the Holmes Electric Patrol Co.

The following are new members of the Mail and Messenger staff:

Bruce B. Davidson, who attended Rutgers and Antioch Colleges, is from Perth Amboy, New Jersey. He says his only experience in radio before coming to NBC was a single appearance before a WHIO, Dayton, Ohio, microphone as a baritone in an opera presented by the Antioch Glee Club.

Charles H. Newton, Jr., Harvard '36, comes to Radio City with some experience as a cub reporter on the *Los Angeles Examiner*. He is interested in production work. Mr. Newton is replacing Robert Day, another Harvard man, who, after be-

ing with NBC two months, resigned from radio to accept a position as cub reporter for the *Washington Evening Star* (D.C.).

John F. Graham, former newspaperman, has joined the Press Division as a writer. He comes to NBC from the *New York Sun* where he was a rewrite man. Before the *Sun*, he was with the *N. Y. Daily Mirror* for a year as a reporter.

A native New Yorker, Mr. Graham attended New York University. Then he took a post-graduate course in journalism plus courses in speech and history at Wisconsin University. While at N. Y. U., he made his only appearance before a radio microphone as a competitor in a collegiate speaking contest. He took first prize which, incidentally, was a book on public speaking.

Before going into the newspaper business, Mr. Graham spent a year as an actor for Educational Pictures in Astoria, Long Island. The nearest he got to fame in movies, he says, was as a stand-in for Ernest Truex and Joe Cook.

Miss Mildred E. Sutton who has been doing statistical work in the General Library since April is among those who have been engaged to work in the Statistical Division during the summer. A freelance statistician and market research expert, Miss Sutton has worked for the Columbia Broadcasting System and various publishing firms and advertising agencies in New York.

Transfers

Miss Gerry Bicking, former secretary of Norman Morrell, assistant commercial program manager, is now secretary to Music Editor Walter Koons of Publicity. She replaces Edward N. Beck who has been transferred to the International Program Division.

A graduate of Miami University, Ohio, and formerly associated with an engineering firm, Miss Bicking joined NBC in the Central Stenographic Section about a year ago. She speaks Spanish fluently and has traveled extensively in South and Central America as an interpreter aboard liners of the Grace Line. She also has some knowledge of French and German. Her avocation is music and she plays the piano.

Miss Anna Louise Eberle has been transferred from Central Stenographic to the office of Pat Kelly, supervisor of announcers.

Miss Jean Gerrard, formerly of the Music Division, is now secretary to Austen Croom-Johnson, who was recently made an assistant to Sustaining Program Manager Phillips Carlin. Mr. Croom-John-



Members of the Guest Relations staff in Radio City who aired their talents on the Brass Buttons Revue of 1938 over a coast-to-coast network, May 7. Front, left to right: Richard Barron who tied with Paul Owen for the prize of a week off with pay; Frank Egan, Paul Owen, Pat O'Connor, Tom Eldridge. Back: Webb Tilton, Joe Allen, Robert Eastman, Norman Cloutier, NBC staff conductor, and Bill Gordon. (See story on page 2)

son's temporary office is in the studio section, fourth floor.

Miss Gerrard who has been with NBC in the Program Department about nine years was, at one time, secretary to Roy Shield, NBC musical director in Chicago.

Engagements

Burton M. Adams of Station Relations and Miss Ramona Jean Flagg of the Public Relations Department of Rockefeller Center Inc., became engaged last month. Both are from Springfield, Massachusetts, but they never met until they came to Radio City. The engagement was announced by Miss Flagg's parents in Springfield. The wedding date has not been announced.

Marriages

Miss Martha R. Howard of the Sales Department and Edward M. Lowell, manager of the Office Services Division, are being married on June 10. The wedding, which will take place in the home of the bride's parents in Jersey City, New Jersey, will be a small informal affair attended only by the families and intimate friends of the bride and groom.

They are going to Florida on their honeymoon and will make their home at East Rockaway, Long Island, when they return. Miss Howard and Mr. Lowell are well known to many NBCites, both having been with the Company several years.

Stork News

Robert P. Myers, Legal Department, became the father of a baby boy, Robert P. Jr., on May 8. It's the Myers' second child; the elder one is a girl.

Ashton Dunn, of Guest Relations and the Personnel Office, passed around cigars on May 12 when Mrs. Dunn presented him with a baby girl weighing seven pounds and eleven ounces. That makes two for the Duns — the other is a boy, aged two.

Resignations:

Harold K. Haklik has resigned from the Central Stenographic Section in order to join his family in Hollywood, California. He joined NBC in the Mail Room about a year ago.

Correction

John H. Baxter of the advertising and publicity staff of Artists Service says that the TRANSMITTER erred in the Stork News column last month. His baby is not a girl — it's a boy; and he weighed "only" 8 pounds and 10 ounces when he was born — not 9 pounds as reported by the TRANSMITTER.

reporter, against whom, Mr. Baxter will be pleased to know, disciplinary action has been taken by the Editorial Board.

Reunion

Members of the Production Division gave a party for their friends and families on May 6. It was held in the spacious Greenwich Village apartment of Director Thomas Riley. Among the seventy-odd guests at the get-together were many ex-members of the Production Division who are now in other departments or with other companies. Some of the "alumni" present were:

Frank Chase of Chase and Ludlam, radio writers and producers; Arthur Daly, free-lance director; Alberta Hackett, Program Department; Helen Hedeman and her new boss, Thomas H. Hutchinson, television program director; Austin Croom-Johnson, assistant to Sustaining Program Manager Phillips Carlin; Kenneth MacGregor, of the radio department at Benton and Bowles; Polly Polzin, of Lord and Thomas; Soundman John Powers, Betty Quinn, who is now secretary to the president of the Schick Razor Co.; and Gregory Williamson, head of the radio department of Pedlar and Ryan.

Returns

Mr. and Mrs. James Wood, Jr., have returned from their honeymoon trip to the West Indies and South America. Mrs. Wood is the former Miss Victoria Geiger who resigned from the Company shortly before her marriage on April 23. Mr. Wood is a member of the Engineering

Department. They are making their home at the Parc Vendome Hotel in New York City.

Miss Ada Mullen, secretary to Daniel S. Tuthill, business manager of Artists Service, has returned to her desk, following an appendectomy early last month.

Alvin Foster, who left the Company last October, has returned to work in the Statistical Division this summer. He did free-lance work as a statistician for various firms during the interim.

Miss Frances Sprague, head of the General Library, is convalescing from a severe head injury caused by a fall from a horse. The accident happened in Closter, New Jersey, during one of the rides of the NBC riding group. Miss Sprague fell when her horse stumbled while going up a steep rocky trail. She is expected to return soon.

Miscellaneous

George Brengel, who distinguished himself as an announcer on the Brass Buttons Revue last month, was the lucky guide chosen to take part in a recent Rush Hughes broadcast which took listeners on a microphonic tour of the NBC studios in Radio City. George, a former actor in college and various stock companies, is a student in Dan Russell's announcing school for NBC employees.

Vice President Frank E. Mason, whose duties as assistant to President Lohr include the supervision of NBC's interna-

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Among the 72 entries at the RCA Invitation Golf Tournament held on May 25 for executives of RCA and its subsidiaries were, left to right, Charles A. Wall, NBC Treasurer's Office; Walter Roe of RCAC, C. W. Horn, NBC Director of Research and Development, and George McElrath, NBC Operating Engineer. Only NBC man to win a prize at the Tournament was Treasurer Mark Woods who scored the greatest number of par holes.



The Top Hatters Orchestra, with Jan Savitt directing, on the stage of KYW's auditorium studio which has a seating capacity of 225. Located in the basement of the new seven-story NBC building in Philadelphia, this studio is the first sub-surface theatre built especially for broadcasting. In size and design it resembles Studio 8G in Radio City.

K Y W



Fingerprints of various NBC and Westinghouse officials were included in the archives of Station KYW when the documents were deposited in a vault as part of the inaugural ceremonies of the new NBC-KYW building. Pictured, left to right, are A. H. Morton, manager of NBC managed and operated stations; A. B. Leckie (G-Man), head of the Philadelphia office of the Federal Bureau of Investigation; George Wharton Pepper, Jr., son of ex-Senator Pepper and architect of the new building, and Leslie W. Joy, manager of KYW.



Right. The Master Control Room of the KYW studios



THE KYW STAFF. Front row, sitting and kneeling on the floor: Howard Cook, Irving Leschner, Gabriel Galinas, George White, Carl Bubeck, Buddy Kearns, Harry Roberts, John Warrington, Charles Jensen, Nathan Snader, Martin Gabowitz, J. C. Hanson, Joseph Druian, Maury Evens.

Second row, sitting: Burton Lambert, Jan Savitt, music director; Lambert Beeuwkes, sales promotion manager; James P. Begley, program manager; Leslie W. Joy, general manager; J. S. K. Hammann,

sales manager; James A. Aull, director of publicity; Joseph F. M. Proulx, auditor and office manager; Daniel C. Parks.

Standing, first row: Arthur Hinett, Leroy Miller, Emma May Lyle, Ethel Korn, Helen Pearce, Evelyn Dewees, Kathryn Ullman, Esther Cravens, Betty Dickert, Marie Dixon, Janet Millman, Anna Anderson, Agnes McCabe, Gordon Heyworth, John Thorpe, Robert Cottingham.

Standing, back row: James Schultz, Wm. Collins, James Harvey, Audrey Mills, Daniel Munster, Betty Parker, Mary Wilcox, William Lang, A. M. Wattón, Harry Wood.

KDKA PITTSBURGH

—by Kay Barr—

Replacements

Three of four recent additions to the KDKA staff are chargeable to that mischievous marksman, Dan Cupid.

Lorraine Scott became secretary to Joe Baudino, chief engineer, replacing Sara Boyd who resigned to get married.

Ann Kendlehart became secretary to Business Manager Dave Dickson in place of Mildred Reuter, who married Paul Sloane, one of the station engineers, May 14.

And Mary Kenney took over secretarial duties in the Press Department as the result of Gertrude Schaming's marriage.

Francis Fitzsimmons, "Fitz," joined KDKA as the result of a re-arrangement in the Press Department.

"You Don't Say!"

KDKA's new Sunday evening program, Pronunciation Bee, conducted by Announcer Dave Garroway, is based on a book, "You Don't Say! — Or Do You?", of which he is co-author. Contenders in the Bee are selected from the studio audience. The winner gets a five dollar bill, others get copies of the book.

Program Notes

KDKA joined the other four broadcasting stations in Pittsburgh, Tuesday night, May 24, in a three-hour broadcast to raise funds for the Salvation Army. Just another co-operative activity with worthy movements.

Officially, Johnny Shiliano is a sound effects man. But he stepped out in a *Round-Up* program the other night. He sang about 46 verses of *The Martins and the Coys* and accompanied himself with sound effects. A one-man feud.

KDKA Notes

KDKA and *The Pittsburgh Press* went to town in broadcasting the Pennsylvania Primary election returns Tuesday night, May 17. Staff members were assigned to cover the headquarters of the numerous candidates and to assist in the tabulation as well as in announcing the results from the KDKA studio adjoining the editorial department of the Press.

Walter Horn, of Sales, who had charge of all the political accounts during the campaign, was so frazzled when it was over that Manager Nelson ordered him to take a five-day rest.

Librarian Betty Easley had an enforced "vacation" of two weeks — jury duty. It was her first experience as a juror — or



In the KDKA News Room, Kay Barr, manager of the station's publicity department, is shown using the special equipment with which news bulletins from the teletype machines can be conveniently and rapidly broadcast, particularly when it is necessary to interrupt a program on the air to broadcast an important news flash.

would you say juress?

Marie Grogire, formerly secretary to "Admiral" Nelson when he was manager of KOA, visited her old boss at KDKA on May 21 on her way home from visits in Montreal and New York.

Marcella Campbell, of the Continuity Department, started the 1938 vacation routine for KDKA with a motor trip to Detroit and Canada, visiting relatives. C. O. Wyman, night supervisor on the Westinghouse side of the house, is vacationing in Chicago and Memphis.

Maurice Spitalny and his KDKA orchestra have blossomed out in new summer uniforms. Combination green and grey, coats double-breasted and shoes white. Very natty.

The Paul Sloanes are back from their honeymoon. Paul is a KDKA engineer. Mrs. Sloane is the former Miss Mildred Reuter, secretary to Dave Dickson, KDKA business manager.

Announcer Bill Hinds and Francis Fitzsimmons, Press, were guests of Esso for a full day in New York on June 2. A special movie, luncheon, a boat ride, inspection of a big refinery, a television demonstration, a big broadcast and a tour of the RCA Building and Radio City were some of the items that they took in that day.

You can win an Arqus Candid Camera or a copy of the beautiful NBC Symphony Orchestra book by sending pictures of NBC members at work or at play, to the NBC Transmitter Photo Contest.

NBC WASHINGTON

By Marian P. Gale

Philanthropy

One of Gordon Hittenmark's philanthropic ambitions is nearing reality these days — namely, to build a summer recreation camp for the young members of the District's Police Boys Club.

"WRCTimekeeper" Hittenmark brought his drive to raise \$5,000 for such a building to a successful close recently. The climax of his campaign, "The Dance of the States" held at the Willard Hotel, was not only one of the biggest dance sensations ever held in the District, but was an even greater financial success than was expected.

Complete returns from the dance have not yet been received but it is estimated that more than 3,000 people danced to continuous hot swing music by three orchestras. The event was co-sponsored by 20 State societies represented in the District.

National Press Club

Several NBCites were guests of the National Press Club at the newspapermen's annual barbecue party on May 21. Inasmuch as it was a stag affair here's a first hand description of the shindig as reported by News Editor Bill McAndrew: "In addition to the writer, NBCites present included Assistant Manager Carleton Smith, Gordon Hittenmark, George Gunn, Engineer in Charge A. E. Johnson, Field Supervisor Keith Williams and A. R. McGonegal, engineer. Hittenmark who handled a 'beer mug' transmitter became very well acquainted with Governor Harry Nice of Maryland and Mayor LaGuardia of New York, both of whom were present . . . Assistant Manager Smith, handicapped by a severe cold, insisted he had a wonderful time . . . Festivities included a real old-fashioned barbecue prepared by an expert from Texas . . . a baseball game umpired by Gene Tunney . . . and a 'silver tongued oratory contest' between Senator Tom Connally of Texas and former Senator Jim Watson of Indiana . . . The latter, presided over by Speaker of the House Bankhead, was declared a draw but almost resulted in a loss for NBC when both participants were delayed by a traffic jam . . . During the afternoon a parade of Kentucky Colonels was held but Colonels Smith and Hittenmark (they're really colonels) were too busy broadcasting to join the line of march."

Here and There

Bryson Rash and Dorian St. George are the lucky announcers selected to represent
(Continued on Next Page)

NBC TRANSMITTER

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

VOL. 4

JUNE, 1938

No. 6

EDITORIAL BOARD

DOM DAVIS *Editor*
CARL CANNON *Associate Editor*
RODERICK MITCHELL *Staff Writer*
GEORGE OLENSLAGER *Staff Writer*
CHARLES VAN BERGEN *Photographs*
BILL EDDY *Staff Artist*

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MURDOCK T. PEMBERTON *Guest Relations*
FRANK EGAN *Guest Relations*
OTTO BRANDT *Station Relations*
MARY T. KENNEDY *Production*
ROBERT W. WEST *Guest Relations*

NBC WASHINGTON

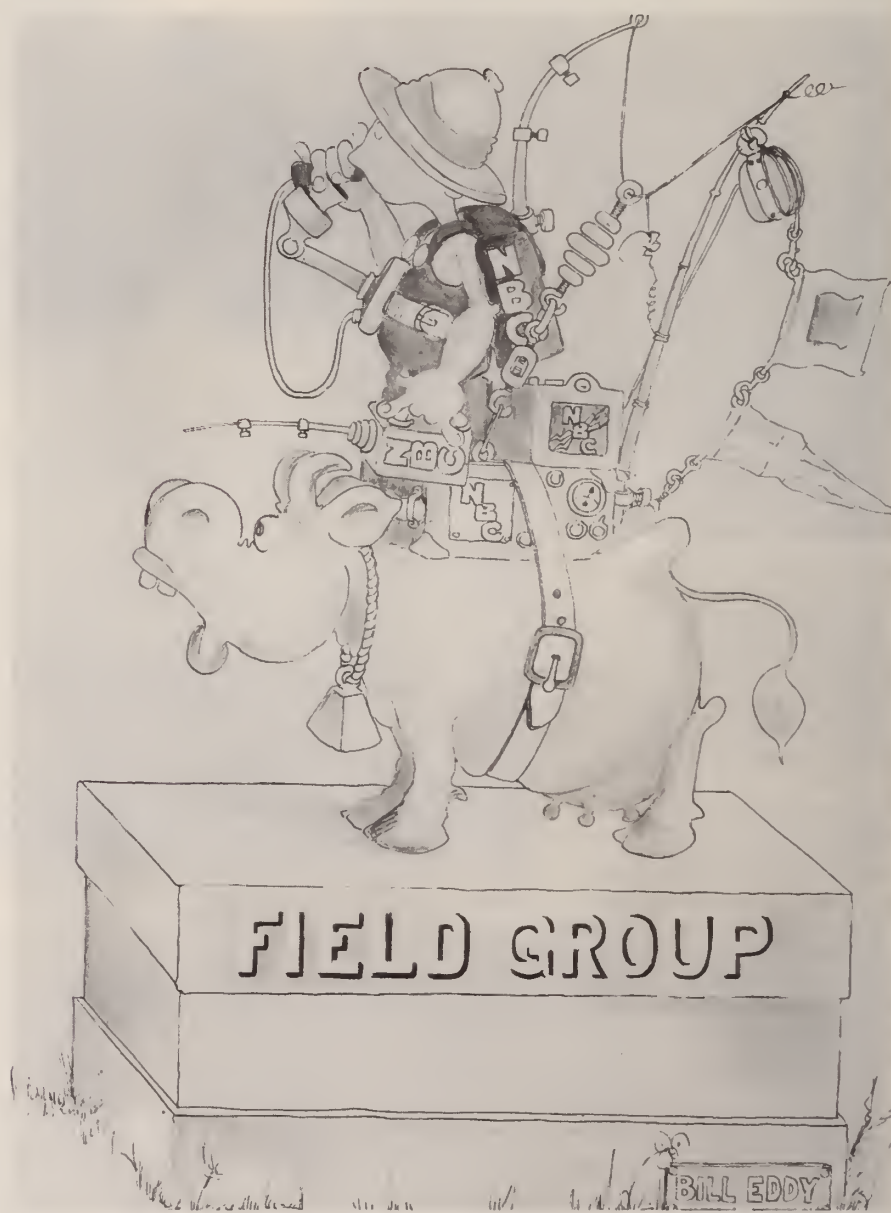
(Continued from Page 7)

Station WRC as guests of Esso Marketers in New York, June 7th . . . Bill Crago, first of the announcers to take his summer vacation, has returned from Cleveland . . . While mentioning first things first . . . NBC lost the annual golf tournament to the CBS boys out at Indian Springs Country Club for the first time in seven years . . . The losing team had no alibis except that someone said the opponents had a new man on their team.

Visiting Firemen

There were several visiting firemen in the studios during May: Vice President Frank E. Mason, Sheldon B. Hickox, Station Relations; Vice President and General Counsel A. L. Ashby; Announcer Ben Grauer; Clem McCarthy, who incidentally had a special police escort service to the studios following the Preakness in Baltimore; and President Lohr. We mention Mr. Lohr last in order to elaborate a little on his trip. His visit to Washington to address the Chamber of Commerce meeting, May 4th, reminds many of us of an eventful evening. The girls in the office had planned a surprise house-warming for Gladys Murphy, Vice President Russell's secretary, on the evening Mr. Lohr arrived. The surprise party took place, but it was on all of the girls. No sooner had the echo of "surprise" died down than Mrs. Murphy herded and hustled everyone off to the office to prepare Mr. Lohr's speech for distribution to the press. Rose Ewell, receptionist, had the most pleasant surprise that evening . . . she had a hurried trip to New York to make sure the completed manuscript reached the New York Press Department safely.

NBC HALL OF FAME



Proposed NBC Statue No. 3 and Citation Plaque.

THE FIELD ENGINEERS

The Field Group — the bucolic offspring of the otherwise cosmopolitan radio industry, the exemplification of the pioneer spirit that exists in us all — bringing to the airways anything from a submarine excursion to a stratosphere flight.

With equipment ranging from pay stations to megaphones, this group of Marco Polos — like the Mounties — always get their man — on the air.

And so to the Field Group we present this chiselled monolith of field stone depicting a typical "variable moo" transmitter in action.

NAMES IN THE NEWS

(Continued from Page 5)

tional short-wave operations, discussed "International Short Wave Broadcasting—Radio's New Frontier" at the Broadcasting Day Luncheon of the Cleveland Chamber of Commerce on May 17.

The luncheon was broadcast by local stations in Cleveland. Mr. Mason's address traced the history of short-wave broadcasting and its development into a steadily increasing factor affecting international relations. He also explained how NBC is striving through short-wave radio to cement international friendship, particularly with our South American neighbors.

Emil Corwin, editor of the NBC News Service, spoke on radio drama before the Massachusetts State College on May 27. Mr. Corwin is an alumnus of Massachusetts State College where he was a member of the dramatic society.

Lewis Lane of Music Research was featured as a pianist on the *Music Is My Hobby* series, Monday evening, May 23. A well-known concert pianist, Musicologist Lane played Mendelssohn's *Hunting Song*, Edward MacDowell's *To The Sea*, and compositions by Bach and Kullak.

N. Ray Kelly, head of the Sound Effects Development and Maintenance Division, made a tour of inspection to various NBC managed and operated stations early last month. He returned to Radio City on May 16 after having gone as far west as Hollywood and San Francisco.

Charles W. Horn, director of research and development, was elected president of the New York Electrical Society at its annual meeting, May 20. Mr. Horn, who has served as first vice-president of the organization for the past year, succeeds Arthur H. Kehoe, vice-president of the Consolidated Edison Company of New York.

Bettina Steinke, who drew the charcoal portraits in the NBC Symphony book, has contributed several of her oil and water color sketches to the Station Relations Department for use in the department's new Guest Office. The office is used by visiting officials of NBC's associated stations.

Guides Carl Cannon and Charles Jones were among those who went from New York to Philadelphia to assist in the opening ceremonies of the new NBC studios for KYW.

WGY SCHENECTADY

by W. T. Meenam

Antenna Dedicated

WGY's cloud-tickling antenna tower has been officially dedicated with speech, fireworks and balloons. Ceremonies were arranged by General Electric in cooperation with NBC.

In the afternoon of Saturday, May 7, 500 gas-filled balloons were released from the South Schenectady transmitter site. Two of the balloons carried prizes for their finders, one to the lucky person locating the one farthest from the transmitter and the other to the captor of the balloon bearing a special yellow label. One of these balloons was returned two weeks later from Goderich, Ontario, on the shore of Lake Huron, 540 airline miles from Schenectady.

The dedication ceremonies were broadcast by WGY. Radcliffe Hall performed as commentator and master of ceremonies introducing two speakers, W. R. G. Baker, managing engineer of General Electric's radio department, and Kolin Hager, manager of WGY for NBC.

The New Studios

The next big event at WGY will be the dedication of the station's studio building. Decorators are now getting in their final licks and the studios, offices, and spacious reception hall are all beginning to blossom forth in colorful splendor. Landscaping is well underway and should be completed, with the installation of an electric fountain, in time for the official opening July 9. In another month WGY should have a new Schenectady showplace to attract the vacation tourist.

Triplets and Balloons

In connection with the antenna dedication of WGY, the triplet offspring of Raymond String, control room engineer, were enlisted to pose for a publicity yarn. Jean, Joan and Junior, now about to celebrate their fifth birthday, were taken out to the transmitter field to be photographed amidst a mass of gas-filled balloons. Each youngster was tied to a bunch of 25 balloons which was about all they could handle and keep their feet on the ground. It was the plan to give each a balloon or two in return for their services, but when the pictures were com-



Photographed at the dedicatory ceremonies of WGY's new 625-foot vertical antenna, left to right, Radcliffe Hall, announcer; W. R. G. Baker, managing engineer of the G-E radio department, and Kolin Hager, manager of the station for NBC.

pleted it was impossible to convince them that anything less than 25 balloons apiece was enough. As a result, your correspondent, acting as chauffeur, was compelled to drive home in a small sedan bulging with 75 inflated balloons and three delighted youngsters.

Blue Prints and Golf

Willard "Bill" Purcell, chief engineer, who has been spending twelve hours a day reading blue prints and wiring diagrams for the new studio building, has been seeking relaxation weekends on the golf course. Ever since George McElrath, NBC operating engineer, took Bill to the cleaners at the MacGregor links at Saratoga, our Bill has been applying himself to brassie, putter and niblick and now has his game down to where he is flirting with 99.

Play Ball

Practically the entire male personnel of the station, except for a skeleton operating crew, enjoyed the first softball outing of the 1938 season on Wednesday, May 11. Members of the Program, Engineering, Sales and Accounting Departments, augmented by artists, gathered at Eudries' Grove a few miles from the city where baseball, quoits and golf were engaged in.

The first of the season's picnics, open to all members of the staff, their families and friends, is hooked for June 8 at White's Bathing Beach, an attractive resort operated by one of WGY's clients. The beach is located on Ballston Lake and the premises afford room for baseball, swimming, horseback riding and dancing.

ROCKEFELLER FELLOWSHIP STUDENTS COME TO NBC



In Radio City with Rockefeller Foundation fellowships, left to right, Gerald Bartell, Charles Anderson, Shackleford Bauer and Jack Baird.

Continuing a policy of co-operating with the Rockefeller Foundation in accepting fellowship students for training in network broadcasting procedure for the third year, the National Broadcasting Company has enrolled four new students for the five-month term, from May 1 to October 1.

The fellows are Charles Anderson, announcer for four years at NBC Station KOA, Denver, who is being trained to become program manager of the Rocky Mountain Radio Conference, an organization with headquarters in Denver set up to create educational programs; Jack Baird, a graduate of New Mexico State College where educational programs are presented through Station KOB, NBC outlet at Albuquerque; Gerald Bartell, a member of the program department of Station WHA, Madison, Wisconsin, who will be trained for increased duties at the station; and Shackleford Bauer, Yale University '37, for several Summers past an attache at the League of Nations, Geneva, who will be trained to assume the position of radio director of the National Peace Conference.

The students will be assigned to all departments of NBC for varying lengths of time, concentrating, however, in the divisions where the most aptitude and interest is shown by the individual. A separate course of study is set up for each fellow, devised by Franklin Dunham, educational director of NBC.

Since the procedure was adopted, NBC has "graduated" six fellows all of whom are now successfully engaged in educational broadcasting.

You can win an Argus Candid Camera or a copy of the beautiful NBC Symphony Orchestra book by sending pictures of NBC members at work or at play, to the NBC Transmitter Photo Contest.

NBC SAN FRANCISCO

by Louise Landis

June Moons

Pretty soon you won't be able to find a bachelor around the KPO transmitter . . . Bob Barnes and his bride, the former Miss Margaret Doble, return June 4 from their honeymoon—just in time for Bob to act as best man for Morton Brewer, also of the Belmont crew, who supported him in a similar capacity March 31.

Brewer's fiancée, Miss Marion Smith of Morgan Hill, California, is a graduate nurse. The young couple will go to Yellowstone National Park for three weeks.

Vacation Notes

Other June vacationers who are NOT honeymooning:

Field Engineer G. W. (Andy) Andersen, who plans to meander around San Diego and Mexico with a camera and colorfilm . . . Studio Engineer Frank Fullaway who expects to take his vacation in style, on a battle-ship—he belongs to the U. S. Naval Reserves . . . Studio Engineers George Dewing (to Boulder Dam), Lee Kolm (to Portland) and Dave Kennedy (to Hollywood. He denies there's a film test awaiting him there; says he just wants to see some of his pals).

And . . . Announcer Abbott Tessman who left for Detroit by train, to buy a new car and drive it back to San Francisco, with a stop-over at his home town, St. Paul . . . KPO Transmitter Engineer Joe Baker, who is sunning himself at Santa Cruz; Announcer Mel Vickland, who is golfing his vacation away . . . KPO Engineer Frank Barron, ditto . . . Control Supervisor T. B. Palmer and KGO Transmitter Engineers Addison Eldredge and Richard Parks ditto, ditto, ditto . . . Assistant Agricultural Director Anita Bolton who says "Fie upon golf" and hies herself to the High Sierras, where she and her husband are camping under the stars.

"Yukon Kitty"

As for pretty Kitty Morgan of Program Traffic, she's having one of those vacations you dream about . . . four months long, with Alaska as the locale and Mary Joyce, famous feminine "musher" of the Taku Glacier, as her hostess . . . Kitty met the charming little lady who owns and operates Taku Lodge on the glacier near Juneau, when Miss Joyce, who is a former Californian, visited San Francisco a few months ago and was interviewed on the *Woman's Magazine of the Air*. The noted Alaskan woman, who inherited a fortune with the Lodge, invited Kitty to spend her vacation with her and suggested she make it a good

long one, so Kitty obtained leave of absence and sailed from Seattle May 21. She was to be met at Juneau by Miss Joyce and transported to Taku Lodge either by plane, which Miss Joyce pilots, or on the river steamer she operates for Lodge guests.

Besides seeing most of Alaska from the air—Miss Joyce plans to fly her guest over a large section of the country Don Thompson visited on the NBC expedition there two years ago—Kitty will have as fellow visitors at the Lodge Father Hubbard, famed priest-explorer who expects to arrive in July with six Indians he is bringing from Kodiak Island, and an entire motion picture company engaged in filming *Spawn of the North*.

Welcome to NBC

Dan M. Weldon, who has joined the Sales Department, coming from KYA and the Hearst Radio Broadcasting Company . . . Before that, he was associated with several California stations and also with two outdoor advertising firms, Foster and Kleiser, and Thomas Cusack of Chicago.

James (Jim) Parker, who joined the San Francisco production staff a few weeks ago, leaving a financial career in Los Angeles to embark upon a microphone one here.

Exposition Calls

Jack Lyman, NBC producer, is on a month's leave of absence, helping to start the wheels of the San Francisco World's Fair turning . . . Lyman, who learned about expositions at Dallas, Texas, and San Diego, where he and Art Linklater, now publicity director of the San Francisco Fair, were in charge of radio, has rejoined Linklater for a whirlwind campaign over 29 radio stations, to sell season tickets for the 1939 event.

Filling the vacancy in the Production Department until his return will be Jack Edwards, gracefully stepping out of the thespian staff to that of the producing field for the next few weeks.

Third NBC Fire!

NBC's third fire within a month had its silver lining—Curtis Peck, engineer-in-charge of the San Francisco studios, has a practically new office as a result of the blaze that started there in the wee hours due to what firemen ruthlessly pronounced "defective wiring." Luckily, the flames didn't reach the portrait etchings of Puccini and Brahms which are the pride of the Peck heart. And Mr. Peck would like to point out that the wiring was NOT done by NBC engineers.

A.T.E. DANCE IN SAN FRANCISCO

There were many hosts, only one hostess, at the Spring Dance of the Association of Technical Employees of NBC San Francisco, held at the Sir Francis Drake Hotel on May 20. Here she is, Miss Jane Burns of the studio reception staff, being swamped with invitation cards being presented at the door by guests arriving at the dance. They are, L. to R., Engineers Frank Fullaway, Guy Cassidy, Cliff Rothery, C. E. Kilgore, Tommy Watson and Ed Callahan. Leaning over Callahan's shoulder is Jimmy Walsh, leader of the orchestra which supplied the music.



Above. Picture of a handsome young sound effects man entertaining a beautiful radio actress. They are Miss Ruth Sprague and Keith Wadsworth.

Upper left. Miss Betty Ross Taylor and Control Engineer P. A. (Buddy) Sugg pictured at the dance before they became Mr., and Mrs., on June 4. They are now honeymooning in Yosemite.

Left. Announcer Frank Barton and his bride-to-be, Miss Margaret Heilig. Mr. Barton formerly was trumpeter and comic singer for Tom Coakley's and Carl Ravazza's orchestras, and director of St. Mary's College Band.



One of the many gay tables at the dance. They are, l. to r., Mrs. Gyula Ormay, George Ross, Miss Valerie Ormay, Milton Hayes, Mrs. Lloyd E. Yoder, KPO-KGO Manager Lloyd E. Yoder, Pianist Edna Fischer, Gyula Ormay (Good Morning Tonite's music director), Actress Phoebe Clark and Radio Editor Claude A. La Belle of the San Francisco News.

S P O R T S

Baseball

After opening the season with a victory over RKO, the NBC nine lost the next two games and recovered in time to win the fourth, played against the International Projector Corporation team. The two losses were to the Skouras Theatres Corporation team, by a score of 4-2, and the Consolidated Film Industries, 8-5.

The game with International Projector opened with the movie boys scoring two runs in the first inning and one in the third after which NBC's ace pitcher, Jim Von Frank, held them down to zero for the rest of the encounter. NBC did not score until the sixth when the opposition's pitcher walked a man with bases full. In the seventh the Radio City boys went to town and scored six runs. The merry-go-round started when Bill Hannah hit a homer with Ed Nathan on second base. Jack McCarthy slid home to score the sixth run in the inning. The final score was 7-3.

Skating

Now that Summer is here NBC roller-skaters have a standing date every Tuesday evening at the Skateland rink on 66th Street, New York City. Over 50 NBCites and their friends were present at the first meeting of the skating group from eight to eleven o'clock on the evening of May 17.

Helen Winter, chairman of the skating group, and her husband, Bud Faillace of Guest Relations, were the winners of two free passes to Skateland in a numbers contest. Had there been a prize for the fanciest fall of the evening, it is reported that it probably would have been taken by Frances Barbour of Sales.

Pages' And Guides' Show Nets 3,000 Letters

(Continued from Page 2)

press. Said *Variety*, "Smoother than the average air show by amateurs . . . the show had polish."

It was not altogether an amateur program. The supporting orchestra was composed of NBC staff musicians directed by Norman Cloutier who, for one number, relinquished his baton to red-headed Page Dwane Stewart who led the band in one of his own arrangements.

The auditions for and the production of the Brass Buttons Revue were handled by a committee composed of Earl Harder, supervisor of the studio operations staff; Jack Wahlstrom, page supervisor; Paul Rittenhouse, guide supervisor; DeVere Engelbach, page, and Dom Davis, editor of the NBC TRANSMITTER.



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.

C. Harold Campbell



C. H. CAMPBELL

Radio has been the motivating influence in the life of C. Harold Campbell, field engineer, since his boyhood. At the age of 15, he was the youngest person to hold an operator's license in the United States. After attending high school and Trinity College at Hartford, Connecticut, he immediately followed up his learning and became associated with a few other radio "hams" in the operation of WCWS, a portable transmitting unit, with which they barnstormed the New England states. The idea was to anchor in a town and persuade the merchants to sponsor a program for a month. And that was 13 years ago!

After the New England junket, he joined WICC at Bridgeport as an engineer. NBC in New York claimed his services two years later and, after having completed a year in a studio control booth, he moved into Field Engineering and has been there ever since.

As field engineer, Mr. Campbell has covered many of the big special event broadcasts during the past few years. He has handled most of the boat races and U. S. naval reviews broadcast by NBC. He was the first radio man to arrive on the scene of the Morro Castle disaster off the coast of New Jersey. Engineer Campbell happened to be in that part of the state, and when the NBC special events crew arrived to broadcast the news he had much of the technical foundation for the transmission ready for the hookup.

Mr. Campbell is married and lives in Mount Vernon. His principal hobby is his own "ham" station W2IP.

"Secondarily," says he, "I play a rotten game of golf, but I like it."

Helen Kellie

You might say that Helen Kellie was psychic or that the Goddess of Fate looked upon her with favor when in June of 1928, the year before the stock market crash, she resigned a position with a Chicago stock brokerage firm to cast her lot with

a few others who were then organizing an infant industry — radio.

She joined the newly-opened branch of the National Broadcasting Company in the Windy City as secretary to Niles Trammell, vice president of the Central Division of NBC. Since then "NBC Chicago" has grown to be one of the largest broadcasting centers in the country and Miss Kellie, along with all the others, can look with justifiable pride upon the great organization she helped to build. Today, after ten years, she continues as Mr. Trammell's secretary —



HELEN KELLIE

industrious and poised.

Born in Cleveland, Ohio, Miss Kellie went to Chicago in 1926. She worked for a LaSalle Street brokerage firm until she gave up stocks and bonds for radio broadcasting.

Her hobbies are many, but her favorite is golf. And if she handles her clubs with as calm and capable a hand as she does her vocation, Old Man Par must take an awful beating when she is on the links.

William K. Storrs

Among the many veterans of radio on the engineering roster of NBC who received their early training as marine radio operators is William K. Storrs of the transmitting staff at WJZ, Bound Brook, New Jersey. Following his graduation from the Marconi Wireless Telegraphy School, Mr. Storrs sailed the seas for ten years before he turned landlubber in 1927 as operator of Station WBNY which is no longer on the air.

From WBNY he went to RCA as a member of communications staff at Rocky Point, Long Island; thence to the NBC Blue Network's key station for New York in June 1928.

Engineer Storrs was born in the Bronx at the turn of the century. There he attended the local schools before studying wireless telegraphy.



WM. K. STORRS

Mr. Storrs is married, lives in Plainfield, New Jersey, likes to fish, and in the summer often goes swimming in the waters of his old haunt — the Atlantic Ocean.

Marion McGovern

When Marion McGovern started as a telephone operator with NBC ten years ago at the old 711 Fifth Avenue studios, she was one of three operators on duty at a three-position switchboard. In four years she saw the Company grow to the point where it required a thirteen-position switchboard; and if things had gone on under the old manual system then employed there would have to be a thirty-position board to handle the tremendous telephone demand of the present NBC headquarters in Radio City.

But before NBC moved its studios to Radio City the old telephone system was changed to the dial system which operates automatically. However, NBC's PBX still requires six operators during office hours.

Miss McGovern who is now assistant to the chief operator, Margaret T. Maloney, declares that her job becomes increasingly exciting as it keeps abreast of the progress of radio in the world today.

Her most memorable experiences at the switchboard have been those concerning special event broadcasts of nation-wide importance, such as the election and re-election of President Roosevelt; the abdication Speech of King Edward VIII, the present Duke of Windsor, and the various transatlantic flights. They bring back to Miss McGovern memories of long hours spent at a switchboard that screamed for attention.



MARION MCGOVERN

Back in the old days when an S.O.S. came in from a distressed ship all stations had to cease broadcast activities; and Miss McGovern recalls many an instance when the Coast Guard would call up, give the operator the simple instruction, "Get off the air," and hang up.

Odd calls are innumerable. One day Miss McGovern got a call asking her to have someone paged at the corner of 50th Street and Sixth Avenue.

A native New Yorker, Miss McGovern
(Continued on Page 13)

TENTH ANNIVERSARY CHIMES

(Continued from Page 12) worked in the central office of the New York Telephone Company and in the New York Clearing House before joining NBC.

Blanche Davies

A world traveller and a ten-year veteran in the broadcasting business at the age of 28 is the record of Blanche Davies of the Hollywood Office.

Mrs. Davies who was Blanche McLaughlin when she came to NBC, San Francisco, ten years ago the twentieth of this month, was born in Lawrence, Indiana, November 7, 1909.

Inasmuch as her father was a government civil engineer whose work demanded considerable travelling, Blanche saw quite a lot of the world before she reached her teens. Three times the family settled in the Hawaiian Islands.

When she was nine with as much globe-trotting behind her as the average person experiences in a lifetime, Blanche came to San Francisco. There she attended the Lowell High School, whence she was graduated in 1927.

NBC had less than fifty employees when she joined the organization as a typist. As the Company expanded she was transferred to Traffic, and when C. L. McCarthy was appointed assistant to Don E. Gilman, she was moved into the executive offices also. She was secretary to the late H. J. Maxwell until he resigned, and for the past couple of years has been secretary to Lew Frost.

Mrs. Davies moved to Hollywood when the executive offices were transferred several months ago.

She likes the change, as does her husband, Hugh W. Davies. Their home is near Toluca Lake a few blocks from the homes of Bing Crosby and Jimmy Fidler.

Mrs. Davies is a brunette with black eyes. Her hobbies are reading, gardening and knitting. Her one pet is a white cat named "Baby Snooks."

William Andrews

Ten years ago when William Andrews applied for a position with NBC in San Francisco, his application boasted of years of radio experience.

Only 21 at the time, he had already worked as an operator, an announcer and



Blanche Davies, secretary to Lew Frost, and William Andrews (right), night manager, celebrate their tenth NBC anniversaries this month with Ken Carpenter who rings out their "Tenth Anniversary Chimes" on his special set of chimes presented to him by President Lenox R. Lohr for his superlative work as an announcer and chime ringer.

Picture was taken by Announcer Joe Parker.

a radio expert in a large mail order house.

Mr. Andrews, who is now Night Manager in Hollywood, was born in Oakland, California, April 5, 1905, and educated there. He built his first radio set when he was in grammar school, and his interest as an amateur during his high school days led him to enroll at the Western Radio Institute upon graduation.

Later, with an operator's license in his pocket, he joined the Naval Reserve where he gained valuable experience.

As chief operator of an Oakland station, Engineer Andrews often found himself pinch-hitting for announcers. Soon he began to receive fan mail, and before long came an offer to devote his full time to the mike, at a substantial salary increase.

Up until last September Mr. Andrews was supervisor of NBC announcers in San Francisco.

Last fall when the need for a night manager became apparent in Hollywood, Mr. Andrews was chosen and transferred.

Press Views Progress Made In Television

(Continued from Page 1)

than twenty switches of action were made from one studio to another during the 25-minute performance. All were made in the main control room, adjoining Studio 3H, where both picture and associated sound were monitored.

Headed by Clay Morgan, director of public relations, and Wayne Randall, director of publicity, members of the Press Division staff acted as hosts to more than a thousand representatives of the press who attended the demonstrations.

Amateur Drama Group Formed By Employees

(Continued from Page 1)

The Stagecrafters began to take form several months ago when a small group of NBC members, headed by Dorothy Allred, then of General Service and now of the Production Division, started a drive to form a drama group. Last month, after a committee of ten, assisted by George M. Nelson of the Personnel Office, had canvassed the Company for the names of employees interested in taking part in the venture and completed preliminary organization steps, election of officers took place at an open meeting in Studio 3G.

Those who were elected are Dorothy Allred, president; George M. Nelson, vice president; Gilbert Ralston, director; Hubert V. Chain, business manager; Kirk Quinn, play reader; Miriam Hoffmeir, treasurer; Helen M. Korday, secretary; Frank C. Lepore and Dom Davis, publicity agents.

As of June 1, more than fifty NBCites have joined The Stagecrafters. Initiation membership fees are one dollar.

Most of the officers of The Stagecrafters have had previous experience in dramatics, either as amateurs or professional actors. The important post of Director is held by Gilbert Ralston who is a member of the production staff in the Electrical Transcription Service Department. Before entering the employ of NBC over a year ago, Mr. Ralston worked in the theatre for several years as actor, manager, writer and director. Assisting Mr. Ralston is another member of Electrical Transcription Service, Hubert V. Chain, scriptwriter, who will act as business manager of the group. Mr. Chain was director of the Cornish School in Seattle for three years before coming to NBC last fall. He also has had experience as an actor in college and on Broadway.

Dorothy Allred, president, taught college dramatics and music in her home state, Kansas, and was associated with various professional acting groups in Chicago before coming to Radio City.

The Stagecrafters are also fortunate in having George M. Nelson as one of their officers. In him they have a devoted follower of the theatre and a playwright.

NBC And Westinghouse Open New KYW Studios

(Continued from Page 1)

RCA laboratories in Camden, New Jersey, and also along the route of a proposed television coaxial cable line between New York and Washington, D.C.

Managed by Leslie W. Joy, KYW is now one of the most modern and complete broadcasting stations in the country.

NBC HOLLYWOOD

by Noel Corbett

Results of Tennis Finals

Rounding out the annual NBC Tennis Tournament on May 7, Lew Frost, assistant to Vice President Gilman and Jack Creamer, of the maintenance staff, took the doubles 6-3, 6-4, from Jack Stewart, Sales, and Paul Greene, studio engineer, before a crowd of 200 at the La Cienega Courts in Beverly Hills.

In the singles finals Creamer won from Stewart 6-3, 6-2.

A three-year silver trophy was presented to Creamer by A. E. Nugent, and a three-year gold trophy was given to the winners of the doubles by Walter Norris, representing the Randall Motor Club.

Tom Harrington, of Young and Rubicam, donated a couple of handsome sweaters and the Town Lounge added two money orders.

Other NBC employees entered in the matches were Joy Storm, announcer, who won last year's tournament, Walter Bunker, Jr., production manager, Ken Carpenter and Ben Gage, announcers, Donald De Wolf, engineer in charge in Hollywood, and Ray Ferguson and Murdo MacKenzie, studio engineers.

The Play-Back

Frances Scully really proved to be a loyal press agent when she recently visited the new CBS building with a group from the Los Angeles Advertising Club.

Hal Rorke of CBS arranged for each visitor to speak into a microphone and

have his or her voice recorded.

In the midst of the play-back, Miss Scully's voice suddenly boomed out amongst the others—"My name is Frances Scully, and I'm a member of the Press Department of the NATIONAL BROADCASTING COMPANY!"

Wedding Bells

Producer Bob Reed and Gogo DeLys both well known to NBCites in San Francisco, and also in Radio City, New York, where Miss DeLys sang on the Lucky Strike and other programs, were granted a marriage license May 26.

By the time this is read, the couple will be honeymooning at Ensenada, Mexico. When they return they will make their home in Beachwood Canyon in the Hollywood Hills.

NBC Wins Golf Trophies

It was field day for NBCites in Hollywood's Annual Radio Golf Championship Tournament played at the Midwick Country Club on Sunday, May 30. Claude Sweeten, musical director of KFI, NBC affiliated station, won the gold cup donated by NBC for having the lowest net score of 65. The NBC trophy was presented by Vice President Don E. Gilman.

Bob Kimic, NBC staff trumpeter, won the CBS trophy.

Among those from NBC who participated in the tournament were Don E. Gilman, John Swallow, program manager of



Among those at the recent Annual Radio Golf Tournament were, left to right: John Swallow, Western Division program manager; Harrison Holliday, manager of NBC Stations KFI and KECA, and Don E. Gilman, Vice President in charge of NBC Western Division.

the Western Division; Bob Brooke, studio engineer; Joe Arnone and Bob Schuetz of the N. Y. Engineering Department who are in Hollywood supervising the construction of the new NBC studios.

Vacation Days

The only snag which Bob Brooke, studio engineer, struck during his 6,000-mile vacation jaunt, was in the form of a blizzard in Yellowstone. For the first time in history he had the top of his car up . . . Bob Moss, studio engineer, vacationed to New York. He's driving a new car back from Detroit . . . Charlie Smith, Artists Service, left for parts unknown . . . Matt Barr, detained his trip to Yosemite by three days so that he could attend Hal Bock's surprise birthday party.

Quick Pix

Myron Dutton, producer, arranged a benefit for the Beverly Hills School scholarship fund, at which several stars appeared. Dutton is president of the Alumni . . . Andy Love, in charge of Literary Rights, recently spoke before 400 ladies and one gentleman at a Tuesday Afternoon Club of Glendale luncheon . . . Charlie Norman, studio engineer, caught a six-pound Rainbow Trout at Big Bear Lake which measured 22 inches . . . Don E. Gilman, vice president, was the principal speaker at the Annual College of Commerce Banquet at USC . . . Donald DeWolf, engineer in charge in Hollywood, told Southern California Metermen all about the insides of radio at a dinner at Huntington Park.

Arnold Maguire, producer, and Carl Lorenz, studio engineer, have organized a rifle and pistol team . . . A. H. Saxton, Division Engineer, is in New York at the Annual Meeting of the Division Engineers.



Winners and runners-up in the NBC Hollywood Annual Tennis Tournament. Left to right, Paul Greene, studio engineer; Jack Stewart, Sales; Joe Stauffer, of Young & Rubicam, who presented some of the prizes; Walter Norris who presented the winners of the doubles with a gold trophy given by the Randall Motor Club; Lew Frost, assistant to Vice President Gilman, and Jack Creamer of the maintenance staff. Frost and Creamer won the doubles; and Creamer took the singles from Stewart.

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.

BARGAIN—1931 Ford sport coupe. Rumble seat. New brakes and motor recently overhauled. Just what you need for your vacation. Make an offer. Call the NBC TRANSMITTER.

SUBLET—One room, kitchenette and bath. Completely furnished. Cheerful, cross ventilation and cool. Available June 1 to October 1. 41 West 54th St., N. Y. C. Call Mary Coyne, Ext. 561.

FREE PASSES—Good for a day's visit and use of facilities at Y.M.C.A.'s in Brooklyn and Queens. Information on permanent residence and membership rates also available. Apply to the N. Y. Personnel Office, Room 308.

FOR SALE—Auto Graflex press camera. 4" x 5". Zeiss 155 mm. F. 5 lens. Focal shutter 1/10 to 1/1000 sec. Old model but in perfect condition and a bargain if you can use it. E. B. Lyford, Ext. 844, New York.

FOR SALE—At sacrifice, eight-room house on Hudson River front property in the zoned village of Grand View, N. Y. 17 miles from the George Washington Bridge. All improvements, garage, unusual grounds and magnificent trees, waterfall, brook, pool, ivy-clad garden wall, outdoor fireplace. Three miles from Rockland Country Club. For further details and photographs call Ext. 231.

WANTED—To rent or borrow camping tent for two weeks beginning July 16. Please call Bill Robotham, Ext. 704 or Mail Room, N. Y.

SUBLET—Modern two-room apartment with kitchenette. Attractively furnished; cross ventilation; exceptionally fine library. Elevator building on 11th St., near Fifth Avenue. Available now until October 1. Call Ext. 715, N. Y.

PHOTO CONTEST

Next month the NBC TRANSMITTER will give another Argus Candid Camera to the best NBC picture submitted in the photo contest. The second prize will be a copy of the beautiful NBC Symphony Orchestra book. The Argus camera (worth \$12.50) is being donated by one of the leading camera shops in New York City, Parker & Battersby, in Radio City.

This contest is open only to staff members of NBC in all its branches and offices. Pictures must be of NBC people, events, studios, buildings or equipment. The pictures will be judged on their humor, popular appeal and photographic quality. The judges are Florence Marks, Press Division; W. B. Parsons, Sales Promotion, and Carl Cannon, Guest Relations, in New York.

READ THESE RULES CAREFULLY

1. Do not send negatives. Send glossy prints not smaller than 2½" x 3½".
2. Give names of persons in pictures and their NBC titles or departments.
3. Give your name, department and NBC division.
4. Send your pictures to the NBC TRANSMITTER, Room 284, National Broadcasting Company, Radio City, New York, before June 23. Pictures received after June 23 will be held for subsequent contests.

PHOTO CONTEST WINNERS



THIS CANDID picture of Announcer Ben Grauer shaving with an electric razor wins this month's prize — an Argus Candid Camera donated by Parker & Battersby, camera suppliers in Radio City. The picture was taken with Grauer's camera by Program Director Norman Sweetser of New York. In view of the complications involved, the NBC TRANSMITTER will let them flip for the prize.



"OUTSIDE LOOKING IN"

Left. This interesting picture of a window cleaner was taken by E. B. Lyford who was inside looking out from his office in the Traffic Department in Radio City. It wins this month's second prize — a copy of the new NBC Symphony Orchestra book which contains charcoal portraits, photographs and biographies of Arturo Toscanini, other famous conductors, and members of the NBC Symphony Orchestra.

"WE TAKE YOU NOW TO . . ."

Below. Among the many pictures of NBC people at work and at play submitted to the TRANSMITTER's photo contest was this of Engineer Paul Herrold at the Master Control Board in New York. Taken and submitted by Frank J. Reed, N. Y. Traffic Dept.



KNOW YOUR COMPANY

No. 14 Artists Service Department — Part II



DAN S. TUTHILL

white limousine, tossing tiger orchids to her adoring public.

Up in NBC Artists Service, they'll give you another picture — one that is notably different from the Hollywood version. They'll tell you that stardom is no overnight proposition. It is a carefully-timed, step-by-step climb that takes anywhere from one to four years — if achieved at all.

If a talented newcomer is deemed worthy of management by NBC Artists Service, he or she is immediately placed in the hands of a well-chosen expert who acts as his or her personal representative. Artists Service employ fifteen such experts. They work closely with Daniel S. Tuthill, assistant managing director of the department. They take care of everything the starlet does, from advising her what clothes to wear to what fee to take for an engagement. It is also their duty to see that the artists under their wing are sold — to the right people.

For example, an artist who hadn't been on a commercial program for some time was advised to turn down an offer of \$450 a week. There naturally followed some misgivings on the artist's part, but the NBC representative won out, and the following week, the artist got a job at \$700. The artist had failed to consider that taking the first offer would remove him from his sustaining show and out of the public eye, an advantage not to be sacrificed for anything less than \$700 a week.

However, before an artist can be sold, he must be publicized and advertised. NBC Artists Service has two distinct promotion divisions for this job. One, headed by Edward de Salishury, is devoted to promoting talent sales in radio, stage, screen and night club entertainers. The other, supervised by Helen Mobert, tackles the job of publicizing concert artists. With a combined staff of eight people, they turn out more than a thousand pieces of publicity, promotion and advertising a year. Some of their booklets, sales presentations and folders have won international awards and commendations in art director's shows here and abroad. Many of the news items on stars which you see in newspapers and fan publications are the publicity brainchildren of Artist Service's Promotion Di-

vision. Through the medium of the printed word, no stone is left unturned in an effort to build up a performer's name, thus enhancing his commercial value.

In the case of the French singer Jean Sablon, for instance, they are currently capitalizing on his romantic appeal. Countless "ladies' man" stories and advertising pieces have been distributed. "Jean Sablon Fan Clubs" have been organized in girls schools throughout the country. Photographs of Sablon with Marlene Dietrich and other acknowledged charm-ers have been taken and sent to feminine publications. The result is that today Sablon is a ladies' man. Whenever he appears on a broadcast, scores of girls clamor outside the studio fighting for a chance to get his autograph or a peek at their new idol.

Amanda Snow, "The Hometown Girl," is a case in the opposite extreme. If this 283-pound singer of hymns and old fashioned songs has ever visited a night club, her adoring public has never heard of it, nor is she allowed to take part in frivolous publicity stunts. Every article that is written, every picture that is taken emphasizes her small-town background.

While this build-up process is going on, the artist's personal representative is busy tracking down jobs for him to fill. In exchange for these jobs, the artist pays a commission. In this way, Artists Service makes a revenue large enough each year to enable it to build its stars and show a profit.

No longer do talent salesmen poke their heads into a client's office and shout, "I've got the most colossal act in the world!" The talent business today has developed along more subtle salesmanship lines. Artists Service salesmen study the needs of a client or prospective talent buyer, and then build and offer an artist to fit this need.

Sometimes it isn't always easy to discover what a radio sponsor wants. There is a classic example in the case of a client who wanted a tenor for his radio program. Artists Service auditioned seven different singers, but the client

did not like any of them. That evening as the client was going home, he turned on his auto radio and heard a beautiful tenor voice that completely enthralled him. He couldn't wait to get home, so he dashed into a drug store, phoned Artists Service and demanded, "Who is that fellow singing on the air right now? I want him for my show. He's terrific!"

Artists Service tuned in on the program and happily discovered that the tenor was under NBC management. In fact, he was one of the seven tenors the client had rejected that afternoon!

In addition to finding radio jobs for its artists, Artists Service is constantly on the lookout for engagements for them in other fields. The department is in direct contact with more than 5,500 talent buyers in the United States. They book their entertainers into hotels, night clubs, resorts, private parties, recording jobs, theatres and concerts.

They are also on the alert to find motion picture talent among their managed radio artists. Alice Faye got her start in pictures through them. In the past few years, they have sold to the screen such NBC Artists Service names as Kirsten Flagstad, Dorothy Lamour, Gladys Swarthout, Warren Hull, Fibber McGee and Molly, Walter Cassel, Doris Weston, the Vass Family, the Kidoodlers and scores of others.

They are now at work — believe it or not — on building up television stars.

—JOHN H. BAXTER, *Artists Service*

Send your vacation pictures with complete captions to the NBC Transmitter Photo Contest. Prizes for best pictures.



Edward de Salishury (center) goes over plans for an Artists Service promotional piece with his two assistants, Edythe de Takacs and John Holt Baxter.