

## NBC TRANSMITTER

VOL. 5

JANUARY, 1939

NO. 1

RADIO SIGNALS USED  
TO FORECAST WEATHER

Everyone knows that KDKA, NBC station in Pittsburgh, broadcasts government weather reports and forecasts several times a day. That's not news.

But it is news that Professor Robert C. Colwell of West Virginia University, Morgantown, uses the Pioneer broadcasting station's radio waves to make up his own prognostications. And he claims they are 90 per cent correct.

Professor Colwell, who is head of the physics department, tunes in KDKA to determine the intensity of the station's radio wave. Back in 1925 he discovered that the signals from KDKA varied from day to night according to weather conditions. If high atmospheric pressure prevailed over both the KDKA transmitter and Morgantown the day and night signals were of the same intensity. But if a lower pressure area were present, the night signals were much the stronger.

Knowing that high pressure areas bring fair weather and that low pressure areas bring stormy weather, Professor Colwell was able to forecast the weather 24 hours in advance with surprising accuracy.

Supplementing this unique method of observation, Professor Colwell and Professor A. W. Friend, also of the physics department, send out from the transmitter on top of the university chemistry building, a short pulse of radio waves one ten-millionth of a second in length, at regular intervals. These waves rebound from a layer of ether waves approximately half a mile above the campus.

The rebound is caught by an oscilloscope in the physics building and the beam of electrons in this vacuum tube machine records the height to which the waves travel before they are reflected. If a high pressure area is directly over the experimental transmitter, the reflecting layer is lower than usual and if a low pressure area prevails it is higher than usual. Weather for the next 24 hours will be stormy or fair accordingly, says Professor Colwell.

THE STORY OF IMBY  
AND HIS CREATOR

By the time you read this everybody in NBC probably will have seen Bill Eddy's NBC calendar for 1939 made up of his famous "NBC Hall of Fame" cartoons that appear in the TRANSMITTER every issue. (See page 8.) These cartoons were so clever in their satire of NBC departments and their constituents that it was decided to have a calendar made of them for distribution among NBCites and NBC's business associates throughout the land.

But this story is about Artist Bill Eddy and that character who inhabits his cartoons.

For the uninformed few, Mr. Eddy—he prefers to be called Bill—is a member of the Engineering Department in New York. He is a television engineer in charge of Video Effects. He and his two assistants suggest, conceive, invent and construct such things as animated titles and figures, miniature mechanical sets, studio typhoons, tornadoes, snowstorms, earthquakes, and other eccentricities of Nature. A few of the gadgets they've made for television

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STUDIO TOURS BEGIN IN  
HOLLYWOOD RADIO CITY

The inner workings of Hollywood Radio City were revealed to the public for the first time when NBC inaugurated guided tours through the new Hollywood studio building, Sunday, January 1. Although the auditorium studios have been open to the public since the inauguration of broadcasting at Hollywood Radio City, public tours were not scheduled until construction had been completed and exhibits had been arranged.

Under the direction of trained guides, visitors to Hollywood Radio City are conducted through the mammoth broadcasting plant, and shown all the details of studio operation. Tours leave the main lobby at half-hour intervals, groups of twenty persons being shown the studios and exhibits on each tour. Visitors are charged forty cents for the tour. The staff of eleven guides is headed by Walter B. Davison, formerly of Guest Relations in New York. Mr. Davison was transferred to Hollywood to train the new staff and to take charge of tour promotion.

Beginning with the 200-foot long Sunset Boulevard terrace, the tour includes the four big audience studios, a control room, and the sound-proof corridors separating the studios. The basement, containing exhibits showing every phase of studio and radio operation, is the center of interest during the tours. Visitors look through giant portholes into the 85,000-gallon water tank that serves the air-conditioning system, and the operation of air mixers, coolers and filters is described in detail.

Sound effects constitute a special display arranged for visitors. A booth containing sound effects equipment has been installed, and skilled technicians demonstrate their operation.

The ABC of Radio, an exhibit showing what happens to a radio program from the time it starts into the microphone in Hollywood Radio City until it arrives in the loudspeaker of a home radio, is included in the base-

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The main lobby of Hollywood Radio City showing Ed Trumbull's magnificent mural which occupies the curved wall above the Master Control Room which may be seen by visitors through a large wall of invisible glass. A genie supporting a radio receiver dominates the mural which includes scenes illustrating the activity of broadcasting. The studio tours begin and end here.



## NBC BOSTON

by Jim Lee

### WBZ Xmas Party

NBC's annual Christmas party went over with a bang on December 23. Beginning with a gala luncheon at high noon, the afternoon progressed gaily with studio entertainments, dancing and general high jinks. All members of the Westinghouse and NBC staffs participated.

General Manager John A. Holman was chairman of the matinee, assisted by Receptionist Grace Edmonds, Mildred Carlson of the *Home Forum*, and Ruth Moran, Sales Department secretary. John McNamara, program manager, had charge of entertainment. Other active instigators of the festivities were Sales Manager Frank Bowes and Salesmen Babe Norris and Herb Masse.

### Personals

Pete Green, bull-fiddlist of Rakov's Orchestra, was married to Gail Reese, New York vocalist, on January 7. Pete, who holds a pilot's license, took his bride on an aerial honeymoon.

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Bob White, chief announcer, participated in a 'broadcast' at the annual Clover Club dinner of Boston celebrities to welcome Gov. Leverett Saltonstall.

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Bob Evans, Special Events, and his wife spent Christmas at the home of Bob's parents, Mr. and Mrs. Billy Evans, in Cleveland.

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Arch MacDonald, Program Department, is again the recipient of a deluxe Christmas gift from an anonymous admirer. This partly compensates for the recent burning of his automobile.

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The plush-covered and chromium-hooked barrier which guards WBZ's control room from the foyer is a liability as well as an asset in Control Operator Bob Henderson's opinion. The hook impaled itself in Bob's hind pocket as he was hurrying to cross the threshold. Luckily he had his overcoat with him.

### Alumni Greetings

The NBC staff received a Christmas greeting from Brother Aelred of Graymoor Monastery, Garrison, N. Y. He was Aiden Redmond, former popular chief announcer of WBZ & WBZA. Another WBZ alumnus to remember his former associates was Warren Hull, now of Hollywood.

## NBC WASHINGTON

by Marian P. Gale

### Noel! Noel!

Our annual Christmas party the Saturday before the holiday was a complete success from the opening of our two-bit gift packages to some alleged harmony from the heretofore reserved brass hats. The screaming and whooping which accompanied the opening of the gift packages was confined to sound-proof Studio A . . . thank goodness.

Vice President Russell, Manager Berkeley, Commercial Manager Dodge and Chief Engineer Johnson took the platform at one stage of the party to sing a few bars of *She'll Be Coming 'Round the Mountain*.

The party was topped off with a series of ping-pong matches and some rather odd toasts by Announcer Jim McGrath.

### Traffic Campaign

Bill McAndrew, our news editor and director of Special Events, has been appointed a member of the Traffic Advisory Council by the District Commissioners. As the result of McAndrew's appointment the two stations, WRC-WMAL, are conducting another intensive traffic campaign. This time the drive is to determine what the people of Washington think about the proposed pedestrian control regulations for the District. Public hearings on pedestrian regulations are being broadcast as well as man-in-the-street programs asking passers-by what they think on the subject.

### Hittenmark's 20,000 Toys

Gordon Hittenmark, WRC's Timekeeper, finished his fourth annual local drive for Christmas toys for the needy with an all-time record. A total of 20,000 toys were donated for his doll campaign last month. One of the most amazing things is that not more than two dozen toys were second-hand. Hittenmark says they were sent to him from all parts of the country . . . from people who had left Washington since last year's campaign but who still wanted to make their donation. One package of dolls was willed to Hittenmark and delivered by the Executor of the estate. . . . Two of the dolls in this year's

collection came from outstanding network artists . . . Walter Winchell and Tommy Dorsey.

The Midshipmen were on the scene again this year for the finale. One hundred and fifty taxicabs were detailed to Annapolis in order to transport 500 "Middies" to Washington for the occasion. . . . Hittenmark told them on his early morning program that their tickets of transportation would be a doll apiece.

### Here and There

Commercial Manager John Dodge is sailing for South America on a twenty-one day cruise on January 27th. . . . Carleton Smith is master of ceremonies of the new local RCA show which features outstanding New York radio artists each week. . . . Commercial Department awarded two fifty-dollar prizes for WRC and WMAL slogan contests. . . . The contest blanks were sent out only to advertisers and agencies . . . the winning slogans were "To Tell — To Sell — Use WMAL" and "WRC—First in Washington." . . . Hilmar Baukhage of the News Department found "subbing" for Earl Godwin on the Farm News broadcast to the Southeast network this month was very pleasant work . . . particularly when a listener sent him some country sausages . . . one of Baukhage's favorite dishes.



The holiday spirit prevailed on the "National Farm and Home Hour" a few days before Christmas. Lucy Alexander, of the Bureau of Economics of the Department of Agriculture, cooked a 13-pound turkey for the Farm and Home Hour speakers. Pictured above are, from left to right, E. J. Rowell of the Dept. of Agriculture, Announcer Edwin Rogers, Wallace L. Kadderley of the Department; NBC Vice President Frank M. Russell, and H. L. Shrader of the Department.



## THE STORY OF IMBY AND HIS CREATOR



As Engineer-Artist Bill Eddy sits before his drawing board another "NBC Hall of Fame" statue begins to take shape.

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shows are now on exhibit on the Television Tour of Radio City.

And as for that creature which inhabits the cartoons, whom Bill calls Imby, it was born a long time ago—fifteen years ago to be exact—when Bill was a midshipman at Annapolis and staff artist for the *Naval Academy Log*. Imby went through Annapolis with Bill, but not without mishaps and close brushes with the authorities, and then, after graduation, followed him to all corners of the earth on training ships, submarines, battleships, and other naval vessels. Imby has appeared in various foreign publications—Chinese, Spanish, Danish and Hawaiian—as well as making personal three-dimension appearances in wood and in plaster.

When Lieutenant Eddy had to retire from the Navy in 1934 because of a bad ear, Imby retired with him. He has been a faithful lad, this Imby, though perhaps not a brilliant one.

Strangely enough, although Imby has been with NBC more than a year, he has yet to crash television.

In addition to his art work, Bill also does quite a bit of writing on the side. He has contributed fiction stories and articles on various subjects to national magazines. But swears that those thirty-five cent words he squanders so freely on the citation plaques are not used in his serious literary output.

And that, albeit sketchily, is the story of Bill Eddy and Imby.

### About Those Scoops . . .

Max Jordan, NBC's famous Continental European representative, is spending a few weeks at Radio City, telling the boys how he scooped all opposition on the Munich pact and Hitler's speech at Linz, and laying plans for future NBC programs from the Continent. He has had his unique passport (a couple of yards long and bearing visas from some twenty European countries) photographed for the record.

## KYW PHILADELPHIA

by J. A. Aull

### Santa Claus Comes to KYW

KYW climaxed the year's activities with a huge family party on Friday, December 23, in the new auditorium studio. Every member of the staff including our Westinghouse associates were on hand with the wives and children.

Three very creditable shows were given for the benefit of the kids. They were produced and written by John Thorp. Various members of the organization took part. After the plays, Manager Joy made a brief curtain speech, welcomed everybody and introduced Santa Claus. Santa appeared with the biggest pack the children had ever seen and according to the old gent himself the heaviest he had ever carried. In fact, there was doubt for a time whether or not he would be able to make the stairs to the stage. Santa was in the person of Leroy Miller. In spite of the very estimable air conditioning in the studio Roy was practically swimming in his beard by the time more than 50 children had assembled on the stage.

When the Saint had dispersed his pack to the amusement and delight of everybody, Walter Dabney held the audience at bay while the stage was

arranged for refreshments. After the first taste it was admitted by everyone that Joe Proulx had lost none of his technique at producing just the right victuals.

### Spot News

Bill Lang, announcer and ace news commentator, has been absent from the shop for the past two weeks as the result of a badly infected eye. He is expected back soon after this writing.

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Al Watton, of the Program Department, is hobbling around on a cane and looks like the old man in "Every picture tells a story." He managed to trip on Jim Begley's front doorstep and gave his ankle a bad twist.

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Marie Dixon, Sales Manager Jack Hammann's secretary, is back at her desk after an absence of several weeks with bronchial pneumonia.

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There's plenty of activity these days on the fifth floor of the new building. The Westinghouse engineers chipped in and bought a ping pong table while the announcers have provided a dart board.



Following the Christmas Party in Studio 8H, Radio City, December 23, gifts were given away to some 300 children that were present. More than one thousand members of the NBC Family in New York witnessed a Christmas play featuring Producer Madge Tucker's child actors and Santa Claus, played by "Jolly" Bill Steinke, shown above distributing toys.



# NAMES IN THE NEWS

## NEW YORK

### Promotions

Miss Edna C. Oppen, of the President's Office, has been named secretary to Niles Trammell, newly appointed executive vice president who assumed his new duties in Radio City on January 2. Miss Oppen is well versed in Company affairs, having worked for various executives in different departments during her more than eleven years with NBC. She has been succeeded in her former post as chief clerk in the President's Office by Theodore Van Cott from the office staff of Vice President and Chief Engineer O. B. Hanson; and Albert Crenshaw has been transferred from the President's Office to Engineering to replace Mr. Van Cott.

Mr. Van Cott has been with the Company eleven years, of which he spent ten in Mr. Hanson's office.

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Roderick Mitchell of Guest Relations was chosen last month from the members of the NBC announcing school by Supervisor Pat Kelly to fill a vacancy on the announcing staff. Mr. Mitchell turned in his guide uniform and assumed his announcer duties on December 21. Formerly a newspaper reporter on the West Coast, Junior Announcer Mitchell has been with NBC two years.

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Theodore M. Thompson has been transferred from General Service to the Program Department where he is now administrative assistant to Walter G. Preston, Jr., manager of the Educational Division. A graduate of Dartmouth College, Mr. Thompson started in the Company four years ago as a page. Subsequently, he was promoted to supervisory positions in the Guest Relations staff, transferred to the Office Services Division and then to the Personnel Office.

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B. Wright Mallory has been promoted from the page staff to the Information Division. A graduate of Dartmouth, class of 1938, Mr. Mallory joined the NBC staff last August.

In college he majored in English, sang in the Glee Club, played varsity basketball, and was pledged Psi Upsilon.

Burton M. Adams has been promoted in the Station Relations Department, and his former clerical duties have been assigned to Thomas B. Campbell from the page staff. Mr. Adams, a graduate of the University of Pennsylvania, has been with NBC more than two years. He also started in Guest Relations. Mr. Campbell, who will now occupy the receptionist's desk in Station Relations, is a graduate of Colgate University, class of '37.

### Newcomers

Miss Marion Jostedt, a graduate of Missouri University where she majored in journalism, has been added to the secretarial staff in the Legal Department, in Vice President A. L. Ashby's office. She did legal stenographic work in St. Louis, her home city, before coming to Radio City.

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Miss Margaret M. Stillman, who hails from St. Johnsbury, Vermont, has been made a regular member of the Stenographic staff. She is a graduate of Boston University, class of 1936, where she was active in dramatics. Miss Stillman also has had experience as an actress in summer stock.

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Miss Mary Lesko, formerly with the International Business Machines Corporation, has been engaged to replace Mrs. Dorothy Muller, who resigned from the Auditing Department.

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Miss Lucille Claus, formerly office manager of the Rosenwald Family Association in New York, has joined the staff of the Central Files Section in General Service. A native New Yorker and graduate of the Petersburg School in Virginia, Miss Claus was in the brokerage business for several years before her association with the Rosenwald Family Association.

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John Briggs, formerly with the Constance Hope Associates, publicity firm, has joined the Press Division, devoting most of his time to writing special music stories. A graduate of the University of North Carolina where he majored in journalism and was active in dramatics with the Playmakers, Mr. Briggs studied voice at the Curtis Institute of Music in New York before going into the publicity field. He has had experience as a concert singer, and also sang over several radio stations in North Carolina, his home state.

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Miss Thelma A. Prescott has joined the Television Program Division. A photographer, journalist, fashion ex-

pert and artist, Miss Prescott will handle events and programs of interest to women and will assist in the direction of programs "from the woman's angle."

She comes to NBC from Paris, France, which has been her home for the past ten years. Miss Prescott was among the first to introduce the use of informal camera pictures of society in European centers. While abroad she contributed as a free-lance writer to leading American magazines, worked on the Paris edition of the *New York Herald* and on the staff of *Women's Wear Daily* as feature writer and artist. From 1932 to 1938, she operated her own publicity bureau, representing American and European hotels. In connection with this work she organized many important social events.

Miss Prescott's formal education included art studies at the New York School of Fine Arts, on scholarships in New York, Paris and Florence, Italy. She has also studied photography in Paris and music in the Philippe school in France.

### Transfers

Miss Marjorie Milligan, who has been pinch-hitting in various departments since she came to NBC last summer, is now secretary in the office of Vice President Frank E. Mason, assisting Miss Bessie Dodican. A graduate of Wellesley College and the Miss Conklin Secretarial School, Miss Milligan formerly was secretary to the president of the Davis Emergency Equipment Co., secretary to the dean of Washington Square College of New York University, and a secretary at the Rockefeller Foundation in New York.

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Miss Virginia Forsman, who has been with NBC a year, has been transferred from Central Stenographic to the Sales Department where she has replaced Miss Alma Brohard, now in Production, as receptionist.

### Resignations

Joseph J. Novenson, resigned from the Guest Relations staff, December 20, in order to go to Winston-Salem, North Carolina, to join the announcing staff of Station WAIR. He was engaged, following an audition among the members of NBC's announcing school, to replace Don Gardiner, also a former NBC guide, who left WAIR to join the NBC announcing staff in Washington, D. C. Mr. Novenson had some experience as a radio singer and announcer for WHN, New York, before he joined NBC last summer. An-



other graduate of Dan Russell's training school for announcers and also a former NBC guide, Roger Von Roth is also a WAIR announcer.

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Milton S. James resigned from the Tabulating Section of Statistical last month in order to go to Baltimore where he is now employed by the Social Security Board.

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William Robotham resigned from the Mail and Messenger staff on December 10 in order to join his father's advertising agency in Hartford, Connecticut. His resignation terminated two years with the Company.

### Engagements

Miss Elizabeth Scott, secretary to John H. Norton, Jr., of Station Relations, became engaged to Richard W. Gilbert on December 27. Mr. Gilbert is associated with the Yorkshire Insurance Company, Ltd. Both are graduates of Bucknell University where they were members of the class of '36. The wedding date has not been set.

### Marriages

John H. Norton, Jr., Station Relations, and Miss Virginia Skeen of Atlanta, Georgia, were married at an informal wedding in St. Bartholomew's Church on December 16. William Hughes, of the Lambert & Feasely Advertising Agency, was best man.

Mr. and Mrs. Norton went to Florida on their honeymoon and are now back in New York where they will make their residence.

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Gilbert Ralston, program director of Electrical Transcription Service, and Miss Mary Katherine Hart, actress, were married in the chapel of St. Patrick's Cathedral on December 20. The wedding, a small informal affair, was attended only by their immediate families.

The newlyweds recently returned from their honeymoon trip and are now residing at 39 East 49th Street, New York City.

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Lester F. Miles, studio engineer, was married to Miss Jeanne Marchant at the Flatbush Presbyterian Church on November 26. The newlyweds went to Bermuda on their honeymoon and are now residing at 425 East 23rd Street, Brooklyn, where Mr. Miles, who is also a licensed psychologist, has resumed his part-time practice as psychology consultant.

Edward J. Weille, of the air-conditioning staff, and Miss Eleanor Covatti, who works at Bloomingdale's, were married at the Mount Carmel Church in Astoria, January 2. They went to Bermuda on their honeymoon, and upon their return they plan to live in Forest Hills.

### Stork News

Andrew Ferri, of the Mail and Messenger Section, is the proud father of a baby girl, Barbara Rorhlach, born on December 2.

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John Philip Malcolm, ten pounds, was born to the George Malcolms at their home in West Islip on December 18. That made three children to whom NBC's studio host had to play Santa Claus on Christmas Eve.

### Miscellaneous

Dr. James Rowland Angell, NBC Educational Counsellor, was recently elected president of the English-Speaking Union of the United States at the annual organization meeting of the Union's board of directors. He assumed his duties as president of the Union on January 2. Dr. Angell, former president of Yale University, succeeds John W. Davis. Mr. Davis, who will remain a director, was named Honorary President of the organization in recognition of his long period of service—seventeen years as national president.

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Vice President John F. Royal re-

turned to New York in time for Christmas after attending the Pan-American Conference in Lima, Peru, as an unofficial observer for RCA and NBC. During his two-week stay in Lima, Mr. Royal discussed international programs with representatives of the Latin American countries and made plans for a greater exchange of radio programs between NBC and broadcasting systems in Latin America.

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Miss Flo Cunningham of Stations Relations left Radio City on a leave of absence on December 23. She will be gone for an indefinite period.

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Robert M. Fraser, Photo Section of Press, has returned after a month's illness.

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Little the worse for their mid-winter vacations, Amelia Umnitz, fashion editor of the NBC Press Division at Radio City, and Leonard Braddock, manager of the Information Division, have returned to work. Braddock went down Florida way and told the home folks about the wonders of Radio City in exchange for baked yams and soft southern accents. Miss Umnitz spent the holidays with her sister in San Francisco, but flew down to Santa Anita to do a broadcast at the season's opening of the famous racing course. She described the costumes of such well known film stars as Constance Bennett, Virginia Bruce, Gail Patrick and Bing Crosby.

## Here It Is!

This is a scoop . . . but then, why shouldn't it be? We're the press agents for the Stagecrafters. "The Pursuit of Happiness" is at last going to be produced; not by Fred Allen—not by Jack Benny—not even by Charlie McCarthy—but by those dilettantes of the drama . . . those Barrymores of the boards . . . those Fontannes of the footlights . . . the NBC Stagecrafters!

Now we don't like blind dates and we hate to bother you when you're reading, but what are you doing on January 19th? Or if you can't make it then, how about the 26th? And if you want to meet us in Studio 8G at 8:45 P. M., shoot a memo now to Ralald MacDougall, Room 255. He's First Secretary-In-Charge-Of-Where-You're-Going-To-Sit.

We won't go into the cast because we think our programs are cute and we want you to use them for something besides doodling during intermission. But we have peeped into some of the rehearsals and we were so impressed we elected ourselves Vice Presidents In-Charge-Of-Telling-Everybody-How-Good-the-Show's-Going-To-Be. . . .

EVERYBODY — IT'S GOING TO BE GOOD!



# NBC HOLLYWOOD

by Noel Corbett

## Santa Claus Don Wilson

Hollywood Radio City's first Christmas was a joyous one.

All the departments held open house, and on December 23 Lew Frost arranged for a kids party in Studio D. Santa Claus (Don Wilson) had a gift for every kiddie attending, and plenty of laughs were provided when he started pulling out gag presents for the different employees.

Some of those who attended with their youngsters were Helen Wendt, Program; Sydney Dixon, Western Division Sales Manager; Cliff Anderson, Program Traffic Manager; Floyd Caton, Sound Effects; "Bud" Miller, Guest Relations; Harry Saz, Chief Soundman.

## Uninsured Pickings

Imagine some pickpocket's dismay when he opened Matt Barr's wallet, after relieving him of it in a Christmas crowd, and found it contained an application for burglary and holdup insurance.

Barr, who writes for and edits the Daily News Letter, had been putting off applying for the insurance. The occurrence though, speeded him into filling out and sending in another blank.

## On With The Show

Joe Parker, announcer-director, was forced to receive his visit from Santa Claus from his bed, following a Christmas Eve auto accident.

Parker had to turn sharply to avoid a car that swerved in his path. He side-swiped a telephone pole. The next day found him at the studios however, ready for his stint as director on Amos 'n' Andy's broadcast.

## You Ought to Be in Movies

Wynn Rocamora, assistant manager of the Hollywood Artists Service, accompanied Dorothy Lamour to Gail Patrick's party the night that bad storm hit Hollywood.

On their way home they were marooned, so decided to abandon their car and start ringing doorbells.

The door of the first

house they came to was opened by an elderly lady. Seeing their plight, she rushed them into the house, sat them by a roaring fire and gave them dry coats and slippers. Then despite Rocamora's protestations that he wanted nothing but a telephone called her chauffeur and instructed him to get out her car.

Finally, though Rocamora had explained several times who they were, the lady of the house suddenly blurted out to Miss Lamour: "My, you certainly resemble Dorothy Lamour. You're very beautiful."

## Reward

When Mrs. Knute Rockne visited Hollywood Radio City, Soundman Ralph Amato retrieved a charm which the widow of the famous football coach dropped from her bracelet. The gracious lady rewarded Amato by adding her signature to the six-by-six-foot steerhide thunder drum which Harry Saz and his boys constructed. The huge sound effect has hundreds of names of celebrities already recorded.

## Seein' Snakes

Carlton E. Morse, author of NBC's *One Man's Family*, literally saw snakes last week.

In his new home in the Hollywood Hills, the writer had a beautifully designed fountain built into the dining room.

Following its second week of use, a couple of garter snakes made their appearance in the fountain. Morse had the visitors removed in a hurry, and ordered his contractor to install a netting over the drains. When more snakes appeared despite all the precautions taken, Morse grabbed the phone and called the contractor. "I've decided to write the fountain out of the script," he shouted. "so come up and take it out."

## Staff Notes

On December 12, Frank Dellett, Western Division Auditor, and his gang welcomed Fred Bryant to the Hollywood office. Bryant, who has been with the Company for about a year, comes from San Francisco.

Bill Andrews, night manager, gave his wife a swell end table which he made during his spare time in Claud Ferrel's shop.

Andrews says the only help he got was a few words of advice from Gus Bansemer, our new carpenter. Gus, incidentally, is a past master in the art of constructing end tables.

Ken Carpenter was greeting old friends in a big way last week when the champion basketball team from his home town, Peoria, visited Hollywood Radio City.

Carpenter and Bob Waddell, Guest Relations, also of Peoria, gave the twenty-five visitors a personal tour of the new building and later were all photographed together in Studio B.

## Quick Pix

Caroline Gay, newest member of the Hollywood Press Department, was a member of the Script Division in New York for over a year . . . Noontimes find at least a dozen NBCers spotted amongst the stars at the Brown Derby . . . The world-famous restaurant is only a short block from Hollywood Radio City . . . Cecil Underwood, producer of Fibber McGee's broadcasts, spent Christmas in Hollywood with friends and his family . . . Lew Frost spent New Year's in San Francisco, where he attended the East-West game. . .



The Main Lobby of NBC's Radio City in Hollywood.

## NBC CHICAGO

—by Lynn Brandt—

**Xmas Parties**

The annual Christmas party for members and families of the NBC Chicago staff reached a new high for attendance and entertainment on Friday, December 23. Studio "A" was filled to capacity as the two-hour program began at 11:00 A.M. Entertainment included a dramatization of Snow White, the Seven Dwarfs, and Santa Claus. Annette King, staff singer, was the beautiful Snow White; Don McNeill, master of ceremonies of the *Breakfast Club* and the *NBC Jamboree*, was Santa; and the dwarfs were played by child actors from various script shows on NBC. A. D. Scott, Production, directed the sketch.

The announcers' orchestra, composed of Louis Roen, Bob Brown, Dave Zimmerman, Don Dowd, Don McNeill, Norman Barry, Gene Rouse, Lynn Brandt, Fort Pearson and Charles Lyon fought through two medleys of popular tunes. One school of thought holds that this orchestra reached a new low in musical entertainment, insisting that the spontaneous applause heard at various intervals was only to drown out the confusion of macabre and unbelievable harmonies emanating from the announcerial musical weapons. Other features of the program presented Malcolm (Uncle Mal) Claire, popular children's hour story teller; a magician; and Christmas tree gifts for all the children in attendance. A swell party, but oh—that announcers' orchestra!

**Good Luck**

A farewell party in honor of John Lagen, Reception Staff, who left on December 15 to accept a position as writer on the continuity staff of NBC affiliate station KSO of the Iowa Broadcasting System in Des Moines, was staged in the bachelor quarters of Rube Carlson, Reception Staff, Saturday, December 17. Open house was in order. One of the most enthusiastic of the party-goers was the landlady, whose repeated visits proved her interest in the celebration.

**Appointments in Sales**

Kenneth Carpenter, sales manager of the Central Division since 1932, has been appointed sales manager of the Blue Network of

of the Central Division, and Harry C. Kopf, with NBC since 1931, has been appointed sales manager of the Central Division. Both appointments have been made so that Mr. Carpenter can henceforth devote his entire time to the development, promotion and selling of the Blue Network.

Mr. Kopf, who came to NBC from the advertising sales department of the *Literary Digest* magazine in November, 1931, has done an outstanding job since then in selling and supervising a large percentage of the NBC Central Division accounts.

**Tea-Room**

With Florence Moeller, Sales, as chairman, the women of NBC Chicago held another of their informal get-togethers on December 4 in one of Chicago's famous tea-rooms. Guest of honor was Esther Ludwig, Continuity. Black-haired Esther was presented with a set of NBC chimes to commemorate her recent 10th anniversary with the Company.

**5-Second Descriptions**

Ken Robinson, Continuity chief

The world's largest book of philosophy, with every third page an advertisement for a new script show.  
Gene Rouse, Announcer

The deacon who, en route to service, stops long enough to check what

happened in the 4th at Santa Anita.  
Ed Horstman, Senior Control Supervisor

The vice-president-of-the-local-Rotary-Club type, Chairman of the local Community Fund drive; has the best-kept lawn on his street, and is Scoutmaster of Eagle Troop No. 1.  
Judith Waller, Educational Director, Central Division

Joan of Arc, brandishing a textbook, leading her battalion of 15-minute educational programs into battle.

**Planning Board**

The "crew" of your ship when it comes in.

**Congratulations**

Studio Engineer and Mrs. Glen E. Webster are the happy parents of a baby daughter whose arrival preceded Christmas by 18 days. Sandra Lynne Webster, 6 lbs., and 9 ounces, was born on December 7, 1938.

**Personnel Personals**

Miss Esther Nilsen, Sales, is home convalescing, following a series of serious operations. Miss Nilsen is expected back at her post this month.

△ △ △

Bill Rosee, Press, was recently appointed to rank of Sergeant in D Battery, 122nd Field Artillery of the Illinois National Guard.

**Past and Present Tense**

Many of our NBC Chicagoans began careers in other professions prior to radio. For instance, Roy Shield, director of music for the Central Division, was concert pianist with a national reputation. Believe it or not, Staff Singer Fran (Aunt Fauny) Allison was once a school teacher. Irma Glen, staff organist, was in vaudeville at the age of 14. Ken Fry, Special Events chief, was once sports editor of the *Evening Post* in Chicago. Russell Sturges, relief control supervisor, is a former professional clam digger. He dug clams at Cape Cod, Mass., for \$9.00 a day, digging an average of three barrels daily. There were some 1,200 clams per barrel. So let's see—3,600 clams divided into \$9.00 equals—?



Santa Claus and the Seven Dwarfs entertain the guests at the NBC Christmas Party in Chicago. They are, from left to right, Don Kraatz, Dick Holland, Joe Flannery, Cleve Towne, Bill Christy, Eugene Giesler, Jackie Harrison and Don McNeill (Santa).



## NBC TRANSMITTER

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

VOL. 5 JANUARY, 1939 NO. 1

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## STUDIO TOURS BEGIN IN HOLLYWOOD RADIO CITY

(Continued from page 1)

ment exhibits. Diagrams, exhibits and motion pictures are combined in the display, which is explained by the guide. Plans have been made to include a tube exhibit, showing in enlarged form the working interior of a radio set. Television exhibits and other technical displays also will be added to the equipment installed in the basement in the near future.

Following their tour of the basement, visitors are shown the artists' corridor, 300 feet long, and the non-audience studios which open from it. Construction of the NBC organ studio, which is a room within a room and is so constructed as to eliminate outside sound vibrations, is explained in detail.

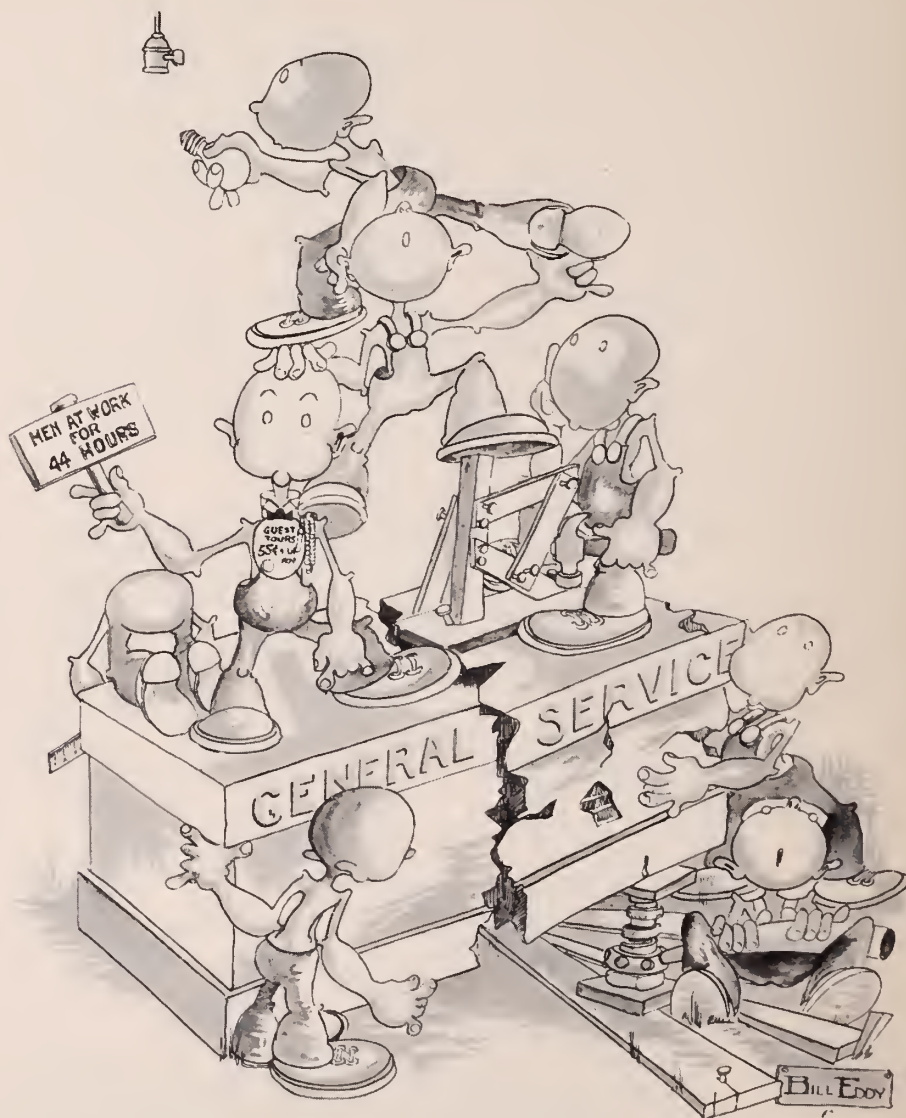
The studio tours terminate in the main lobby. There the operation of the master control panel is explained, and visitors are shown the huge board through its partition of invisible glass, which allows inspection without interference by light reflections.

## SALUTE THREE NEW JUVENILE PROGRAMS

Dr. James Rowland Angell and Dr. Walter Damrosch were the principal speakers at a luncheon meeting in the Rainbow Room on January 12, saluting the return of Irene Wicker to the NBC networks and the premiere of three new children's programs.

The new programs are the series of Hans Christian Andersen tales, told by Paul Leyssac, Danish writer and lecturer; *Renfrew of the Mounted*, conducted by Laurie York Erskine, and *Chimney House*, by Pauline Gibson, of Scholastic Magazine.

## NBC HALL OF FAME



Proposed NBC Statue No. 10 and Citation Plaque

## GENERAL SERVICE

At long last our satirical nickels have lit the jack pot and produced for our subtle vivisection the Gargantuan Service Department, an activity so colossal that frequently it transcends departmental classifications completely and lists itself as an Authority.

Truly the melting pot of the industry, it incorporates into its heteromorphic framework a potpourri of activities ranging from the observation, analyzation, and subsequent replacement of defunct lamp bulbs to a generous helping of impassioned effervescence at fifty-five cents a tour. So complete has this alloy become that construction and destruction are both filed under 'routine' while the embarrassing index 'priority' has been completely removed from the redundant catalogue of the project.

And so with an abashed and deferential curtsy to the distaff side, so winsomely represented in the Stenographic Section, we deliver this morsel of granite to General Service, to be moved incessantly from place to place in their untiring battle against the possibility of monotonous environment.

# KDKA PITTSBURGH

—by Kay Barr—

## Christmas Party

Members of the KDKA staff saw themselves as their colleagues see them in two amusing features of the annual Christmas party December 23, and if any of the shoes pinched no one dared say anything about it.

One two-bit gift was the price of admission and Bill Jackson, vice-president in charge of gifts, stood at the door to enforce this requirement. Of course the gadgets and jimcracks made a lot of fun as well as business for the pitchmen down the street.

After Clarence Pettit, vice-president in charge of refreshments, assisted by Mary Kenney, all dolled up in a white jacket and a new permanent, had dished out the punch and fruit cake, Announcer Bill Sutherland took the floor.

Acting by and with the authority of W. B. "Mac" McGill, vice-president in charge of decorations, Sutherland made a speech in spite of much heckling, and finally got around to the unveiling of a figure described as a composite picture of all the members of the staff. It was an animated "Dopey," with the tongue, eyes and tinkle bells going full blast.

All the little boys and girls played with their mechanical toys and games for a while and Sutherland again called for order. This time he was acting for Derby Sproul, vice-president in charge of entertainment, who had turned his assignment over to the announcers.

Bill Beal wrote a script and the trained tonsils made the 25-minute

recording which burlesqued various members of the staff from Manager Sherman Gregory down. One by one each of the targets became manager of KDKA and the sequence of scenes glimpsed the activity of the station as it might be under the different bosses. They had to run to the year 2030 in order to get everyone into the big chair in the front office.

## KDKA Miscellany

Sales Manager Bill Jackson's Christmas gift to his wife and kiddies was an addition to the family home in Whitaker, near Pittsburgh.

△ △ △

Harry Azinsky, concert master of the KDKA orchestra, has been made assistant conductor by Maurice Spitalny, director of music.

△ △ △

Bill Beal, Continuity, was drafted by NBC in New York to handle the American end of a trans-Atlantic tongue twister tournament. The BBC presented the London end and the program was aired on Christmas Day.

△ △ △

When Announcer Dave Garroway presents his *You Don't Say* program from KDKA each Sunday evening, it is 10 A.M. Monday in Australia. Fifteen girls in a junior high school of Queensland always listen to the broadcast as a part of their regular school work, according to a letter from them.

△ △ △

Fred Saviers, evening guide at KDKA, spent Christmas with relatives in Ohio. Janet Ross, director of the *KDKA Shopping Circle* programs, entertained with a family dinner.

△ △ △

Organist Bernie Armstrong had a well-equipped workshop in his basement with which he made all sorts of things. A few weeks ago he was pushing a block of wood through the groover when it twisted and he almost lost three fingers. It scared him so badly that he sold the whole outfit of jigsaws, planers, punches, etc.



Clarence Pettit forgot KDKA's public relations at the Christmas Party and donned a white cap and jacket to serve punch while Mary Kenney, Press, dished out fruit cake. The "customers" pictured above, all members of the KDKA orchestra, are, from left to right, Pete Murphy, drummer; Harry Azinsky, concert master and assistant conductor, and Clement landorio, violinist.

## "First" Broadcast Recalled

When KDKA made that historic "first" broadcast, November 2, 1920, giving the world the Harding-Cox election returns, a party of 300 people assembled at the Edgewood Club and got the returns from the first loud speaker.

It was one of those morning-glory horns borrowed from a phonograph and was set up by L. W. Chubb, director of the research laboratories of the Westinghouse Electric and Manufacturing Company.

Many of the same people gathered at the club last December 15 to celebrate the anniversary and to receive from Dr. Frank Conrad, assistant chief engineer of Westinghouse, a plaque commemorating the occasion. Dr. Conrad recalled some of the early days of radio in which he was such a prominent pioneer, and a special program from KDKA studios was heard as an interesting feature of the celebration.

## \$40,000 For Milk Fund

With the co-operation of the Variety Club, *The Pittsburgh Press* and station WWSW, KDKA presented four radio benefit programs for the Pittsburgh Milk Fund last month. All work and all talent were on the volunteer basis and the programs ran until about 4 A.M. each night.

Pledges totaled about \$20,000 and William Zeuger, Sr., who has a birthday at Christmas time, matched the pledges dollar for dollar, so the boys and girls in 31 charitable institutions will have \$40,000 worth of milk during the coming year.



An eight-foot figure of "Dopey" (with apologies to Walt Disney) was described at the KDKA Christmas Party as "the composite picture of all members of the staff." W. B. Magill, right, was the Dizzy Walt who conceived and created the animated character. Walter Horn, Sales, and Manager Sherman D. Gregory are at the left.





John Ribbe, chairman of the A.R.E., in San Francisco, dancing with Sylvia Jalbert of Audience Mail.

## NBC SAN FRANCISCO

The Associated Radio Employees of NBC in San Francisco gave their second annual party at the Hotel Sir Frances Drake on December 16. These pictures, showing members of the NBC staff, were taken at the party.



Photographer Bob Crawford dropped his camera to dance with Edwarda Pickett of Press.



This is the committee that made the Christmas Party one of the jolliest events of the season at NBC San Francisco. They are Salesman Ray Rhodes (left), Kay Bowman of Continuity Acceptance, and Announcer Archie Presby.



Two proud fathers receive intimate apparel for little tots at the Xmas party. They are Field Engineer Guy Cassidy (left) and Producer Arnold Marquis. It was a first-born son for each.



Wanda Woodward, head of Audience Mail, greeted the guests to the A.R.E. party at the door.



Doing the Lambeth Walk—Helen Stewart, of the Educational Division, and Cliff Engle, m.c. of "Good Morning Tonite."



The camera caught Program Manager Glenn Dolberg (left) and Press Manager Milton Samuel radiating joviality.

## NBC SAN FRANCISCO

—by Louise Landis—

### Charlie Mc Saves Day

Because Charlie McCarthy got there in time (by courtesy of the NBC Audience Mail Division) a San Francisco wedding took place as scheduled, although it makes one shudder to think what might have happened had not Edgar Bergen's little friend been available.

An excited feminine voice called the San Francisco listening post a few days ago, demanding to know where a dummy of the world's most famous dummy could be obtained. Audience Mail's Wanda Woodward wondered why, and the voice explained that a crisis was impending. It seemed that she was to be a guest at a wedding where the bride and groom were ardent McCarthy fans. Their friends had obtained a facsimile of Bergen's bad boy, and had planned to place it, right after the ceremony, on the church steps with a sheaf of telegrams for the bride and groom. But just half an hour before the wedding some heartless burglar had absconded with the dummy. The maid of honor was delaying the ceremony by heroic means, pretending her car had broken down, while the caller was trying to replace the missing dummy.

Wanda went into action (Audience Mail folks are used to having anything happen), and the wedding proceeded, with a pasteboard Charlie (contributed by Wanda's young son) smiling cheerily at the church door.

### Engaged

Romance is still hovering over NBC . . . and now it's Marian Hanson, Mr. Peck's secretary, who is wearing a diamond ring. The lucky man is Frank MacQuarrie, young Oakland real estate man. The wedding will be in the Fall.

### Additions to NBC Family

The stork visited the Arnold Marquis home Sunday afternoon, December 18, while Director Marquis was producing the *Professor Puzzlewit* program, and then popped in at the Guy Cassidy (Field Engineer) residence at one a.m. the following morning, bringing William Harrison Cassidy, six pounds and fourteen ounces.

The Marquis heir is still unnamed as we go to press, but he boasts bright blue eyes, more hair than his poppa, and a permanent Christmas tree of his own. "Sandy" Pratt, father of the outdoor Christmas tree movement, was a guest on the *Puzzlewit* program, and heard the whispered announcement "It's a boy!" So he presented the proud father with a beautiful, tiny evergreen which has been planted outside the Marquis house.

### Traffic's Xmas Tree

Speaking of trees, nomination for NBC's most unique one goes to the Traffic Department. Teletype ticker-tape festooned it and added a lacy appearance to the boughs . . . Traffic Department also wins nomination for tops in thoughtfulness as embodied in its Anita Gilmore . . . who didn't forget her pals of Press Department days but arrived bright and early the day before Christmas with cheer for her old gang.

### Favored by Santa

NBC fared well at the annual Christmas party of the San Francisco advertising club. Chester Blomsness and Lola Camaches, of the Sales Department, both won prizes. Blomsness came back with some nifty cocktail glasses, his loot from the drawing, and Lola won an arm-full of paints, floor wax and similar things to help her shine for '39.



## With Your Roving Reporter in New York

*Want to get on the air?* This is how some of the guides and pages did it—without even rehearsing—

Following the Christmas Party in 311, the boys went back to their locker room to carry on with Christmas carols . . . Guest Relations Manager Thurman heard them, liked their singing, and suggested they go up to the sixth floor to serenade Major Lohr . . . the blue uniforms went up en masse and sang outside the Prexy's office . . . Major Lohr came out to see what it was all about . . . and shook hands all around, wishing the boys a Merry Christmas.

From there the troubadors went down to the Program and Sales Departments where some of the executives joined in the singing . . . Sustaining Program Manager Phillips Carlin heard them . . . said they were good enough for the air . . . and the next thing they knew they were in Studio 3D singing carols in the middle of Dorothy Dreslin's program . . . while Announcer Dan Russell explained to his listeners that what they were hearing was an impromptu feature . . . unrehearsed . . . unlocked . . . unleashed by Christmas spirit.

\* \* \*

*Richard A. Haggerty*, music copyist, spends his time commuting between his office in New York and Boston where he conducts the Boston Chamber String Orchestra, a non-profit organization of professional musicians . . . He started playing the violin at the age of four . . . and by the time he was fourteen he had to join the musicians' union because he was getting around so much, playing with various orchestras. He's a graduate of Boston University where he organized and led a campus orchestra . . . and he has an M.A. in music from Harvard. Musician Haggerty at one time studied with Shedlovsky. He does and has done many musical arrangements for NBC programs since he became associated with the Company last spring.

\* \* \*

*The electric foot* oscillator in the guides' and pages' locker room has massaged many a tired foot since Guest Relations Manager Thurman had it installed a few weeks ago . . . we tried it and liked it although our feet are a bit ticklish . . . it's almost as much fun as having your back rubbed. Guides Earl Wrightson and Lewis Julian made quite a hit when they sang on Amanda Snow's program on Sunday afternoon . . . Earl, a baritone with lots of personality in his voice, used to sing over Baltimore stations before coming to Radio City . . . Tenor Julian recently returned to the guide staff after spending many months on the road and in night clubs, singing with Russ Morgan's band . . . All of which reminds us that there's quite a bit of uncovered talent in NBC . . . according to the names that are coming in for the forthcoming NBC Employees Show. . . .

Christmas cards to be long remembered were those we got from Kay Barr, publicity chief for KDKA, whose greetings were hand painted on a large piece of flat cork, and from Harold Bisson of Publicity, whose card was shaped like a television receiver with a revolving card which showed, through an opening, pictures of his family and a Christmas greeting. Mr. and Mrs. Parks Johnson (Vox Pop) entertained several pages and guides, who were unable to go home for Christmas, with a turkey dinner on December 25.

Quartermaster Hans Ruthe is still trying to figure it out . . . he found on one of the Guest Relations uniforms a brass button inscribed, "Paterson, N. J., Police."





# Tenth Anniversary Chimes

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

## Gordon V. Olmstead

World traveler, sportsman, athlete and student. We write of Gordon V. Olmstead. Supervisor of Communications of the NBC



Gordon V. Olmstead

Central Division.

Leaving school at Marquette, Michigan, in 1922 to satisfy a desire for travel, Mr. Olmstead was not to be disappointed. Jobs passed in quick review as lumberjack, wheat-

harvest hand, and construction laborer. In fact, anything to procure expenses for further adventuring was acceptable.

In 1924, Mr. Olmstead accompanied a midshipman's cruise to Europe. When he returned to Marquette, which was prior to his twentieth birthday, he had visited 37 of the United States, and nine foreign countries.

His radio communications career has extended from 1923 to the present day, and includes six years of service with the U.S.S. *New York*, the United States Navy radio station at Guantanamo Bay, Cuba, and the 9th Naval District at Great Lakes, Illinois. He entered the NBC Communications Department on January 1, 1929, and has been in charge of the department for five years.

Mr. Olmstead today is more than active in his pursuit of extra-curricular knowledge.

"Navy student courses, in addition to my routine radio studies," Mr. Olmstead says, "covered school subjects I had passed up as a boy in order to see the world. I did a bit of cramming then, which now has become somewhat of a habit."

Last August, Mr. Olmstead was graduated by the Sheldon School of Chicago where he studied human engineering, business philosophy, business building, sales psychology, salesmanship and other subjects.

"Ole," as he is nicknamed by his friends, is an expert rifleman, oarsman, and boxer. He is married and has a three-year-old son named Ned.

## Eleanor Antell

Eleanor Antell is of medium height, has light brown hair and a fair-northern complexion. She speaks quietly and very directly. In NBC New York she acts as secretary to R. L. Porrier of Artists Service, for whom she has worked almost continually since she first entered NBC in January 28, 1929.



Eleanor Antell

Born in Brooklyn, Miss Antell went through her early schooling there before attending Barnard College from where she was graduated in 1926. When she entered NBC three years later as secretary to Sam Ross, the Artists Service Bureau was a fairly new addition to full-fledged departments at the old 711 offices. Soon after this, Mr. Porrier was transferred from the Auditing Department to take charge of Accounting for Artists Service, and Miss Antell opened a new desk in his office where she has since stayed.

Besides her regular work there, she has proved very helpful in an unofficial lingual capacity. For not only does she profess a knowledge of French (her major in Barnard), but she knows Swedish, Norwegian, Finnish, and Danish! So the puzzling press-clippings and song titles which enlarge the dossiers of many of the Artists Service's Scandinavian artists become lucid and English through Miss Antell's translations.

Miss Antell thinks that any ordinary business, after NBC, should prove very dull.

## Carl Lorenz

Carl Lorenz, Hollywood Studio Engineer who celebrated his 10th year with NBC January 14, has been a member of the RCA Family since 1926. He got his early training as an operator in the Radiomarine, a subsidiary of RCA.

Mr. Lorenz was born in Germany



Carl Lorenz

and educated at the City School in Hanover. In 1922 he came to the United States. Soon after, he became interested in radio and took a course at the old Marconi Institute which is now known as the Radio Institute of America. During that time he worked for the New York Edison Company.

Mr. Lorenz has been married since 1932, and he and his wife, Louise, have one son, Carl, who recently celebrated his fifth birthday.

The Lorenz' live in Pasadena where they settled when he was transferred here 14 months ago from New York.

Carl says he has just two hobbies, his work and fresh-water fishing.

## Charles Butler

Charlie Butler always knew what he wanted to be in radio—when only 14 years old he had already won his government radio amateur operator's license. This was back in 1919. Two years later he received his certificate as a first class First Grade Commercial Radio operator, a government certificate which authorized him to operate the radio apparatus of sea-going liners.

But he did not actually go to sea, until 1922, when he became an operator for RCA. During the intervening years, he studied at the Massachusetts Radio & Telegraph School in Boston.

Then in December, 1924, he joined the engineering staff of WTAG, Worcester, Massachusetts. A short time later, WTAG became one of the first ten stations on the Red Network, and it was then that Butler decided he'd like to be with NBC. He resigned from WTAG, therefore, and came to New York in December, 1928, to join NBC as a studio engineer. In October, 1930, he was transferred to the NBC Central Division, where he has remained since.

Charlie, one of the most popular engineers in the Central Division, is rarely seen without his briar pipe. He is married and the father of two fine youngsters, Bruce 4, and Marilyn, 2.



Charles Butler

## Marshall W. Rife

On a certain day back in 1920 when first he heard the roar of a 2KW rotary gap at a friend's amateur spark transmitter, Marshall W. Rife, Field Supervisor of the NBC Central Division, dialed himself into an interesting radio career. That same day he drew from the bank his entire life savings to buy a one-tube variometer receiver and a Ford spark coil. He continued with radio as a hobby at the St. John's Military Academy in Delafields, Wisconsin; as a radio club member, and as operator of the Signal Corps station at the school.



Marshall W. Rife

Following his graduation in 1925, he obtained his first commercial license and promptly proceeded to New Orleans to accept a position as radio operator on a tramp freighter plying Gulf, Caribbean and South American ports. Two years of oceanic travel included stop-overs on both coasts of the United States and South America at Trinidad, Cuba, Australia, India, Ceylon, Egypt and Arabia.

An ambition to secure a commercial extra-first class operator's license brought him back to the Dodge Radio School at Valparaiso, Indiana, to study additional requirements of the American Morse Code. While in school Mr. Rife learned that the NBC Chicago office was searching for additional operators.

A quick decision and an interview gained him a position with NBC in January, 1929. Duties as an operator in those days included studio, field, control and maintenance work.

Two years later, he was placed in charge of the Field Engineering group.

Marshall Rife is married, has one son, John, age 6.

## Edward Nolen

Engineer Edward Nolen, of the Audio Facilities Group, recently returned to New York from NBC Hollywood in time to spend Christmas and to celebrate his tenth NBC anniversary in the East. He went to Hollywood last spring to assist Robert Schuetz in the supervision of the installation of broadcast equipment in the new studios.

Since he joined the Maintenance Division of the Engineering Department in New York ten years ago, Mr. Nolen has accomplished many con-

struction jobs for NBC. His first big assignment was the installation of new studio equipment in the old 711 Fifth Avenue headquarters for condenser microphones which were put into use in 1929. The following year he was sent to Chicago to supervise the construction and installation of broadcast equipment in the NBC studios in the Merchandise Mart. Later, he did some work for the old experimental television transmitters near Times Square.

In 1933, as Radio City was rising out of the ground to its fullest height, Mr. Nolen supervised the immediate



Edward Nolen

installation of broadcast equipment in the Music Hall and Center Theatre, and then he supervised the installation of the studio control equipment for the new NBC headquarters. Two years later he went to Washington, D. C., for the installation of equipment of the new NBC studios in the Capital. At that time he also did a lot of work on the experimental television studios in New York.

Thus, Engineer Nolen has been kept on the go, keeping up with NBC's rapid growth and progress. A graduate of the Ridge Technical School in Cambridge, Massachusetts, he studied engineering at the Wentworth Institute in Boston, and years later he continued his studies in engineering at New York University where he has completed three years of a six-year course.

Ted, as he is known by his associates, is married and has a baby boy, Michael, who will be two years old in June. Since he was born, little Michael has travelled about 15,000 miles, following his father from one NBC job to another.

## Marjorie G. Geddes

Ten years ago Miss Marjorie Grace Geddes gave up a clerical position with the telephone company in New York in order to join NBC. She had made up her mind before she made the change that it was what she wanted to do, and with characteristic perseverance she has served NBC faithfully ever since. She is equally devoted



Marjorie Geddes

to her department, General Service, on whose Audience Mail staff she has served during her decade with the Company.

Though we still know her as Miss Geddes, she is now, and has been for more than two years, Mrs. Albert Knivel of Elmhurst, Long Island. Her husband is associated with the City of New York's Department of Purchase. They were married in Elmhurst where both their families live.

Born and schooled in Elmhurst, where she attended Newtown High School, Miss Geddes went to business school before going out into the business world. Once here at NBC she had to go back to business school for a week to learn how to operate key punching machines which the Company had acquired to record fan mail as to the state and county of its origin, its date, the program referred to, the station that received the mail, and whether or not the contents of the mail is favorable or unfavorable to the program.

## Anthony J. Forino

On his birthday, January 27, in 1928, Anthony J. Forino applied for a job at the NBC headquarters, then located at 711 Fifth Avenue, and the following day he was called to report for work in the Mail Room where, for a year, he served in various capacities until he was transferred to the Central Supply and Receiving Section.

He is now assistant to the supervisor of the Central Supply and Receiving Section, Walter Hawes. During his nine years in the "Supply Room," which handles practically everything that is not mailed that comes and goes from NBC, Tony Forino says that they have handled a lot of strange things. Once, they received a duck sent to Joe Penner by a generous fan. At another time they had to take care of several crates full of snakes that were used on a program. In addition to handling the shipping traffic in and out of NBC, Mr. Forino and his associates keep our offices constantly supplied with "anything from paper clips to filing cabinets."

Born and reared in New York. Mr. Forino is now married, lives downtown, and goes fishing at Long Branch, N. J., on warm weekends. He was married almost three years ago—on April 25, 1936. (Cont. next page)



Anthony J. Forino



## TENTH ANNIVERSARY CHIMES

(Continued from page 13)

### Milton W. Kitchen

Milton W. Kitchen, being born in a family of builders, was brought up and educated to be an architect but after finishing his education in that field he changed his mind and went to work for an insurance company. He did stenographic and clerical work for two years, then decided he didn't like office work

so he got a job at the telephone company in New York as an inside line man. He worked at night and studied telegraphy in the daytime. His next job was with Postal Telegraph.

Heeding the loud calls of a technical school which offered a "future in radio," he enrolled for a course in radio telegraphy. From the radio school and Postal Telegraph, Mr. Kitchen went to sea as radio operator. The last of almost five years at sea was spent as a member of the RCA Radiomarine staff.

On January 8, 1929, he joined NBC in New York. After serving seven years, alternately as studio engineer and field engineer, he was appointed to the Master Control Room in Radio City where he now devotes most of his time to the transmission section.

### Elmer F. Mead

During NBC's formative years its staff was recruited from various related fields, and, particularly in the Engineering Department, it was necessary to employ experienced men in addition to the apprentices. Elmer F. Mead was among those who came to NBC to form the Engineering staff. Having had three years' experience in the installation and repair department of the telephone company in New York, he was engaged for the Maintenance Division.

One of his first big jobs was the supervision of the installation of NBC equipment in the old studio in the New Amsterdam Theatre on Times Square. In 1932 he was sent to Washington, D. C., to assist in the installation of new audio equipment for the WRC transmitter.

The Master Control Board and its intricate switching system in Radio City is proudly pointed out to visitors by NBC, and Mr. Mead is equally proud of the working model he made of the system before it was installed. He also supervised the installation of the relay system in the NBC headquarters. In 1936, he went back to Washington to work on the new studios there.



Members of the NBC staff in Denver got together for their annual Christmas Party in the KOA studios on December 24th.

## KOA DENVER

by Mack Switzer

### KOA Xmas Party

The entire KOA staff frolicked again this yuletide in its annual Christmas party held in the Client's audition room on December 24th.

Preparations by a secret committee had been going on for several days prior to the event and hints now and then concerning activities whetted an already growing interest.

Certainly no one was let down when the doors were finally opened. Following a luncheon, each member of the staff received an automatic pencil with the words KOA-NBC engraved on it and other presents, including gardenias for the ladies.

Station Manager Robert G. Owen was singled out for a special Xmas gift from the entire staff—a pair of high power binoculars. Clarence Moore, program manager, acted as Master of Ceremonies and Santa Claus.

Although approximately 55 of the station's staff were present "broadcasting continued as usual." The transmitter boys who were so unfortunate as to be on duty were represented to Santa Claus Moore by proxies.

### Personal News

Marie Gregoire, Secretary to Manager Owen, proved herself KOA's champion knitter, if not one of the most generous of gift givers. Marie knitted an afghan as a Christmas gift that contained 99,234 stitches. The afghan is 82 inches square, green and rust in color, is valued at \$100 and required six weeks to make. (Price not based on Wage and Hour Law Standard.)

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Santa Claus and the Stork collaborated on Xmas day and brought a five-and-a-half-pound girl to Engineer and Mrs. Carl Schuknecht.

△ △ △

Joe Rohrer, assistant control supervisor, and Mrs. Rohrer entertained the entire KOA staff at a pre-Christmas party given at their home Sunday, December 18.

△ △ △

Betty Stulla (wife of Bill Stulla of Continuity) suffered lacerations of the face and head, and several fractured ribs as the result of an automobile accident on an icy mountain road while returning from a skating party in Evergreen, Colorado. Her recovery was rapid, however, and after a few days in bed, she was able to return to her writing.



# WGY SCHENECTADY

by W. T. Meenam

## Xmas At WGY

WGY's first Christmas in its handsome studio building was celebrated with a huge party and the personal appearance of Santa Claus.

It was two nights before Christmas when all the staff members not actually engaged in broadcasting, along with several General Electric executives and some of the artists and agency representatives, assembled in the foyer about a beautifully trimmed giant Christmas tree that was brilliantly aglow with the reflected light of several floods.

Santa Claus was Maurice Randall, a member of the original WGY Player group of 1922 and annually WGY's official air Santa Claus. There was a gift for everyone on the tree and no one knew the donor. Accompanying the gift was a brief original jingle which had to be read before anyone could open his present. Tommy Martin, announcer, wrote many of the jingles, displaying admirable talent for rhyming, along with a fine disregard for meter.

In addition to the more modest gifts which were mostly of a humorous nature, presentations from the staff were made to Manager Kolin Hager, W. J. Purcell and A. O. Coggeshall.

When all the others had received and gracefully acknowledged their presents, Jack Keane, chief usher, was given a wedding present. Jack, formerly with NBC New York Guest Relations, was married in New York, December 26, to Miss Winifred O'Rourke.

The fine new kitchen studio afforded an incomparable base of operations for the caterer who served refreshments. In the same kitchen Irma Lenke, of the Home Economics Department of WGY, demonstrated that she knows how to cook as well as how to read recipes by delivering a variety of lollipops which were used to decorate the tree for a little while.

Among the General Electric guests were E. O. Shreve, vice-president, Chester H. Lang, manager of publicity, W. V. B. Van Dyck, assistant to President of International General Electric Company, Boyd W. Bullock, assistant manager of publicity, C. D. Wagoner, manager, news bureau, Walter Reagles, art director, Henry Laning, Emerson Markham, John Sheehan and Eugene Darling-ton.

The Christmas party was pronounced a great success. The committee of arrangements consisted of Caroline Osan and John Howe.

## Names In The News

Manager Kolin Hager was the guest of Albany Kiwanians during the Christmas season. Mr. Hager spoke of radio's contribution to world peace during the Czecho-Slovakian crisis and traced many of the developments which have set the stage for broadcasting's role in the future as a powerful factor and helpful servant of all mankind.

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Three of WGY's announcers were able to "get home" for Christmas: Howard Tupper to Canton, N. Y., Bob Mahaney to Utica, and Radcliffe Hall to Erie, Pa.

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We are pleased to welcome three new members to the WGY staff. John Carnell in the Accounting Department, Miss Catherine Anglesey at the reception desk, and James Connolly, file clerk. John Carnell is a Dartmouth graduate, formerly with NBC in New York, Miss Anglesey was with the Schenectady office of the New York Telephone Co., and Mr. Connolly was formerly connected with the Swift Packing Company at Albany.

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Mrs. Lawrence Pike, who is WGY's household expert under the name of Betty Lennox, was surprised and delighted to note her picture in *Fortune* magazine in a group of such air celebrities as Edgar Bergen and Charlie McCarthy, Don Ameche, etc. It was the advertisement of the J. Walter Thompson Agency.

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WGY's staff wishes a very Happy New Year to the TRANSMITTER staff and—of course—to the whole NBC Family.

## ALEX ROBB TO ARTISTS SERVICE IN HOLLYWOOD

Don E. Gilman, vice president in charge of the Western Division, has announced the appointment of Alex Robb as manager of the Hollywood Artists Service, effective January 1. Mr. Robb succeeds Dema Harshbarger who resigned recently.

The appointment of Wynn Rocamora as assistant to the manager was announced at the same time by Mr. Gilman.

Mr. Robb, who for eight years was manager of Artists Service in Chicago, has had long experience in the theatre and in radio. Previous to joining NBC, he was personal representative for Amos 'n' Andy.

Miss Harshbarger established Artists Service in Hollywood three and one-half years ago. She had been identified with artists and concert work for over twenty-six years and had been planning retirement for more than a year.

Mr. Rocamora joined NBC a year ago, coming from the concert field. He was associated with L. E. Behymer in Los Angeles and prior to that with several eastern radio stations as manager.

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



Santa Claus (Maurice Randall) comes to the WGY Christmas Party. Pictured above in the foyer of the new WGY studio building in Schenectady are members of the staff and several guests from General Electric. WGY's manager, Kolin Hager, is to the right of Santa Claus.



# WTAM CLEVELAND

by Bob Dailey

## Staff Party For Pribble

Christmas Week at WTAM was a memorable one for the entire staff. Tuesday night at the Hotel Allerton, the staff gave a dinner party in honor of Manager Vernon H. Pribble on his fourth anniversary at WTAM.

Two highlights of the party were satirical sketches of the staff members by Funsters Stubby Gordon, Charles Avellone, John Disbrow and Tommy Carter, and the surprise presentation of a life-sized oil portrait of Manager Pribble painted by Salesman-Artist Russel "Nick" Carter.

The "ribbing" sketches, which were done in costume on a small stage, have become an important feature of the annual staff parties given Mr. Pribble. And the four actors and writers got a big hand this year for their best show so far.

Artist Carter had worked on his portrait of Mr. Pribble since last October, using a photograph as a guide. But the unveiling of the painting by Office Manager Paul Hummell came as a complete surprise to everyone, including Mr. Pribble. Carter, a veteran WTAM salesman and former advertising executive, spends his leisure time doing water colors, oil paintings, pastels and wood carvings. Several of his paintings are to be hung in the annual Cleveland Society of Artists show.

On behalf of the staff, Announcer Tom Manning presented Mr. Pribble with a Browning automatic shotgun.

This oil portrait of Vernon H. Pribble, painted by WTAM Salesman Russel Carter, was presented to him at the party given by the staff to Mr. Pribble on his fourth anniversary with the station.



with case, as an addition to his hunting equipment.

## WTAM's Xmas Party

Manager Pribble gave the staff his annual Christmas party later in the week in Studio A. Musician Charley Avellone, dressed as Santa Claus, distributed presents among the staff; Organist Dorothy Crandall and Harpist Nell Steck gave a recital of Christmas music, and Jane Weaver, director of women's activities, gave a reading of Bird's *Christmas Carol*.

Highlight of the party was the dramatic moment when Mr. Pribble and Program Director Hal Metzger, both garbed in chef outfits, marched into the studio carrying a roasted pig on a large platter tray with the flames dancing up around the porky in true festive style. Messrs. Pribble and Metzger carried out their duties as chefs by carving the meat and serving it with the assistance of Betty and Bunny Pribble, the two young daughters of WTAM's manager.

## Metzger's Wedding

Program Director Metzger was married on Christmas Day to Margaret Funnell in Sandusky, Ohio. The bride is the sister of Mildred Funnell, secretary to Mr. Pribble. The ceremony took place in the home of the bride, with Mildred Funnell as matron of honor, and her husband Clyde Goodman, as best man. The couple left for a honeymoon in Canada.

## Gene and Glenn

Gene and Glenn, NBC comedy team of Chicago and formerly with WTAM, visited their friends here Christmas week, following a benefit show given in Akron for the *Akron Beacon Journal*. Tom Manning, who was the announcer for the team while it was heard over WTAM, acted as master of ceremonies for the Akron theater show.

## Kaleidoscope

Private notes from Edith Wheeler's Little Black Book: Announcer George Hatrick turning up with his annual ankle injury . . . Stenographer Helen Forsythe getting Christmas greetings borne by a live turtle with the words "Merry Christmas" written on the shell . . . May Draxell, supervisor of the Stenographic Department, passing around Christmas cookies she baked in cooking school . . . Nell Steck holding open house at her home Christmas Day . . . Musician Tommy Carter buying a Scottie pup from Engineer Tommy Cox for a present to his two children. . .



A burlesque during WTAM's party in honor of Manager Vernon H. Pribble's fourth anniversary with the station. They are Musician Charley Avellone as Office Manager Paul Hummell (at desk), Engineer John Disbrow as Program Director Hal Metzger, and Assistant Musical Director Stubby Gordon in the long skirt.



Members of the WTAM staff were entertained by Manager Pribble at a Christmas Party given in Studio A during the holidays. Mr. Pribble, assisted by Program Manager Metzger (in chef's cap), is shown above carving a roasted pig at the gay occasion. Mr. Pribble's daughters, Betty and Bunny, are also pictured, waiting in line for the eats. This and other pictures of the party were taken by John Disbrow, operations supervisor of the engineering staff.