

NBC TRANSMITTER

VOL. 5

FEBRUARY, 1939

NO. 2

LONDON AND NEW YORK MAYORS HEARD IN UNIQUE BROADCAST

The first transatlantic broadcast in which two persons conversed while riding in moving vehicles was staged



Mayor La Guardia . . . Hello London . . .

by the National Broadcasting Company, and the British Broadcasting Corporation on January 24, when Mayor Fiorello H. La Guardia of New York City, traveling from his home to the City Hall by automobile, and the Lord Mayor of London, Major Sir Frank Henry Bowater, riding in his state coach from the Mansion House to the City Guildhall, conversed for fifteen minutes while listeners on both sides of the Atlantic tuned in. The unique broadcast was heard as clearly as local programs.

The program started at 9:45 in the morning, New York time, (2:45 p.m., London time) when the two mayors greeted each other. Major Bowater described his plans for the rest of the day and then asked Mayor La Guardia what his plans were. Mayor La Guardia responded with his schedule for the day and then asked the Lord Mayor about the weather in London, explaining that it was snowing in New York. Following their discussion of the weather, while their vehicles brought them nearer to their respective destinations, Mayor La Guardia raised his voice and gave a boost for his city's forthcoming fair by inviting the Lord Mayor of

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10,000 SEE FIRST RCA-NBC ELECTRONIC TELEVISION DEMONSTRATIONS IN WASHINGTON

With America's first telemobile unit, RCA and NBC gave the first showing of RCA's all-electronic television system in Washington, D. C., in a series of demonstrations which were attended by more than ten thousand people, including prominent members of Washington officialdom, from January 27 to February 3.

During the seven-day period, programs, composed of side-walk interviews and outdoor views of well-known buildings and monuments, including the Washington monument and the Congressional Library, were broadcast by the RCA-NBC telemobile unit, while televiewers watched the demonstrations through RCA receivers in the National Press Club. Although it rained frequently during the demonstrations, all those who witnessed them were greatly impressed with the clarity of the pictures and the progress that has been made by RCA and NBC in television. The demonstrations aroused great popular interest at the Capital.

The Speaker of the House of Representatives, William B. Bankhead, opened the first demonstration on January 27 with a short speech which, in addition to his image, was broadcast from the Mall, near the Agriculture

Building, to the receivers at the Press Club, about half a mile away. Gordon Hittenmark, NBC announcer in Washington, interviewed him afterwards and asked him what effect he thought televising Congress might have on its members. Mr. Bankhead replied:

"Well, some of them might have to take their feet off their chairs and straighten up a little."

Sam Rayburn, majority leader of the House of Representatives; Joseph W. Martin, Jr., minority leader, and Representative Edith Nourse Rogers of Massachusetts, followed Mr. Bankhead before the Iconoscope of the television camera. Other Washington notables, including Frank R. McNinch, chairman of the Federal Communications Commission, were televised on succeeding days. Because of the weather, many of the interviews had to be conducted under umbrellas and a battery of lights.

Those who were invited to the demonstrations in the Press Club included cabinet officers, members of Congress, diplomats, government officials and representatives of business, educational, religious and engineering groups. Invitations and arrangements for local facilities were handled by Frank E.

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NBC Photo by Sydney Desfor
Announcer Bill Crago poses with a bevy of schoolgirls for the television camera during a recent RCA-NBC television demonstration in Washington, D. C. NBC Engineer Alfred E. Jackson is cameraman.

WHO'S WHO IN THE NBC NETWORKS

"He it was that first gave to the law the air of a science. He found it a skeleton, and clothed it with life,



A. L. Ashby

colour, and complexion; he embraced the cold statue, and by his touch it grew into youth, health, and beauty." Thus wrote Lord Avonmore of Sir William Blackstone; and thus may one speak of A. L. Ashby today when speaking of the law as it applies to radio broadcasting in the United States. Since he joined the National Broadcasting Company ten years ago, Vice-President and General Counsel Ashby has guided NBC through the narrow and uncertain paths of the law.

He led the baby company by the hand when it was learning to walk; he helped to give it strong legs on which to stand firmly and with which to carry its ever growing load of public responsibilities. Whenever any important question arises in the broadcasting field today the industry seeks his counsel and advice. His genial disposition makes it easy for NBC officials to discuss company problems with him. Not only has he guided NBC in the law but he also has made many recommendations for drafting laws for the new industry. Ten years ago he cautioned the law-makers and said:

"It is sound practice in fundamental law affecting business and people to make haste slowly. This practice cannot be too highly commended. Experience in a given field should first be crystallized over a period of time. When sound experience suggests the legal protection that is needed, then laws should be enacted. Think of the chaos that would result today if this practice had not been followed as illustrated by the uniform laws in force covering negotiable instruments, sales, etc. To this radio is no exception. Caution now in legal enactments will safeguard the future value of radio."

Early this month the members of the Legal Department in Radio City gave a dinner in honor of Judge Ashby on the occasion of his tenth anniversary with NBC. It was attended by all of the resident members of his staff

as well as several former associates of his department.

A. L. Ashby came to NBC from the Westinghouse Electric and Manufacturing Company for which he was assistant general attorney for eighteen years, handling among other important matters, all radio cases of the firm and its associated companies. While with Westinghouse, Mr. Ashby also acted as head of the law department of the School of Business Administration at the University of Pittsburgh for fifteen years. His teachings there included corporation finance, and several of his former students today are regarded as authorities on the subject by the bond houses that employ them.

A. L. Ashby was born in Michigan. After attending the public schools he went to Olivet College from which he was graduated in 1908. In college he was active in athletics, won honors in oratory, managed the glee club, sang in the college quartet, and distinguished himself on the campus by balancing the budget of his fraternity, Phi Alpha Pi, which was \$25,000 in the hole when he joined it. It was this accomplishment in college finance that later led to his association with Westinghouse, when a contemporary fraternity brother, John J. Jackson, general attorney for the firm, remembered him and his financial astuteness and executive ability when Westinghouse was reorganizing its legal staff.

From Olivet, Mr. Ashby went to New York University to study law. For two successive years he was president of his class at N. Y. U., and of his legal fraternity, Phi Delta Phi. He was graduated in 1910 with high honors, and then he studied for another year for a doctor's degree.

While still in college and law school, Mr. Ashby spent his summers managing a popular resort hotel in Fort Huron, Michigan. His first job after leaving college was as teacher at Prospect Heights School for Boys in Brooklyn, where he spent three years during which time he studied law. Then he took a position at the New York University as acting secretary of the School of Commerce. It was at that time that Westinghouse, through John J. Jackson, general attorney, asked him to help organize its Legal Department. During his eighteen years with Westinghouse he gained fame as a leading corporation counsel and was granted a full professorship in finance and law

GROUPS FORMED TO STUDY NBC DEPARTMENTS

A number of members of the General Service Department in New York have, during the past few weeks, formed study groups to learn about the functions of different departments of the Company and other matters concerning the radio industry. With the co-operation of the Personnel Office, these groups have acquired authoritative books on the subjects they are studying.

Last month the study groups were addressed by two authorities in their respective fields in the industry. The lecturers were Lewis H. Titterton, manager of the Script Division, who spoke on the development of radio drama, and Carl Menzer, director of WSUI, radio station of the State University of Iowa, who spoke on the procedure of obtaining a station license from the Federal Communications Commission. Mr. Menzer is at present in Radio City, studying network operation under a Rockefeller Foundation fellowship.

The study groups are planning to have more lecturers, particularly executives of NBC, who may help them in their studies. They also are planning to do research work in various departments. Employees wishing to join these groups may apply to the Personnel Office for assistance.

by the University of Pittsburgh. He was on the board of directors of several banks and industries in Pittsburgh during his many years in that city, where he was a leader in civic affairs.

A man of wide interests and of boundless energy, Judge Ashby is today a member of many legal, economic, fraternal and social organizations. Among other things, he is a trustee of his alma mater, Olivet College, a director of the New York County Lawyers' Association, as well as being chairman of its Committees on Communications and Meetings. He is also a director of NBC's Civic Concerts Service, Inc., and Artists Service Inc., of Massachusetts. Mr. Ashby is admitted to practice before many Commissions and before many Courts, including the Supreme Court of the United States.

A. L. Ashby is married and has two children, John Lee, 20, and Marjory Lee, 16. His home is in Bronxville, where he is also active in community affairs, devoting much of his spare time to welfare projects.

NBC SAN FRANCISCO

—by Louise Landis—



No discord in this marriage as you can see from the picture. They are newlyweds Mr. and Mrs. Fred Hegelund. The groom is a member of the production staff in San Francisco and the bride was, until her marriage in November, with NBC Hollywood; and before that she was in the Program Traffic Department in San Francisco.

Guest Speakers

Lloyd E. Yoder, KPO-KGO manager, and Sales Manager William B. Ryan addressed 120 Jesuit priests and scholars of Alma College at a dinner recently held in the college, where the two NBC executives were guests of honor. Mr. Yoder discussed the Shrine East-West football game, the annual grid classic given for the benefit of the Shriners Hospital for Crippled Children and answered questions on football from the audience. Mr. Yoder was an All-American star, and played in the East-West game of 1927, which brought him to San Francisco and ultimately to NBC.

Mr. Ryan talked on the social phases of radio broadcasting, and took part in the general discussion on public speaking as a means of communication adaptable for religious teaching.

Transferred to Hollywood

NBC San Franciscans transferred to Hollywood last month were Kathryn Harris of Accounting and Charles B. Brown, Sales Promotion manager, who left with sheafs of good wishes from San Francisco.

Robert J. McAndrews has succeeded Mr. Brown as manager of Sales Promotion in San Francisco.

Salute to The Fair

Every station in the San Francisco Bay area joined NBC on January 18 to salute the Golden Gate International Exposition, due to open just a month from that date. Nine stations were linked with KPO and KGO to release the program originating in the NBC studios. It is believed to be the first time that all the Bay stations were thus united.

Staff Notes

Two NBCites who started 1939 in the hospital are back at their desks, both recovering from appendicitis. They are Oscar Berg, Maintenance Supervisor, and Byron Mills, editor of Continuity Acceptance.

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If NBC listeners noted an especially cheery tone in the voice of Bob Andersen "Your KPO Radio Reporter" the other morning, they were right . . . how would YOU feel if you had just been notified the ticket you had in your pocket had won a \$500 prize? Bob passed no time deciding what to do with it . . . the Andersen automobile is all his, now.

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NBC and RCA Manufacturing Company share a pair of identical twins between them. NBC's twin is Marie Goodwin, acting secretary to KPO-KGO Manager Yoder, and RCA's is her sister, Margaret Goodwin. They're real twins, too; in person or on the telephone they resemble each other so closely that even Mrs. Goodwin can't tell them apart.

STARS STOW AWAY ON STUDIO TOUR

During a recent tour of the NBC studios in Hollywood Radio City, Guide Miles Bohm Auer started out with a party of 20 and ended up with 25 people. Guide Auer, who incidentally is no relation to Mischka, but who did go to school with the actor in New York, says that the original members of the party got their 40 cents worth because the five people who joined the group while going through the artists hall were none other than Claudette Colbert, Dorothy Lamour, Don Ameche, Robert Armbruster and Wynn Rocamora.

TWO ADDITIONS RAISE NBC STATIONS TO 168

The addition of two stations—one in January and the other early this month—has increased the number of NBC affiliates to 168. The recent additions are WBCM, Bay City, Michigan, which will serve as a supplementary station to the Basic Blue Network; and KVOA, Tucson, Arizona, which was linked to the NBC networks on February 5 as a full-time station which will be available to either Blue or Red Network advertisers.



NBC engineers in San Francisco receive instructions in first aid and artificial respiration from Maurice Convey of the Employers Liability Assurance Corporation. Pictured above are Don Hall working on George Deewing, under the eye of Mr. Convey. Looking on, from left to right, are: George Greaves, Dan Williams, Tommy Watson, Ed Parkhurst, Lee Holm, Gordon Morrison, George McElwain and Ben Palmer.

NAMES IN THE NEWS

NEW YORK

Promotions

The resignation of Mrs. Louise Finch and Norman Ward from the traffic section of Electrical Transcription Service last month resulted in various personnel changes in the department. Daniel E. Schmidt III has been promoted from clerk and office boy to the position resigned by Mrs. Finch, and Miss Marian Stuart, of Central Stenographic, was chosen to replace Norman Ward, who resigned in order to accept a position with the recording division of RCA Manufacturing Co., Inc., in New York City. John F. Becker, from the page staff, is taking over Mr. Schmidt's former duties.

Mr. Schmidt, who has been in Electrical Transcription Service a year, was formerly with the Mail Room staff. Miss Stuart, a graduate of the College of William and Mary, was associated with the Mountain Side Hospital and the Board of Education in Montclair, N. J., her home town, before she came to NBC in December. John F. Becker joined the page force last fall, after spending the summer as writer and director of a weekly half-hour script show broadcast over Station KBB in his home town, Dubuque, Iowa. He attended Columbia College in Dubuque where he earned an A. B. degree in three years, graduating with high honors. Following his graduation from college, he attended the School of Journalism at Columbia University, New York, from which he was graduated with a master's degree. In addition to his radio experience, he has had some experience in summer stock companies as an actor and director. While in college he wrote two full-length plays which were produced by the students' drama group.

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Mrs. Rae Hogrefe, who joined the Stenographic staff last October, has been appointed secretary to Miss Martha McGrew of the President's Office. A graduate of Carnegie Tech, Mrs. Hogrefe was associated with the Mellon Institute in Pittsburgh before she came to Radio City. She hails from Chadron, Nebraska.

Newcomers

Carol Roehrs, formerly of Rockefeller Center, Inc., has been made a regular member of the Stenographic staff. She is a recent graduate of the Drake Business School in New York. She was with Rockefeller Center, Inc., three years, during which she worked in various departments. Miss Roehrs is a student of horticulture, which is her chief hobby.

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Scott W. Biggs and Harlow F. Dean have joined the staff of field representatives in Civic Concert Service. Their first assignment has taken them both to New England.

Mr. Biggs was formerly associated with Snellenburg and Co., Philadelphia, as promotion display director. He was with the Snellenburg Co. seven years, and previous to that he was associated with Stern Brothers, New York, in the same capacity.

Harlow F. Dean comes to NBC with experience in promotion and hotel work. He is a graduate of the University of Kentucky.

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Miss Mildred Gillies, a new member of the Stenographic staff, is acting as secretary to Samuel Chotzinoff, music consultant, whose new office is in Room 409. A graduate of Simmons College, Boston, Miss Gillies comes to NBC with secretarial experience in the advertising departments of various companies in Boston and New York. She is well versed in music, having studied the piano and violin for many years.

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Miss Ann Nielsen, of Central Stenographic, is in the Legal Department, acting as secretary to Henry Ladner, in the absence of Miss Agnes Locherer, who took a leave of absence in order to heal a broken leg suffered from a severe fall while skiing. Miss Nielsen, who came to NBC last September, was formerly associated with an advertising agency in New York, and before that she was secretary for a year to Dr. Walter G. Cady, radio inventor, of the faculty of Wesleyan University. She is a graduate of Pratt Institute.

Transfers

Miss Margaret L. Moore has been transferred from Stenographic to the Cashier's Office in the Treasurer's Department. Formerly of the Lederle Laboratories in Pearl River, N. Y., Miss Moore came to NBC last December. She is a graduate of the University of Chicago, where she was a member of the Mortar Board, a women's club, and The Mirror, dramatic society. Fol-

lowing her graduation with the class of 1935, she attended the Moser Business College in Chicago, after which she took a position as secretary in the Divinity School of the University of Chicago.

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Scriptwriter Randal MacDougall has been transferred from Electrical Transcription Service to the Script Division to fill the vacancy resulting from the resignation of James H. Hill, who left NBC in order to go back to his home in Los Angeles. G. Thornton Steil, from the Music Division, has succeeded Mr. MacDougall in Electrical Transcription.

Mr. MacDougall, who has been with the Company almost two years, started as a mimeograph operator. Since he came to NBC some of his scripts have been produced on the air and he has written some serial plays which are now doing the rounds. Mr. Steil, a graduate of Trinity College in Hartford, Connecticut, who has had considerable experience as a pianist, writer, announcer, bandleader, and program director on various radio stations, has been with NBC since last spring, when he joined the page staff.

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Miss Betty Homann, who joined the Stenographic staff last November, has been transferred to Electrical Transcription Service to replace Miss Luciel Myers, who resigned from the Company in order to accept a position with the World's Fair as secretary to one of the directors. Miss Homann is from Chicago, where she was secretary to one of the executives of Needham, Louis and Brorby, advertising agency. She was graduated from the University of Illinois in 1934.

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Lewis Julian has been transferred from Guest Relations to the staff of the Music Library. He returned to NBC recently after an absence of almost two years during which he sang with Russ Morgan's orchestra in New York hotels and on the road. He also has been featured on several NBC sustaining programs. He first came to NBC three years ago, after finishing his college education during which he studied music.

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Gerald A. Vernon, of the Statistical Division, who has been doing research work in the Sales Department during the past six months, has been officially transferred to the Sales staff, where he will continue doing research work under the supervision of John M. Greene.

Gordon G. Vanderwarker was transferred from the Statistical Division to the Sales Department, February 1, to act as assistant to Charles Rynd, who is in charge of the Sales Service Section of the Eastern Division Sales Department. Formerly associated with R. H. Macy, Inc., Mr. Vanderwarker came to NBC a year ago as a member of the page staff. He is a graduate of Wesleyan University.

Engagements

The engagement of Miss Frances Goldacker, secretary to Local Sales Manager Maurice M. Boyd, to Charles H. Ott of Philadelphia, was recently announced by her parents, Mr. and Mrs. Edward H. Goldacker of 81-20 Kent Road, Jamaica Estates. The wedding date has not been set.

Miss Goldacker, who has been with NBC almost a year, attended Germantown High School and the Taylor High School in Philadelphia and Hefley's and Pratt Institute in Brooklyn. She is a member of the Hollis (Long Island) Junior League. Mr. Ott attended the University of Pennsylvania and is now associated with the Roberts and Mander Stove Co., Philadelphia.

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Miss Florence E. Schwarzer, of the Photo Section in Press, recently became engaged to Carl L. Plock. The engagement was announced at an afternoon party at the home of her parents in Woodlawn, New York. No date has been set for the wedding but Miss Schwarzer said that it will probably be in the spring. Mr. Plock is associated with the Royal Livmore Insurance Companies.

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The engagement of Miss Helen Elizabeth Thomas, who joined the International Division five months ago, to Boies E. Whitcomb of Buffalo, was announced by her parents, Mr. and Mrs. A. A. Thomas of 26 East 91st Street, New York City, on December 28. The wedding is planned for early June.

Miss Thomas was educated abroad and at the Spence School in New York. She also attended the Fermata School in South Carolina and the American Academy of Dramatic Arts of New York. She is an accomplished musician. She handles French correspondence in the NBC International Division.

Mr. Whitcomb, a graduate of the Juilliard School, is organist of St. Luke's Church.

Marriages

Miss Winifred Ross of the Traffic Department was married to James E.

Hill at the Winfield Reformed Church, Long Island, on December 30, at 8:00 p.m. Only the immediate families were present at the wedding ceremony which was followed by a reception at the home of the bride's parents in Jackson Heights.

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Miss Elizabeth Morris of the Legal Department was married to Thomas J. Marshall of Boston at the Central Presbyterian Church in New York City on February 4. They sailed for Bermuda on the Monarch of Bermuda that same day. Upon their return they will reside at 1160 Fifth Avenue.

The bridegroom is associated with the New York office of the Chase Brass and Copper Co.

Stork News

H. Weston Conant, Sound Effects, announced the birth of a daughter in his family on January 23. Her name is Joyce Elizabeth and she is the second offspring in the Conant family. The elder is a boy.

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A girl was born to the George Watkins's, according to recent reports received by their friends in Radio City. Mrs. Watkins, the former Miss Evelyne McKibbin, was formerly with Civic Concert Service, and Mr. Watkins is also an ex-member of NBC.

Miscellaneous

Carl Cannon, instructor of studio and television guides in Radio City, addressed a recent meeting of the Bucknell Alumni Association of New York in Town Hall. Mr. Cannon spoke on television as it is presented to visitors in Radio City who take the NBC Television Tour. Following his short speech, he answered questions from the assembly for almost an hour. He was invited to make a return appearance.

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Charles Anderson, former KOA announcer, returned from London last month after completing his studies at the British Broadcasting Corporation under the Rockefeller Foundation Radio Fellowship system. He concentrated his studies on educational programs, in preparation of working with the Mountain Radio Conference, an organization in Denver set up to create educational programs. Mr. Anderson has returned to Denver to rejoin the KOA staff.

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Victor van der Linde, Sales, is at the Harkness Pavilion in Medical Cen-

ter, where he is recovering from an operation on his hip which was injured several months ago when he fell while bowling.

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Four members of the NBC staff in New York are included in the list of radio experts who will give lectures during a new study course to be offered the evening session of the College of the City of New York which will deal with the Theory and Practice of Radio Broadcasting.

First on the list of NBC experts who will address the C. C. N. Y. evening students is J. Harrison Hartley, assistant director of special events. The others who will lecture are Bill Stern, who will talk on sports coverage and sports announcing; Edward Padula, program director in the Television Division, and Robert M. Morris, development engineer, who will speak on television.

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Mrs. Enid Beaupre of Sales Promotion has returned to her office after a month's absence due to illness.

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Dwight G. Wallace has been temporarily relieved from his duties as personnel manager by President Lohr so that he may devote his time to the RCA exhibit in the forthcoming World's Fair of New York. He and Joseph D'Agostino, of Engineering, who is also working on the exhibit, are established in a provisional office on the fourth floor of the studio section.

Miss Joyce Harris, assistant personnel manager, is in charge of the Personnel Office during Mr. Wallace's absence.

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During Scriptwriter Elizabeth Todd's illness last month, her serial, *Peables Takes Charge*, which is heard five times a week on the Blue Network, was off the air for two weeks. The program was resumed when she returned to her office in the Script Division.

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Vice-President and Mrs. Frank E. Mason sailed for a West Indies cruise on February 3.

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Leonard Braddock, manager of the Information Division, recently returned from a trip to NBC Chicago where he spent several days, assisting the Publicity Department in the organization of the new Information Division in the Merchandise Mart.

EXECUTIVE CHANGES IN CENTRAL DIVISION

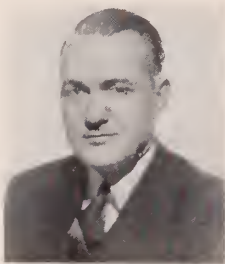


Sidney N. Strotz

The appointment of C. L. Menser as program manager of the NBC Central Division, effective immediately, was announced last month by Sidney N. Strotz, acting manager of the Central Division.

Mr. Menser succeeds Mr. Strotz in the post of program manager. Jules Herbuveaux, formerly assistant production manager, succeeds Mr. Menser as production manager, and Wynn Wright, formerly a member of the production staff, becomes assistant production manager.

Mr. Strotz, who became acting manager of the Central Division with the departure of Niles Trammell for New York to assume his new post of executive vice president of NBC, has been Program and Artists Service manager of the Central Division since 1933, when he joined the Company. A native of Chicago, Mr. Strotz attended St. John's Military Academy and Cornell University, leaving college to serve in the 326th Battalion Tank Corps during the World War. After the war, he was employed by the Automobile Supply Company, first as "order taker" and successively in higher positions until he became vice president. He later became vice president of the Wrap-Rite Corporation. In 1928, he organized the Chicago Stadium Corporation and became secretary and treasurer of the company, which built and operated the largest



C. L. Menser

indoor arena in the country. He became president of the Corporation in 1930. As president of the Stadium, he promoted almost every form of entertainment from championship fights to circuses, (Cont. on p. 7)



Jules Herbuveaux

W G Y S C H E N E C T A D Y

by W. T. Meenam

WGY Conquers Lightning

WGY's 625-foot vertical antenna, which successfully withstood lightning flashes throughout the summer of 1938 was caught napping last Sunday, during a freak blizzard. At 11:40 in the morning, darkness settled down on the countryside. There was a single flash of lightning and a terrific clash of thunder—one flash and one clash—and then came the snow pushed by a 60-mile-an-hour gale. That single lightning flash made a direct hit on the antenna. Bob Millham of our South Schenectady engineering staff was on duty. He heard a crash back of the 500,000-watt transmitter and immediately pushed the button that brought the emergency unit into service. Millham discovered that the current meter was on fire, but strangely enough the broadcast service continued, though at noticeably reduced volume, because the flame acted as a conductor. In eleven seconds the main transmitter was off the air and the emergency equipment in service. Not a word or a note of music was lost. In seven minutes the main transmitter was back in service.

Hager On Round Table

Kolin Hager, WGY's manager, met with leading educators of New York State recently to discuss the *Empire State Round Table of the Air*, a weekly half-hour educational broadcast carried by WGY. At the meeting were the presidents of five colleges, a member of the Board of Regents, the Commissioner of Education of the State, the president of the New York State Congress of Parents and Teachers and supervisors of adult education of the State Education Department. Each week, during the half-hour broadcasts international, national, and state problems are discussed pro and con by competent authorities. At the conclusion of the formal discussion questions are invited from the audience in the Union College Chapel where the broadcast originates.

Ice Fishing

While some of WGY's staff are devoting their spare time to such winter activities as skiing, skating and bowling, a little group of technical men has become devotees of ice fishing. Howard Wheeler, Peter Narkon, Horton Mosher and Ray Strong of the control staff and Announcer Philip Brook have all become ice cutters in

their quest for fresh fish. Most of their fishing has been on Willis Lake, Lake Cossayuna and Lake Champlain. Their "tip-ups" have snared Northern and Wall-eye pike, pickerel and perch. Not many, they admit, but enough to reward them for their efforts.

Skiing Partners

Bill Purcell, chief engineer, and Lowell Thomas have been skiing again. Incidentally, Mr. Thomas broadcast a Sunoco program from Cannon Mountain up near Franconia, New Hampshire. The skiing partnership of engineer and commentator began a few weeks ago when Bill was assigned to handle engineering details in a Thomas pick-up at Lake Placid. Now it appears that Bill has become the winter-remote-engineer for Sunoco programs. Unfortunately, or perhaps fortunately, there was little snow on Cannon Mountain and all the skiing was confined to a forty-acre pasture. A week before, Purcell, who is trying to get himself out of the novice class, undertook to come down an Adirondack peak at Speculator. He was making pretty good time on an icy surface when he came to an area uncovered by snow. The forward progress of the skis ended but Bill continued for a couple of hundred feet, face down and feet up. His face still shows a few minor scratches from his inverted slide.

Personalities

A daughter, Joyce Dana, was born January 24 to Mr. and Mrs. Ralph Sayre. Mr. Sayre is station engineer of WGY.

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The Whistles, captained by John Howe of Sales, are leading in WGY's bowling league, as of January 21. It's a one game lead with the Faders and Ripples tied for second. Howard Tupper, of the announcing staff is displaying great improvement. Starting last season as an inexperienced bowler he has now 151 average for the season.

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Betty King Donahue, Sales, has become a skiing addict and spends every Saturday and Sunday, weather willing, on the Adirondack slopes.

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Wilbur Morrison, of the News Department, finding Plattsburg too far away for week-end visits, has induced his father and mother to take up their home in Schenectady for the winter.

NBC CHICAGO

— by Lynn Brandt —



Newly appointed Executive Vice President Niles Trammell (right) smiles as Acting Manager Sidney N. Strotz presents him with gifts from the Chicago staff as he prepares to leave the Merchandise Mart for Radio City, New York.

New Names, Addresses and Titles

Miss Marge Niess has been appointed supervisor of the Information Division in Press, and Mrs. Viola Olden is now supervisor of Audience Mail, succeeding Miss Niess.

Miss Beth Huffman has been transferred from Central Stenographic to the Information Division. Miss Laura Skidmore has been engaged to replace Miss Huffman in Central Stenographic.

Miss Gertrude Ashfield is a newcomer in Audience Mail. Newcomers to the Production staff are Roy Winsor, formerly of WCCO, St. Paul, Minnesota, and Harold Bean, who is well-known in radio circles in Chicago.

Miss Helen O'Connor, formerly of Program, is now secretary to Sidney Strotz, acting manager of the Central Division. Miss Isabelle Cooney is now in the Program Department as secretary to C. L. Menser, recently appointed program manager.

Miss Marge Kerr has resigned from Press to join the Tom Fizdale publicity firm in New York. Marge is the wife of Phil Davis, prominent orchestra leader.

Farewell Luncheon to Trammell

When Niles Trammell left NBC Chicago early last month to assume his new duties in New York as executive vice-president of NBC, the Chicago staff gave him a farewell luncheon. As farewell gifts, he was presented with two traveling cases and a brief case. The larger case was marked, "Niles Trammell, Chicago"; the smaller, "Niles Trammell, New York"; and the matching brief case was stamped, "Niles Trammell, Hollywood." The presentations were made by Sidney

Strotz, acting manager of the Central Division.

Super Salesman Reese

Jack Reese, an enterprising member of the Mail Room Staff who is now convalescing from an appendectomy, earned \$25.00 while lying on his back in the hospital immediately following his operation; and thereby reduced the cost of his operation by that sum. It seems that the surgeon who performed the operation found an appendix which was five times larger than normal. News of the discovery soon brought every doctor attached to the hospital staff to the scene to view the anatomical phenomena. Proving that men of science are not immune to the virus of commercialization, one of the disciples of Hippocrates made a bid for the Gargantuan appendix. Though just out of the ether, Jack went into a huddle with the medico and emerged with \$25.00.

So if you still have your appendix you'd better have it X-rayed and appraised immediately. Maybe there's gold in them thar anatomies.

Revelations

Did You Know . . . that Studio Engineer Larry Dutton once worked in a night club in Cairo, Egypt? . . . that Announcer Les Griffith got a billiard table as a gift from his wife? . . . that Field Engineer Jim Thornberry is an expert movie cameraman, and that he and his colleague, Frank Schnepfer, are experimenting with a new film processing? . . . that Announcers Bob Brown and Louis Roen have bought boats and joined the NBC Navy on the Great Lakes? . . . that Bob Kendall of Artists Service used to sell real estate? . . . that Soundman Don Mihan, in addition to putting in a full day's work as sound technician, is studying law and is about to take his bar exams, and is financial adviser to several well-known radio personalities? . . . and that a boy, Julian, was born to the Ed Stockmars last month?

Named Artists Service Manager

James L. Stirton, formerly of NBC in New York and more recently New York representative of James L. Saphier, artists' agency, has been appointed manager of Artists Service in the Central Division. His appointment becomes effective February 15. He succeeds Alex Robb who was re-

EXECUTIVE CHANGES IN CENTRAL DIVISION

(Continued from page 6)

indoor football games and ice carnivals. He brought Sonja Henie to this country for her first exhibition tour.

C. L. Menser came to NBC in 1929, joining the production staff in New York after spending a year studying the theatre in Europe. While directing programs in New York in 1930, he brought the Victor series to the air. This was the first program to present standard stage plays and featured stage stars. Mr. Menser also brought the Goldbergs and the Vic and Sade serial to the air. When he came to Chicago, the NBC Chicago studios originated three dramatic broadcasts a week. The Central Division studios now originate more dramatic broadcasts than any other point in America.

Before entering radio, Mr. Menser acted and directed on the legitimate stage and served as head of the dramatic departments of the University of Utah and of Knox College, respectively. He holds degrees from Heidelberg College and the University of Michigan.

Jules Herbuveaux, who left McGill University to join the Navy during the World War, was a widely known orchestra leader from 1920 until 1931. He conducted the orchestra on the second program over KYW in 1921, and he conducted the first NBC broadcast from Chicago in 1927. He recorded for Brunswick for ten years, and was a producer for the Keith-Orpheum circuit in 1924 and 1925. Associated with radio since 1921, he was a musical director of the Central Division in 1930. Leaving the Company, he returned in 1933 as a member of the production staff and became assistant production manager in 1936.

Wynn Wright entered radio at WWJ in 1930 as a director. He came to NBC for five months in 1934 as a director, but returned to WWJ to become program manager of that station. He returned to the Central Division again last Summer.

cently made manager of Artists Service in Hollywood.

Mr. Stirton was with NBC New York from 1929 to 1937. He started in the Company as a messenger in the Mail Room where he stayed a year before he was promoted to Artists Service as a clerk and typist. His progress in that department was rapid and when he resigned from NBC in 1937 to join the Saphier agency he was a talent representative.

NBC TRANSMITTER

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

VOL. 5 FEBRUARY, 1939 NO. 2

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LONDON AND NEW YORK MAYORS HEARD ON NBC

(Continued from page 1)

London to come and visit the New York World's Fair.

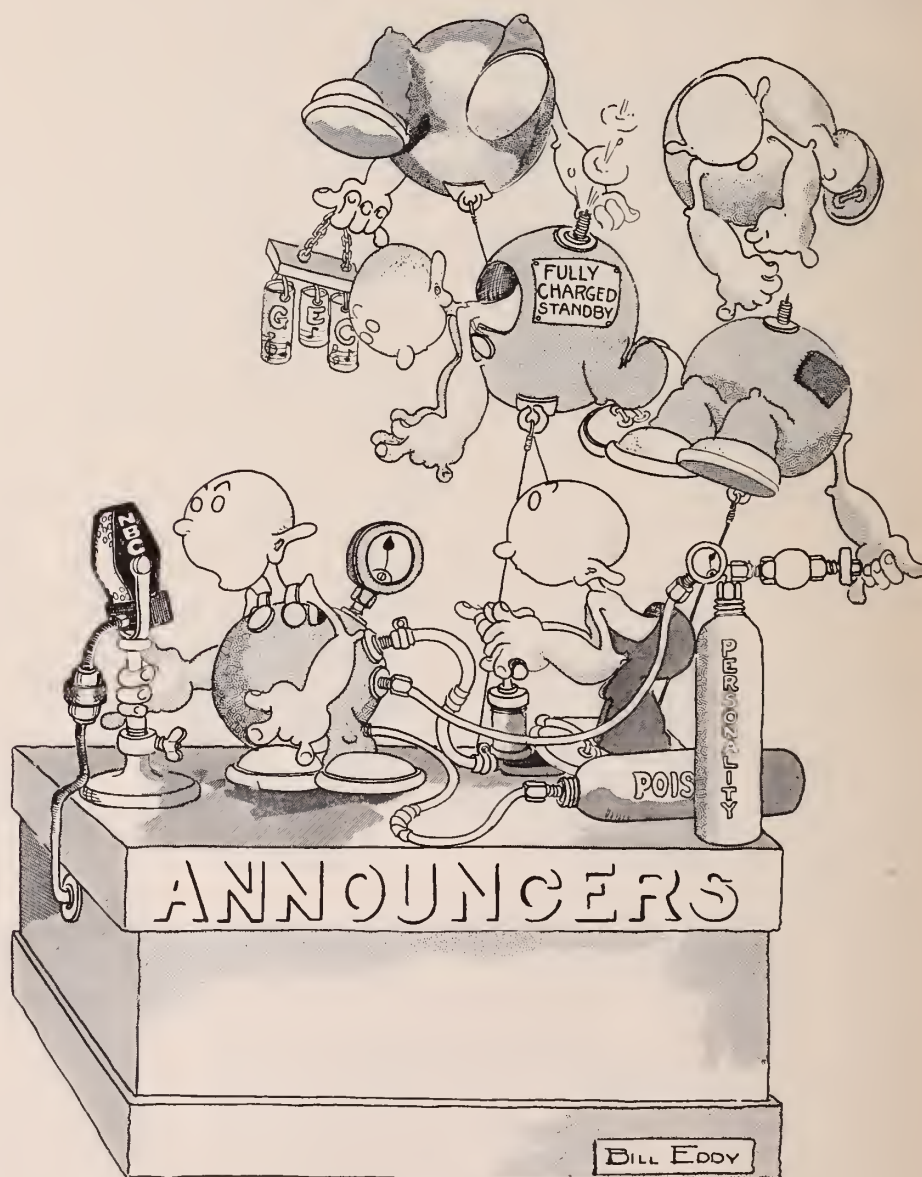
A. A. Schechter, director of News and Special Events, who was in direct charge of the New York broadcast, rode in the Mayor's car. Fred Bate, NBC representative in London, described to the American radio audience the Lord Mayor's exit from Mansion House and the colorful and medieval pageantry of the scene—the Lord Mayor's traditional robe of office, his gilt neck-chains, his mace bearer, and the other trappings of the traditional coach of state journey to the Guildhall.

A pack transmitter in Mayor La Guardia's car transmitted his voice, which was picked up by an NBC mobile unit that trailed the official car and which relayed the broadcast to Radio City, whence the program was wired to short-wave transmitters that sent it to England. The pack transmitter and mobile unit were operated by Field Engineers C. H. Campbell, Dewey Sturgell and Andrew R. Thomson, and the receiving and sending equipment atop the RCA Building was operated by Harold T. Ashworth.

ESSO FILM SHOWN AT NBC

Several members of NBC New York attended a showing of *News in the Air*, an Esso feature film, in Studio 8G on February 10. The film showed how the news is gathered by the United Press and then teletyped to the News and Special Events Division where it is read on the air by the Esso Reporter. Arrangements for the showing were made by William O. Tilenius. Local Sales, who is in charge of the account.

NBC HALL OF FAME



Proposed NBC Statue No. 11 and Citation Plaque

TO THE ANNOUNCERS

As guest artist on our sleigh-ride of the month, we bid welcome to those hot-shots of the station break—the Announcers.

Ready at the gong to go into their frenzied song and dance for the "product" these stalwarts of Thesaurus represent radio's reincarnation of yesteryear's medicine man.

A profession normally based on a periodicity of fifteen minutes, it infrequently calls upon our heroes to flail the ether for hours on end, strumming their vocal cords in vain attempt to keep fireside audiences munching their hang-nails in tense anticipation as the main office institutes a man-hunt through back streets for the featured parade.

Therefore—to you virtuosos of the polysyllabic delivery, maestros of the tri-tonic chimes, we bow low in salute as we present this reasonable facsimile of a statue and ten cents to cover cost of handling.



With Your Roving Reporter in New York

Ere this gets into print several days will have passed since The Stagecrafters took curtain bows after their second and last performance of *The Pursuit of Happiness*, that delightful play about Yankee life in Connecticut during Revolutionary days, which was such a hit when it was first produced on Broadway several years ago. We shall not attempt to review it in this corner but there are some things which, in this writer's opinion, should go on the record. That The Stagecrafters have maintained if not surpassed the high standard of production which they set for themselves when they presented their first play, *June Moon*, last summer, in this, their second offering to NBCites and their families and friends, was confirmed by the enthusiasm with which they were applauded by both large audiences that went to see *The Pursuit of Happiness* in Studio 8G late last month.

It would be little praise—indeed, it would be mere acknowledgement—to say here that *The Pursuit of Happiness*, as presented by the Stagecrafters, was an excellently acted production. It was a workmanlike presentation by an amateur cast. Frank Dodge played the part of the young Hessian, who deserts the British in order to join the Colonists in their pursuit of happiness in the land of the free and equal, in an adequately ingratiating manner. From the time he made his entrance he won the sympathy of his audience, and during the entire play he never let them down. Another actor who showed thorough understanding of his part and played it competently was James Costello. In addition to reducing the great difference between his actual age and that of the character, a Solomon-like Connecticut Yankee, Mr. Costello completed his characterization with a convincing accent.

The part of Thaddeus Jennings, a prudish young Connecticut sheriff, was expertly played by Walter Covell, a new member of The Stagecrafters, who comes from the page staff. He played his part for all it was worth. It's a fat part—the kind you like to sink your teeth into.

The ladies were competent in their parts—Helen Wildermuth as the juvenile lead, Barbara Kirk as the mother, and Hazel Wissemann as Meg, the servant girl with the big heart and flexible morals who provides a great deal of comedy in her difficulties with the tyrannical Reverend Banks, the preacher who dominates his congregation. Robert Stone's Reverend Banks was flamboyantly portrayed; though handicapped by the unexpected reaction of his friends in the audience who tittered at his disguise upon his entrance. This is a situation which, unfortunately for the actors, invariably arises in community plays where the familiarity of the audience with the actors often is disconcerting to the latter. However, Randal MacDougall, who played the swaggering southern gentleman, Colonel Mortimer Sherwood, with less burlesque and more facial disguise (he wore whiskers, a mustache and a wig), was spared any personal reactions from the audience in his restrained portrayal of a part which might easily have got out of hand.

As in *June Moon*, *The Pursuit of Happiness* was produced under the able direction of Gilbert Ralston, of Electrical Transcription, who, aware of his amateur cast, sagely used economy of direction to advantage.

Pathé Photographers invaded NBC last month and stayed three weeks, taking pictures of various departments



The two young lovers in The Stagecrafters' production of "The Pursuit of Happiness" portrayed by Helen Wildermuth (Program Department) and Frank Dodge (Production Division). The play was presented twice for NBCites and their friends in Studio 8G



From "The Pursuit of Happiness," in which Meg, the coquettish servant girl, makes a southern gentleman's regimental assignment in the North a truly pleasant one. They are Hazel Wissemann (Sales Department) and Randal MacDougall (Script Division).

for a short Pathé feature, showing the steps in the production of a radio program. Among those who were featured in the filming were Commercial Program Manager Bertha Brainard and the Program Board; Production Manager William S. Rainey, Salesman Charles E. Phelps, Script Manager Lewis H. Titterton, Scriptwriter Welbourn Kelley, Dr. Frank Black in an *RCA Magic Key* program, Paul Dumont, who posed as director, in the absence of the regular director of the *Magic Key*, Howard Wiley, who was ill at the time, and Publicity-writer John Miles. The movie also included shots of the News and Special Events Division and its director, Abe Schechter, and glimpses of studio and television tours showing, among others, Guide Norman Gray, selling tickets at the cashier's booth in the main hall, and Guide Richmond White, conducting a group through the studios. Charles Van Bergen, of the Photo Section in Press, assisted the Pathé men, Slavko Vorkapich, well-known montage artist from Hollywood, and Harry Smith, cameraman.

* * *

Director Al Williams is the author of a radio play in blank verse which has been published in the December issue of *One Act Play Magazine* entitled, *Festival*. It was produced on the air last August, under the direction of the author. . . .

Miss Eva Boudreau has received a Canadian post-card from an admirer in Toronto and it was addressed to "Nurse On Duty At Noon, January 20th, in First Aid Room, Radio City, New York City." . . . After some thought she recalled having treated a young man who had become ill during a studio tour on that date and hour. . . . According to Television Engineer Al Protzman, chairman of the Athletic Association's Social Committee, the annual NBC dance will be held April 21 at the Hotel Roosevelt.

One of the most-attention-getting pieces of promotion (and it wasn't primarily meant to be one) ever to emerge from NBC is Television Engineer Bill Eddy's 1939 calendar, containing many of his "NBC Hall of Fame" cartoons which are currently appearing in the TRANSMITTER. Trade papers and magazines have commented on it and the *Chicago Daily News* (January 5) reproduced three of the cartoons across the top of one of its pages while, feature writer, Gene Morgan, wrote on the same page:

"And now for the gag calendar of the season! . . . It's a "radio follies" of squawk, gawk and talk, and a delightful instance of a corporation being big enough to kid itself."

NBC HOLLYWOOD

by Noel Corbett

RCAM Visits NBC

Vice President Don E. Gilman played host to a group of NBC's "cousins," January 26, when Jim Francis, Hollywood Manager, RCA Manufacturing Company, and 400 RCAM employees visited Hollywood Radio City.

Standing in the center of the stage of Studio A, one of the two largest broadcasting stages in the world, Mr. Gilman talked on the progress of broadcasting in the past several years and the part NBC plays in the RCA Family.

"NBC's definite responsibility is to set the pace in broadcasting," said Mr. Gilman. "and the public must be kept aware at all times that NBC is constantly raising the standards of broadcasting, by giving it the best there is to offer in entertainment."

After Mr. Gilman's talk, the RCAM group toured Hollywood Radio City.

Banns Posted for Sherdeman

Ted Sherdeman, director, and Anne Stone, will be married February 19. Sherdeman, who formerly worked for NBC in Chicago, writes and directs the new Saturday serial, *Brenthouse*, starring Hedda Hopper. Miss Stone is well known as a radio actress.

Trammell Visits Hollywood

Executive Vice President Niles Trammell spent several days in Hollywood Radio City last month. Mr. Trammell toured the new building in company with Mr. Gilman and met most of the employees.

At a press interview, Mr. Trammell talked on television, pointing out that it is out of the laboratory now, from



Alex Robb, formerly of NBC Chicago and recently appointed manager of Artists Service in Hollywood, is shown greeting his wife and daughter, Mary Lee, on their arrival in the Film City from their former home in Chicago.

the technical standpoint, and that starting in April, NBC will present a series of weekly programs from Radio City, New York.

Mr. Carpenter Regrets

Ken Carpenter, whose chime-ringing has become a feature of the NBC networks, was invited by Leland W. Cutler, of the Golden Gate Exposition, to demonstrate the ancient art of bell-ringing on the 40-bell carillon just installed in the Tower of the Sun at the San Francisco Exposition.

Announcing assignments over that weekend have prevented Carpenter from accepting the invitation.

New Popularity Gauge

Claude Ferrel, superintendent of

building maintenance, judges the popularity of an air-premiere by the number of dead flash bulbs his boys gather up after the broadcast.

The new "Circle" is tops, according to Ferrel, because 20 cameramen left a total of over 1000 bulbs on the floor of studio D.

Quick Pix

The first annual NBC dinner dance, sponsored by the ATE, was given at the Biltmore Hotel February 11 . . . Andy Love, in charge of Literary Rights, started radio continuity writing classes Wednesday, January 18, at the UC Extension . . . The NBCAA, which will sponsor athletic and social events at Hollywood Radio City, is now being formed. Ben Gage, announcer; Jack Creamer, Maintenance; Jack Stewart, Sales Representative; Bob Brooke, Studio Engineer; Clinton "Buddy" Twiss, announcer in charge of special events, and Harry Saz, sound effects chief, are those starting the new association . . . Ralph Amato, Sound Effects, has a lot of desert acreage for sale. It's near Big Bear Lake, and Ralph says it is a natural for a ranch . . . The NBC Basketball team lost its first game of the season to the Jonathan Club, 45-38 . . . Helen Murray is Charles B. Brown's new secretary. Brown, who moved his headquarters from San Francisco early this month, is Western Division Sales Promotion Manager . . . George M. Nixon, Development and Research Group, N. Y. Engineering Dept., is in Hollywood Radio City to measure the acoustical characteristic of the studios.



Executive Vice President Niles Trammell was guest of honor at a luncheon given by NBC executives in Hollywood when he visited Hollywood Radio City last month. Left to right: Tracy Moore, Sales; Paul Gale, Western Division Traffic Supervisor; Frank Dellett, Auditor; Alfred H. Saxton, Division Engineer; Lew Frost, Assistant to Western Division Vice President; Don E. Gilman, Vice President in charge of NBC Western Division; Mr. Trammell, Alex Robb, Manager of Artists Service; John W. Swallow, Program Manager; Wendell Williams, Editor of Continuity Acceptance; Harold J. Block, Manager of Press Department. Left, center, Charles Brown, Manager of Sales Promotion, and right, center, Walter Baker, Manager of Building Maintenance and General Service.



Vice President Don E. Gilman (left) greets James E. Francis, manager of the Hollywood branch of RCA Manufacturing Co., Inc., during a recent visit of Hollywood Radio City by 400 RCAM employees.

Every employee of NBC is a reporter of his magazine—NBC Transmitter.

RCA-NBC TELEVISION SHOWN IN WASHINGTON

(Continued from page 1)

Mullen, manager of the RCA Department of Information, with Frank M. Russell, vice-president in charge of NBC Washington, and Kenneth H. Berkelev, general manager of WRC and WMAL. The latter managed the general arrangements and the smoothness with which everything ran was widely commented upon.

Among the many RCA and NBC officials who attended the demonstrations were Edward F. McGrady, RCA vice-president; O. B. Hanson, NBC vice-president and chief engineer; Thomas F. Joyce, RCA vice-president and director of advertising; Frank W. Wozencraft, RCA general solicitor; Charles B. Jolliffe, engineer in charge of the RCA Frequency Bureau; Chester Davis, RCA division patent attorney in Washington; C. W. Farrier, NBC co-ordinator of television activities; Clay Morgan, NBC director of public relations; R. M. Morris, NBC



Speaker of the House of Representatives, William B. Bankhead (left), and NBC Announcer Gordon Hittenmark pose for the RCA-NBC television camera.

development engineer; Robert E. Shelby, assistant to Mr. Morris, and N. E. Kersta, assistant to C. W. Farrier.

The television equipment was manned by RCA and NBC engineers, assisted by A. E. Johnson, engineer in charge of NBC Washington, and his staff. Harold See was in charge of the telemobile unit crew composed of NBC Engineers Stanley L. Peck, Edwin C. Wilbur, R. W. Pickard, Ross Plaisted, G. F. Hettich and Alfred Jackson. RCA Engineers E. O. Johnson, J. E. Heney and E. F. Gerry were in charge of the receivers. NBC Engineers Howard Gronberg and Thomas J. Buzalski assisted both groups.

Thomas H. Hutchinson, manager of the Television Program Division, and two members of his staff, Thelma Prescott and Warren Wade, assisted by members of the NBC Program Depart-

KOA DENVER

—by MACK SWITZER—

"Silver Heels" On the Stage

Silver Heels, one of the *Light on the West* dramas heard weekly over KOA was presented visually for the attendees at the recent Western Mining Congress in Denver. Louise Morgan took the title role and the cast was directed by KOA's production manager, Roscoe Stockton. Old-time costumes and the sparkling chorus added the finishing touch to the production.

KOA's Duncan McCall of the *Men of the West* program was master of ceremonies for the entire entertainment.

"Chief Prom Trotter"

Announcer Jim Campbell has gained for himself the title of "Chief Prom Trotter" since he and his partner walked away with the first prize at the Cosmopolitan Hotel's weekly "Champagne Interlude," in which the best dancers on the floor are picked and judged by no less than Miss Delice Hazen and George Wriston, Jr., of the Arthur Murray School. Jim and his lady, whose name we could not discover, were awarded a bottle of champagne. Campbell says he didn't even taste the champagne, though, because Sterling Young's orchestra got hold of it first.

They Go Skiing

Berthoud Pass, about sixty miles west of Denver, is an ideal skiing location and KOA people weekly fasten the bindings and go merrily slaloming on their way. Chief Engineer Peregrine somehow returns week after week with no bones broken. Announcer Jim Campbell, Engineers Joe Rohrer and Stan Neal and Pages Clyde Hoyt and Bill Anderson are other ardent devotees of the ski trails.

On the top of the pass are a refresh-

ment in Washington, produced the television shows. J. Vance Babb, manager of the N. Y. Press Division; Leif Eid, Press, and Robert Pritchard, of the RCA Department of Information, were in charge of publicity. Pictures were taken by William Haussler and Sydney Desfor, under the supervision of Burke Crotty, all of the N. Y. Press Division of NBC.

Carl Cannon and George Olenlager, of the Guest Relations staff in Radio City, also went to Washington to assist the pages there in handling the traffic at the Press Club.

ment house, overnight sleeping accommodations and ample parking space. The city maintains a 600-foot ski tow for the journey back up the slope. The scene is laid in the 11,000-foot altitude of the Rockies and its beauty is breath-taking—not only on account of the rarified air.

KOA Covers the Stock Show

The National Western Stock Show held in the Denver Stockyards Stadium from January 28 to February 4 was well covered by KOA, with the stadium being wired for microphones to cover nearly all positions; and, for spots not near an outlet, the mobile unit was used, broadcasts from the truck being picked up by the ultra short-wave antenna atop the building and carried thence over direct wire to the station. Broadcasts were made frequently, during the day and evening performances of the rodeo and other events. The Stock Show is always a five-star feature in this region and the broadcasts were of great public interest.

Lehman Leaves KOA

Announcer Jim Lehman has left KOA to live in New York City. The fact that Mrs. Lehman is now in New York studying at the Juilliard Institute may have had something to do with Jimmy's leaving, but all we could get from him was a wink.

Colored Movies

The much-talked-of California honey-moon of Louise Wadsworth Morgan and groom Lucian has reared its head again. This time in the form of colored motion pictures taken by the two along the route. Some of the shots, especially those taken at Grand Canyon and Hollywood's Radio City are certainly of professional calibre. The KOA staff has long been home-movie conscious, but these color shots have inspired such fans as Engineers Bill Williams, Joe Rohrer, Al Isberg and Stan Neal and Accordionist Dick LaSalle to aspire to heights attained by Lou and Lu.

Auditor Gets Sick

Dale Newbold, Auditor, is confined to Mercy Hospital in Denver and probably will be released by the time this is out in print. After visting him, Announcer Gil Verba reported that, still unable to escape his accounting, Dale is keeping track of how many glasses of water he drinks.



Tenth Anniversary Chimes

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

Frank O. Johnson

The computation of the overtime salaries of the staff musicians of NBC is such a large and complicated task that

it takes all the time of one of the employes in the Auditing Department in New York. Frank O. Johnson has had that job since he came to NBC ten years ago. He, himself, was a professional musician at one time. Several years ago

when he was in his early twenties he played the trombone with various dance bands. He also played with a concert band which played for various clubs in New York. But he gave that up long ago, he said.

Before coming to NBC, Mr. Johnson was in the real estate business, and before that he was a teller in the securities department of the Federal Reserve Bank. Previous to his position in the Federal Reserve Bank he had a government job with the City of New York.

Mr. Johnson has three full-grown children—two boys and a girl—and they are all working. One son is with a paint company, another is in the textile business and the daughter is working for an insurance company. Having given up music, Mr. Johnson's chief hobby now is stamp collecting, but he also likes photography and fishing.

A. E. Fisher

Ten years ago, Aubrey Eugene Fisher came to California from Honduras—"because nothing ever happened in Honduras"—and joined the NBC staff in San Francisco. In the decade, since that event, so many things have happened that the good-looking young engineer lifted his head in surprise and said, "Gosh, has it been that long?" when the NBC TRANSMITTER reporter came for his story.

Mr. Fisher was born in Winesburg, Missouri, one of that generation of lads to whom electricity and electrical

apparatus appealed from childhood. In his high school laboratory he experimented happily with the new thing, called wireless; and when he entered Central Missouri State Teachers College, it was not with the aim of becoming a teacher but of adding to what he already knew about electrical engineering.



When he was graduated in 1920, he entered the Naval Radio School in Chicago, and from there he went as a radio operator to the Naval Radio Station at San Juan.

When his enlistment was up, he went to work for RCA Communications. Later he went to Honduras, where he worked for the Tropical Radio Telegraph Company. He liked the work but the monotony of the country and the climate—not even a revolution or a hurricane occurred while he was there—eventually brought him to California.

Engineer Fisher is now with the transmitter staff at KGO in Oakland. He was transferred there from the studio staff in 1931. He is a bachelor.

John J. Kulik

No other NBC engineer in Radio City has probably had as much musical training as John J. Kulik, relief supervisor of the Master Control Board. His is the story of a singer who turned his hobby into a profession. His family gave him a musical education and during his early 'teens he sang with the famous Russian Cathedral Choir for many years. While in high school he became interested



in radio and built his own amateur station, W2ARB, which he still operates today.

After graduating from the public schools in his home town, Clifton, New Jersey, he went to work for a bank. While working at the bank he con-

tinued his musical studies and also attended the Marconi Institute where he studied radio engineering. He remained with the bank seven years, working his way up to the position of note teller. During that period he sang as a member of the Russian Imperial Quartet and it was during an audition at NBC that he decided to become a radio engineer. He filed an application for a job and soon afterwards NBC employed him as apprentice studio engineer.

Mr. Kulik turned out to be an ideal engineer because of his musical background. Soon he was handling the controls for many of NBC's leading musical programs. But he did not give up his music entirely. Soon after he came to NBC he joined the Balladeers Quartet, and when he wasn't riding gain he was on the air with the quartet, which rapidly became famous and was heard on many popular shows for many years.

When Toscanini went on the air with the NBC Symphony Orchestra in his first series of NBC concerts, Engineer Kulik was chosen to handle the knobs in the control room. He was among those who worked to give Toscanini's concerts the best reproduction possible in radio. His name was not mentioned but it was he who was riding gain when the music critics praised Toscanini's music and the way it was reproduced by NBC. Many wrote that it sounded as well on the loudspeaker as it did in the studio.

At the end of the first series of Toscanini's concerts last year, Mr. Kulik was promoted from the studio engineers staff to the Master Control Board.

He is married and has a three-year-old son named Alexander John, and he still lives in Clifton, where he has his own home.



Theodore Kruse

Ten years ago Theodore Kruse left high school to take a position in the Mail Room of NBC in New York. At the time he wasn't sure as to what he

(Continued on next page)

FIRST INTERNATIONAL PROGRAM CELEBRATED

In an unusual surprise program on Wednesday evening, February 1, the National Broadcasting Company took its listeners on a half-hour trip around the world in celebration of the tenth anniversary of NBC's first international broadcast. In quick succession NBC listeners heard music from London, Iceland, Manila, Hongkong, Honolulu, and Tokio.

The program was "piloted" around the world by remote control from Radio City by Milton J. Cross, veteran NBC announcer, who announced from New York the first international NBC program which originated in London and was heard in America through the NBC network stations, February 1, 1929.

"It hardly seems ten years since that first program from London," said Mr. Cross. "Everyone thought that first broadcast, brought to America by short waves, was a novel and entertaining stunt. There was a great deal of excitement at the first sounds that came through our loudspeakers from far-off England."

ANNIVERSARY CHIMES

(Continued from page 12)

wanted to do in radio but a year later he made up his mind to become an engineer and enrolled at the RCA Institutes' night school. While studying radio operation and broadcasting he served on the page staff, and in the Engineering Department and Production Division as office boy and receptionist. Three years ago he was transferred to the Maintenance Division of Engineering and he is now a full-fledged member of that staff. He holds a first class radio telephone operator's license and a second class license for radio telegraphy.

Ted Kruse was born in Puerto Rico. When he was ten years old his father, a Danish business man, died and he and his young sister were brought to New York by their mother, who wanted them to continue their education in this country.

Dark of eyes and hair, youthful Engineer Kruse is a bachelor. But not necessarily a misogynist, he explained.

KYW PHILADELPHIA

by J. A. AULL

Joins KYW Sales

John S. deRussy, for the past four years a member of the advertising department of the *Philadelphia Record*, has been appointed to the KYW sales staff, by Jack Hammann, sales manager.

DeRussy was born in New Brunswick, N. J., and reared in nearby Woodbridge. He completed his early education at Brown University with the class of 1929. In 1929 he came to Philadelphia as manager of the local office for Scovill Brothers. Before he became affiliated with the *Record* he was in the advertising departments of both the *Evening Bulletin* and the *Philadelphia Inquirer*.

He is a member of the Art Alliance, the Pen and Pencil Club and the Electrical Association.

Famous Women

On January 23, the Philadelphia Club of Advertising Women inaugurated on KYW a weekly series of round-table discussions about famous women. The title of the program, "Fascinating Facts About World-Famous Women of Yesteryear," was chosen by the PCAW radio group headed by Ruth Clair. The first program was of Christina Rossetti, English poetess.

Among the members is Betty Dickert, secretary to Leslie W. Joy, manager of KYW.

Staff Notes

It's a valentine instead of an orchid for KYW's Musical Clocker, Leroy Miller. Last month the students at Pottstown High School voted him the most popular speaker to appear on their rostrum during 1938 and promptly asked him to return on Valentine's Day to speak at a pop rally.

* * *

Even a radio engineer — the grim person who switches programs on and off the air, and frowns at everything that goes through the mike — can be funny it seems. Last month while making preliminary arrangements for an audition, Clayt Donaldson, Westinghouse engineer for KYW, set up the equipment and then took time out to imitate a Dutch professor of music. Donaldson was not aware that a fellow engineer had thrown the switch and that Clayt's chatter with musical background was being broadcast in James Begley's office upstairs. Begley thought so much of the nonsense that he booked it as a special feature.

BOSTON & SPRINGFIELD

by JAMES LEE

General Manager John A. Holman has been indulging in a novel vacation. He has installed what his colleagues insist is a "solarium" at his home in Scituate. The boss has been basking inside with the mercury hitting 92 degrees in mid-January. Now he says he can't decide whether to raise orchids or gardenias in this new greenhouse. It's actually that.

* * *

Chief Announcer Bob White has developed into a Southpaw since Christmas acrobatics fractured his starboard collarbone. He is just emerging from the orthopedist's cocoon.

* * *

The Promotion staff, under the leadership of George A. Harder, has launched an aggressive campaign in line with NBC's drive for a banner year. Together with Harry Goodwin and Kay Leatherbee he has disseminated miles of compelling consumer statistics.

* * *

Harry Goodwin, in his role of Esso News Editor, received a Christmas card from a namesake, Harry Goodwin, chairman of the board of selectmen of Bethlehem, N. H. The correspondent had been a steady listener of the Arlington Harry's early morning broadcast.

* * *

Bob Evans of Special Events is broadcasting a daily evening roundup of happenings in the world of sports.

* * *

Kay Leatherbee has returned to her office in the Promotion Department after a serious bout with the gripe.

KYW has joined the Associated Hospital Service. Individual contracts were signed in Auditor J. F. M. Proulx's office late in January.

* * *

On January 6th, Don Heyworth, oldest KYW announcer in point of service and night program supervisor, celebrated his twelfth year in radio. Don started in radio on a small Boston station, now no longer in existence, back in 1927.

It's not everybody who can have a castle named after her, but Kathryn Ullman, secretary to Lambert Beuwkes of KYW, now has that distinction. A few weeks ago, her uncle purchased a castle overlooking the Mississippi at Quincy, Illinois, and promptly named it after his favorite niece, "Villa Kathryn."

NBC WASHINGTON

by Marian P. Gale



Mrs. Franklin D. Roosevelt places two dimes—one for her and one for F. D. R.—on the NBC "Mile of Dimes" stand in Washington while Announcer Bud Barry interviews her. The "Mile of Dimes" campaign, sponsored by NBC and the *Washington Star*, was in cooperation with the recent drive to raise funds for the fight against infantile paralysis. (Read "Mile of Dimes.")

WMAL Wins 1938 G. E. Plaque

The General Electric Plaque for 1938 has been awarded to the engineering staff of the WMAL transmitter which is headed by H. A. Wadsworth. The plaque is presented every year to the NBC station whose record for the year has the least amount of time lost (off the air) due to personnel and equipment failure. WMAL was off the air only two minutes and twenty-five seconds during 1938.

"Mile of Dimes"

NBC's contribution to the campaign in Washington for funds to fight infantile paralysis was the "Mile of Dimes," sponsored by WRC and WMAL in co-operation with the *Washington Star*. The "Mile of Dimes" scheme to collect a mile of dimes (90,514 dimes) from the residents of the Capital and from the visitors to the NBC studios in Washington was so successful that more than a mile-long of dimes, if laid flat in a straight line, was collected during the campaign that ended on the day of the President's Birthday Ball, January 30.

A stand, 33 feet long and divided into long narrow strips to hold the coins from passersby and visitors, was placed in front of the Trans-Lux Building where the NBC studios are located. The strips on the stand had to be filled six times to complete a "Mile of Dimes." At three-thirty in the afternoon of January 30 the mile was completed and the money, in nine sacks, was taken to the White House and presented to Marvin McIntyre, secretary to President Roosevelt. The completion

of the "Mile of Dimes" was celebrated with a special radio program from the stand which included brief comments by K. H. Berkeley, general manager of NBC Washington, and Bill Coyle, radio director of the *Washington Star*.

However, the collection did not stop with the first mile of dimes, and by the end of the day an additional thousand dimes had been collected, bringing the grand total to more than 10,000 dimes.

During the "Mile of Dimes" campaign the NBC announcers in Washington had a contest among themselves to see who could bring the largest number of dimes during fifteen-minute broadcasts from the stand. The winner of the contest had to contribute one dime to the stand while each of the others had to contribute nine dimes. Bryson Rash won with a total collection of 71,400 dimes. Raymond Michael, a new member of the staff, was second with 34,000; and George Wheeler was third with 21,000. In fairness to the others, it should be explained here that the three top announcers were fortunate in making collections on days when employees of various departments of the government were assigned to make their contributions to the "Mile of Dimes." Ed Rogers, veteran NBC announcer, topped all the other boys on direct solicitation, excluding the contributions from the government employees that raised the totals of the winners.

A large number of dimes also was raised by a public auction of phonograph records from the library of WRC and WMAL. Bids were opened at ten cents.

Among the many outstanding figures in official Washington circles who contributed to the "Mile of Dimes" was Mrs. Franklin D. Roosevelt, who brought two dimes—"one for me and the other for the President." Other notable contributors were Harold L. Ickes, Secretary of the Interior, and Postmaster General James A. Farley.

Half of the proceeds from the "Mile of Dimes" campaign will go to the National Foundation for Infantile Paralysis and the other half will go to a local organization to fight infantile paralysis in Washington.

NBCites At Advertising Jamboree

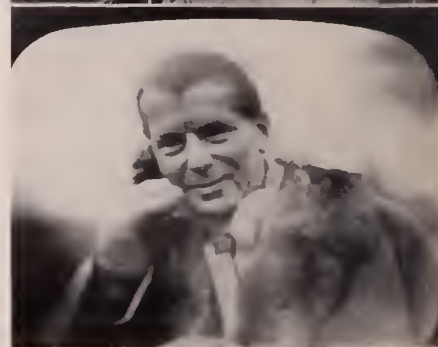
There was a sea of NBC faces at the local Advertising Club's annual Jamboree which took place at Wardman Park Hotel on January 21. Those

who attended were Mr. and Mrs. P. J. Hennessey, General Manager Kenneth H. Berkeley and his wife, Martha Gosgriff, Helen Mobberley, Mary Mason, Vice-President Frank M. Russell, Fred Shawn, Mr. and Mrs. Carleton Smith, Mr. and Mrs. Stanley Bell, Mr. and Mrs. Ben Baylor, Mr. and Mrs. James Sweet, John Dodge, Vice-President A. H. Morton, Eva Cluff, Mr. and Mrs. Rudy Coldenstroth, Jack Hammann, and yours truly.

* * *

Announcer Edwin Rogers' small son is following in his father's footsteps. Baby Rogers displayed great talent when he sang the Star Spangled Banner for radio listeners and prospective contributors at the "Mile of Dimes" stand.

During the last month we added two announcers to our staff. Raymond Michael comes to Washington from WLW, Cincinnati, where he handled such programs as *Moon River* and *Vicks Open House* as well as sports and special events. The other announcer is Don Gardiner, one-time member of the Guest Relations Staff in New York, who came from WAIR.



Among the notables who were televised during a recent RCA-NBC television demonstration in Washington, D. C., was the Polish Ambassador to the U. S., Count Jerzey Potocki, who is shown above in two pictures showing the relative clearness of an actual photograph (top) with a reproduction of his image (bottom) as it appeared in the Kinescope of the television receiver. The top photograph was taken outdoors during rain when Count Potocki was televised by the RCA-NBC television unit. (Story on page 1.)

WTAM CLEVELAND

by Bob Dailey

"1070" Club

Big event for the staff at WTAM during January was the official opening of the "1070 Club." Exclusively for male staff members, the club was organized to promote fellowship between employees and to provide facilities for recreation.

Membership fees collected from more than 40 men who have joined were used to buy pool, ping-pong and card tables and facilities for a reading room. Use of the facilities is restricted to members and visiting members of the NBC family.

Officers elected at the first meeting are Lee Gordon, president; Russell Carter, first vice-president; S. E. Leonard, second vice-president; Tom Manning, secretary-treasurer, and Tommy Carter, sergeant-at-arms. Manager Vernon H. Pribble was named honorary president. The name of the club is taken from WTAM's frequency.

The first meeting was held at night and it was decided to have a similar meeting each month. Organization of the club was due chiefly to the efforts of Tom Manning, Stubby Gordon and Tommy Carter.

WTAM's Speechmakers

Members of the WTAM organization were kept busy last month making talks before various groups in Cleveland and the state. Manager Pribble spoke before the City Club on Radio's Public Service. Salesman Harold Gallagher addressed the student body of Hiram college on Opportunities in the Field of Radio. Jane Weaver, director of women's activities, spoke before 200 women in the radio forum of the Cleveland Parent-Teachers association. And

Sports Announcer Tom Manning talked before the Knights of Columbus on Broadcasting the World Series.

Ohio Composers Program

Walter Logan, musical director, has received more than 150 manuscripts from unknown composers for his weekly Ohio Composers program. Logan plays one score each broadcast and the composer is interviewed. The most meritorious composition received when the series is ended in the spring will be named and an award made to the composer by Manager Pribble.

* * *

Jottings from the Little Black Book: Mrs. James Church, wife of the former WTAM producer, visiting Engineer and Mrs. Hank Gowing for a few days. . . . Peg Fitzgerald, switchboard operator, visiting her family in Pennsylvania for a weekend. . . . Organist Dorothy Crandall buying a spring outfit in the season's worst blizzard. . . . Tom Manning writing a guest column for a Mansfield sports editor on his Most Exciting Sports Assignment. . . . Traffic Manager Edith Wheeler getting a "Zaza" hair dress and washing it out the next day. . . . Night Program Manager Chet Zohn singing in a hometown festival at Brecksville. . . . Jack Starr, handling a new WTAM commercial, being assigned a third floor office. . . .

* * *

Program Director Hal Metzger introduced a new service for WTAM listeners when he installed lines into the Cleveland weather bureau office and persuaded Weatherman Mize to air a five-minute weather report each day.



Members of the new WTAM "1070 Club" play pool at their first meeting. Left to right: Announcer George Hartrick (preparing to cue), Night Program Director Chet Zohn, Salesmen Russell Carter and Harold Gallagher and Musician Don Duprey. Photo by John Disbrow, engineering operations supervisor.

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employees. Rules: Forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC Transmitter, Room 284, RCA Building, New York.

FOR SALE—Argus camera, model AB. F1.5 lens; cost \$12.50. Argus enlarger, model E. to be used with camera; purchase price—\$12.50. Both in excellent condition. Will sell both for \$15.00. Call or write Joseph Sauer, N. Y. Traffic, Ext. 681.

BARGAIN—Will sell for reasonable price a two-year old Musette apartment piano with standard keyboard and mahogany case. Cost \$300 new. Call or write Peter Perrine, N. Y. Guest Relations, Room 254, Ext. 625.

FOR NBC EMPLOYEES—Tickets to America's Town Meeting of the Air, broadcast from Town Hall every Thursday evening, may be had by applying to the NBC Transmitter, Room 284, Ext. 220.

FOR SALE—Amilcar sport speedster (French racing car), 1935 model. Good for general use. Four-cylinder motor in excellent condition; 30 miles to a gallon; speed up to 70 m.p.h. Collapsible top; port exhaust; chrome disc wheels; Marché headlamps; seats two. Definitely a sportsman's car. S. Aubrey Massingill, International Program Division, N. Y., Room 620, Ext. 211.

WANTED—Tenors to sing with Concordia Glee Club, meeting every Thursday at 8:00 P.M. at Acme Hall, Seventh Ave., at 9th Street, Brooklyn. (Take the Independent Subway.) For information call Al Foster, Ext. 670, Statistical.

SUBLET—Completely furnished 4-room modern apartment at the Southgate, 424 E. 52nd St., New York City. Large living room with fireplace, two bedrooms, two baths, kitchen, dining alcove, foyer, 6 closets. Cross ventilation. Switchboard and elevator service. Maid service available. Will sublease completely furnished, including linen, blankets, silver and china. Available in May until October 1. Call Miss Lucille Claus, Central Files, N. Y., Room 321, Ext. 666.

SUBLET—Unfurnished 3-room apartment in elevator building in Greenwich Village. Living room, bedroom, kitchen, ample closet space. Available immediately for sublease until Oct. 1. Lease open after Oct. 1. Call NBC Transmitter.

APARTMENT TO SHARE—Two girls will share large apartment, within walking distance of Radio City, with a third girl. Very reasonable. Apply to the NBC Transmitter.

FOR SALE—Have outgrown my wardrobe. Will sell complete girl's spring and summer wardrobe. Most dresses have not been worn more than two months. Size 11. Apply to NBC Transmitter.

The next NBC Athletic Association Dance will be held at the Hotel Roosevelt on April 21.

KDKA PITTSBURGH

—by Kay Barr—

KDKA Parties

January was party-month at KDKA. Of course there was a commercial flavor to the various activities—leave that to the Sales and Promotion departments—but so much fun “was had by all” that the several occasions took on the aspect of staff sociables.

Taking them in date order, Walter Horn, Sales, entertained several dozen people connected with the Orthopedic Society Sunday evening, January 8. The result was a new program, *Footnotes of Famous Feet*, that will get going as a weekly show March 5.

Topping the list was the spectacular preview of *The Shadow of Fu Manchu* January 18. More than 100 invited prospects, agency folks, sponsors and their wives enjoyed a chicken chow mein supper in the studios. Wong's Kitchen catered and the Wong girls, in native costumes, served. Chop sticks were souvenirs. Then to another studio for the presentation of the first two Fu recordings while Charley Urquhart, production chief, thrilled everyone with his impersonation of the Chinese arch criminal. It was all very spooky—and effective.

Some 150 employes of the Standard Oil Company enjoyed a showing of the film, *The Esso Reporter*, and some institutional pictures in KDKA studios January 19, and 70 members of the sales organization of the Loose-Wiles Biscuit company gathered January 23 to hear the surprise announcement of a new program. *Women in the News*, which their company started two days later, Monday through Friday. Urquhart does the reading, Bernie Armstrong plays the organ. A specimen of the broadcast featured the party program.

As an “extra curricular” activity, KDKA studios and offices furnished the locale for movies taken during the month. Crew, cameras, lights, etc.,

practically took over the station for the production of *The Private Secretary*, a commercial film for the Robert Morris Secretarial School. Since the lead was secretary to a radio executive, KDKA furnished the ideal setting. Jim Baker, who directed the filming, promised to show the movie to the KDKA crowd early in February.

Which means another party.

It Was Friday, the 13th

Bill Beal was the headliner of two KDKA stories Friday, January 13, 1939. Announcement was made of his engagement to Cynthia Cate, and Station Manager Sherman Gregory made him continuity chief at the same time.



Fu Manchu
(Charley Urquhart)

The appointment to the new post was effective February 1, and the wedding is set for late Spring.

Miss Cate is the daughter of Mr. and Mrs. Edgar Cate of Pittsburgh, is a graduate of Pennsylvania College for Women, and is prominent in the younger society set of the city.

William Gordon Beal, if you want to be formal about it, is a native of Evanston, Illinois, son of Mrs. William D. Beal of Delaware, Ohio, and a 1934 graduate of Carnegie Tech Drama School. Immediately after graduation he organized 44 collegians into a showboat troupe and played 55 engagements up and down the Ohio River. Then he took the barnstorming outfit on a tour of western Pennsylvania.

His first connection with KDKA was as actor, part-time announcer and continuity writer. He was made staff announcer in 1935. Several months ago he was transferred from the announcing staff and to Continuity. Last fall he won the H. P. Davis Memorial Award for being the best announcer in Pittsburgh and recently NBC called him to New York to handle the American end of a tongue-twister contest with BBC in London. Bill created the tongue-twister program on KDKA. He also has directed a number of stage productions for amateur dramatic clubs.



Soundman Johnny Shiliano photographed in the new KDKA recording room of which he was recently placed in charge.

Sounds by Shiliano

When Evelyn Gardiner, *KDKA Home Forum* director, missed a large funnel from her kitchen, she went right to the sound effects room. “That’s where things go when they disappear,” she said. Sure enough, there was Johnny Shiliano hitching a hose to the funnel. Said he was trying to find a way to imitate a babbling brook.

Johnny and Charley Urquhart, production chief, have worked out a five-minute sound effects demonstration for the amazement and amusement of groups visiting KDKA. Charley reads a connected story about things and stuff which Johnny illustrates with exactly 50 different sounds.

Among his other duties, Shiliano also presides over the new recording equipment, and the Program Department has been keeping him busy lately, making transcriptions of new ideas.

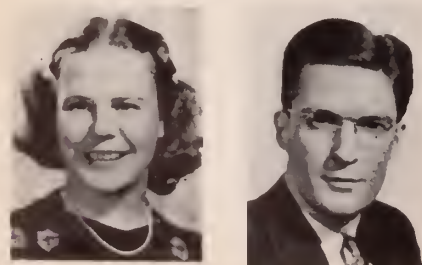
Studio Chatter

Maurice Spitalny, director of music at KDKA, began preparing programs for Washington's Birthday and Valentine's Day January 20.

Texas “Red” Kent (family Bible calls him Bryan) resigned as guitarist with KDKA orchestra to join the new band being organized by Harry James, recently trumpeter with Benny Goodman.

Joe Baudino, KDKA chief engineer, told Radio Service Men's Association about “Developments in Radio Broadcasting,” January 10.

Betty Eisley, formerly of the KDKA library, was made assistant to Traffic Manager G. Dare Fleck, January 4. Don Dixon took over the library with Nancy Brooke as his assistant. Margie Anderson went on as relief operator at the switchboard in addition to general office duties and Alberta Brennan went into the general office.



Cynthia Cate and Bill Beal