

NBC TRANSMITTER

VOL. 5

MARCH, 1939

No. 3.

DON'T MISS IT!

The NBC Employees Show, featuring amateur talent from the NBC staff in Radio City, New York, supported by Norman Cloutier and his NBC orchestra, will be presented over a coast-to-coast hook-up of the Red Network on Saturday afternoon, March 18, from 12:00 to 12:30, New York Time. Tune in and hear your fellow NBCites tackle the airwaves with Music, Comedy and Drama. Clay Morgan, Director of Public Relations, will be master of ceremonies.

NBC Hollywood Installs Emergency Transmitter

With the installation of the new short-wave transmitter, WOEH, Hollywood Radio City could now be entirely isolated from the rest of the world and still service NBC networks to perfection.

Power for the new transmitter, which has been conducting successful tests between Hollywood and the RCA Communications Receiving Station at Point Reyes, could be supplied within Hollywood Radio City by a gasoline-driven emergency power unit.

A. H. Saxton, Western Division Engineer, directed the installation of WOEH, which will be utilized in the event of a circuit break between Hollywood and San Francisco, such as was caused a year ago by the flood disaster.

The emergency power supply unit is designed to furnish power to handle all the broadcast equipment and lighting within the studios.

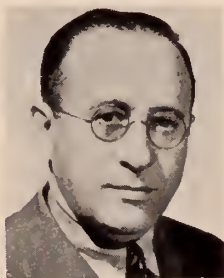


NBC Engineers test WOEH, newly installed emergency short-wave transmitter, in Hollywood Radio City. L. to R.—A. H. Saxton, Western Division Engineer; Donald De Wolf, Engineer in Charge of NBC Hollywood, and Marvin S. Adams, Field Engineer.

MAX GORDON NAMED TELEVISION PRODUCER

Following closely NBC's announcement that a regular NBC television service will be inaugurated this spring, President Lenox R. Lohr announced last month that Max Gordon, noted Broadway producer, had been appointed to advise and assist NBC in the production of television programs.

In making the announcement, Mr. Lohr pointed out that by consenting to add to his present activities in the theatre, Mr. Gordon will be giving NBC the benefit of his broad theatrical experience in the development of television program techniques. Mr. Gordon has agreed to assist in the development of television because he feels that television offers the entire field of the theatre vast possibilities.



Max Gordon

Mr. Gordon will work closely with John F. Royal, vice president in charge of all NBC radio and television programs.

Mr. Gordon at present is co-producer with Sam H. Harris of the current theatrical success, *The American Way*, starring Fredric March, which followed his long-run hit, *The Women*. He has in mind several other productions for Broadway and also is planning to make pictures for Hollywood.

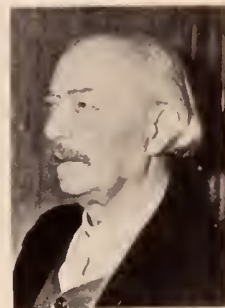
"The theatre is one of the most important mediums of entertainment in any community," Mr. Gordon said. "Television offers the theatre and everyone in it—writers, actors, and producers—wonderful possibilities for development of that medium. The future of television is enormous and I feel honored by this call from NBC."

Mr. Gordon's theatrical experience covers everything from vaudeville to musical comedies, from the serious drama of Shakespeare to romantic farces. This knowledge of all forms of entertainment will assure NBC of the best type of productions when it

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NBC BRINGS PADEREWSKI BACK TO AMERICA

Ignace Jan Paderewski, the world's greatest living pianist, after six years' absence, has returned to the United States to play a series of concerts throughout the country. His first concert was heard on the NBC-Blue Network, Sunday afternoon, February 26, during the *Magic Key* of RCA program.



Paderewski

The broadcast was acclaimed as one of the most outstanding events in American radio annals since it marked the 78-year-old Polish virtuoso's first broadcast in this hemisphere. Only twice before had Paderewski been heard on the air, once in England in 1935, and on September 25, 1938, when his playing in Switzerland was relayed to American listeners through NBC during the *Magic Key* program.

An audience of 1200 invited guests in Studio 8H in Radio City and millions of NBC listeners heard Paderewski's first concert on this, his twentieth concert tour of the United States.

NBC Artists Service, which is managing Paderewski's tour, has announced that Paderewski will make 22 concert appearances from coast to coast. He plans to remain in this country until late in May. He will be accompanied on his tour by L. J. Fitzgerald, of Artists Service, who will act as his business manager. Mr. Fitzgerald was business manager for Paderewski in all his concert tours in this country between 1922 and 1933. During that period Paderewski was under the personal management of George Engles, now vice president in charge of Artists Service, and Mr. Fitzgerald acted as business manager for the concert tours under his direction.

Ignace Jan Paderewski, who was born November 6, 1860, in the village of Kurylowka, Poland, first toured this country in 1891, when his itinerary of 80 concerts was extended to 107.

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TELEVISION PROGRAM STAFF IS ENLARGED

Anticipating the beginning of a regular television service for the New York City area in April, the Television Division is expanding its staff, and to date two additions have been made to the Division's personnel. Thomas L. Riley, from the Production Division, and Frank C. Lepore, from the Information Division, have been named director of television programs and stage manager, respectively. The vacancy in the Production Division, resulting from Mr. Riley's transfer, has been filled by George Maynard, who at one time was in charge of music research and a writer in the NBC Script Division, and who returns to the Company after seven years' absence.

Thomas L. Riley is one of radio's best known producers of dramatic shows and the Television Division will have the benefit of his many years of experience in the theatre and radio. A native Kentuckian, he attended the University of Kentucky where he participated in and directed some of the University's dramatic efforts. He earned his way through college as a reporter on the *Lexington Herald*.

After college, Mr. Riley joined a troupe on a showboat which played the towns on the Ohio and Mississippi Rivers. Not only did he play dramatic roles, but also doubled in the orchestra and did a sleight-of-hand specialty. When the boat ran aground and left the performers without jobs, Mr. Riley joined Station WLW, Cincinnati, as continuity writer and announcer in 1929. From WLW he went back to the University of Kentucky to finish his studies, playing stock out of school hours to make a living.

He was graduated in 1931. In 1933 he went to work for Station WLAP, Louisville, Kentucky, which later became WAVE. A year later he came to NBC in New York as a production man. Some of his recent productions which aroused considerable favorable comment, were Alfred Kreymborg's poetic plays, *The Planets*, and *Ballad of Youth*, and five of the current series, *Fables in Verse*. He also did some of the *NBC Great Plays*.

George Maynard was in the NBC Script Division from 1928 to 1932. Before coming to NBC he was assistant stage manager at the Metropolitan Opera House for two years. He left NBC to take a position as program di-

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WHO'S WHO IN NBC

Charles B. Brown

Charles B. Brown, Western Division Sales Promotion Manager, first became interested in his vocation when he saw



how quickly his father's bakery business grew through the medium of advertising and promotion.

That was 21 years ago in Edmonton, Canada, when Mr. Brown was still in his

teens. Despite his youth at the time, he had already served two years overseas with the Canadian Army, and had been wounded in Belgium.

He left his father's business in 1921 to seek his fortune in the United States, and for five years traveled through all the principal cities as a salesman. During that period, he represented the International Magazine Company, the Borden Sales Company, the Chevrolet Motor Company and Paraffine Companies, Inc.

In 1927 Mr. Brown joined Foster and Kleiser, the largest outdoor advertising firm on the Pacific Coast, as their Sacramento District Sales Representative.

Through a natural interest in promotion as applied to sales he gravitated to the advertising and sales promotion division of the company and was eventually called into the home office in San Francisco where he became Sales Promotion Manager.

Radio first entered Mr. Brown's life several years ago in Sacramento, when he wrote and produced a half-hour program on KFBK for one of his Foster and Kleiser clients. Entitled *Wisdom's Half Hour*, the show was built around people's financial problems, and stayed on the air for several months after Mr. Brown was transferred to San Francisco.

Because the war interfered with his college education, much of Mr. Brown's education wasn't completed until he had established permanent residence in the United States. He completed several courses in literature at the University of California, the University of San Francisco and Saint Mary's College.

Charles E. Brown is married and has one son, Charles John. Father and

EXECUTIVES ADDRESS NBC STUDY GROUPS

Bertha Brainard, commercial program manager, and I. E. Showerman, assistant sales manager of the Sales Department in the Eastern Division, recently spoke before members of the employe study groups in New York that have been formed to study the organization of NBC and various phases of the radio industry.

Discussing their respective departments and their functions, both officials gave the study groups much "inside" information to add to their notes on NBC data. The talks were followed by discussions in which the speakers answered questions from the assembly.

Miss Brainard described the activities of the Program Board and the problems that frequently confront the board. Mr. Showerman gave a brief history of the Sales Department, describing its growth with the Company. He also discussed the functions of the department.

NBC Director Develops New Production Method

A. D. Scott, of the production staff in NBC Chicago, is perfecting a new theatrical and radio technique which is designed to present action dramas simultaneously for air and studio listeners. Known as "action on mike," the system employs the grouping of uni-directional microphones in various parts of the stage so that the players may move about freely, as in a theatrical production, yet insuring complete enjoyment of the play for the air audience.

Mr. Scott's system has been successfully demonstrated to motion picture, radio and theatre authorities who were unanimous in conceding the great possibilities for "action on mike" productions. It has been proved that an "action on mike" play may be presented without making the studio audience aware of the presence of microphones. The system may be of value in the production of television programs.

son have the same hobby, ice skating, which attraction dates back to father's youth in Canada.

Mr. Brown is of English parentage. He was born in Victoria, B. C., August 12, 1897.

When asked to relate the most exciting moment of his life Mr. Brown completely ignores the two years he
(Continued on page 8)

NBC CHICAGO

—by Lynn Brandt—

Demosthenes All

The Chicago NBC Announcer's School, conducted by Senior Announcer Everett Mitchell, is at present engaged in turning pages of the Reception Staff into first class public speakers. One of Mr. Mitchell's recent assignments called for each student to arrange and promote an opportunity to address a public group on some topic other than radio. This took no small amount of "brass" and initiative for these ambitious young men.

Over 15 students spoke to separate groups. Several addressed a regular assembly of students in one of Chicago's larger high schools. Others appeared before Church meetings. Others expounded their individual theories before Forum and Social gatherings. That they were credited with an assignment well done is proved by the letters Mr. Mitchell received from members of the various groups addressed by the boys. Incidentally, several of the neophyte orators have been invited for return engagements.

ATE Dance

ATE engineers in Chicago are now in high-gear with plans for their First Annual Dinner Dance to be held April 14, at the Morrison Hotel. All Chicago radio, including Columbia, Mutual and Independent broadcasters, will be at the party, along with celebrities of stage, screen and radio. Incidentally, one of America's greatest dance bands has been engaged for the music.

News and Facts

Did You Know? . . . that Larry Larsen, popular staff organist, has set some sort of a record. After working steadily in the Chicago studios for the past seven years, Larry recently played his first program from Studio A—on an electric organ . . . Announcers Don Dowd, John Holtman and Durward Kirby are studying Spanish, anticipating the day when additional American programs will be directed to South American listeners . . . that Paul McCluer, Central Division assistant sales manager, has a Cocker Spaniel named Fibber—for McGee . . . that Bob Graham, Sound Effects, is quite an authority on stage setting, lighting, and designing . . .

That Lloyd G. "Bucky" Harris, Pro-

duction, is more piscatorially-minded than anyone in our division, with the possible exception of his rod-and-reel sidekick, Lee Graham, Press . . . George Mahar, studio engineer, was once a soda jerker . . . that Fort Pearson, announcer, was a bank executive . . . that Tom Hargis, Production, wears an oriental ring an inch and a half wide, made of beaten silver, and decorated with a caravan of five camels, four palm trees and an Egyptian priest in carnelian stone . . .

That Bill Lawrence, Production, was introduced to a blonde young lady named Kay Ryan, February 13, 1937. 33 days later she became Mrs. Bill Lawrence . . . Ken Christensen, Mail Room superintendent, was once a butcher's apprentice . . . that Art Pearson, purchasing agent, is a candidate for Park Commissioner in the West Deerfield Township elections in Lake County . . .

Stork News

Mr. and Mrs. Charles Hotchkiss announce the birth of Jeanne Louise, February 2. Mr. Hotchkiss is in Local Sales.

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The TRANSMITTER erred last month when it reported that a baby boy was born to the Ed Stockmars. Wired Mr. Stockmar to the editor:



June Travis, motion picture and NBC star, buys a ticket to the ATE Dance in Chicago (April 14) from Studio Engineer Joe Conn, chairman of the dance committee.

NBC TRANSMITTER ARRIVED TODAY. AM I CONCERNED. DOCTOR ASSURED ME BABY WAS GIRL. WILL CHECK AGAIN TO MAKE CERTAIN. ALSO NAME IS JULIANN.

E. A. STOCKMAR

He's Been Places

We think we've discovered the man who has taken the most devious route to radio engineering. His background is full of adventure, mileage, experience and "the very spice of life." He worked his way through college as a professional musician and subsequently became, in quick succession, a soldier of fortune, a stoker on a freighter sailing to and from South American ports, a sailor on other ships, a house-to-house salesman of miscellaneous articles, a writer of magazine articles, and finally, a radio engineer. His name is Tom Gootee and, if prodded, he will tell you about a dozen other jobs he has done that are not mentioned above.

Most colorful and exciting part of Engineer Gootee's career is his record as a soldier. He fought in the Chaco War, Salvador Revolution and the Spanish Civil War. But for interesting stories ask him to tell you about his globe-trotting experiences.

Hobby Lobby

Most of us have hobbies. For example: Ray Snyder, Guest Relations, collects antiques and paper glass weights . . . Robert McCoy, assistant to Everett Mitchell, is always looking for someone to play badminton with him . . . Charles Lyon, announcer, enjoys all forms of indoor exercise requiring no physical effort . . . Norman Barry, announcer, plays golf . . . Frank Riordon, Guest Relations, reads books and more books . . .

Bill, NBC's famous shoe-shine boy, attends prize fights and baseball games, but his most serious hobby is looking for a pair of shoes in need of a shine . . . Frank Bojan, Music Rights, collects pocket knives . . . Bill Rosee, Press, has a grand collection of unusual and "bouer" newspaper headlines . . . Tom Horan, supervisor of Sound Effects, says his hobby is "poker with deuces wild" . . . Ruth O'Connor, Continuity, rides horseback and plays tennis . . .

Georgia Fuller, Production, plays golf and very well. Best score 92 . . .

NAMES IN THE NEWS

NEW YORK

Promotions

Thomas B. McFadden has been promoted in News and Special Events and is now a full fledged writer, assisting Bill Stern in the preparation of his new sports news program which is broadcast six times a week on the Red Network at 6:45 P.M., New York Time, except on Saturdays when it is aired at 6:30 P.M. A former member of the Guest Relations staff, Mr. McFadden has been in News and Special Events three years.

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Carl Cannon has been transferred from Guest Relations to the Information Division. He first came to NBC four years ago when he joined the page staff, and during the past two years he has been acting as instructor of studio and television guides. He helped organized the present staff of television guides all of whom were trained by him. A member of the TRANSMITTER's staff, Mr. Cannon attended the College of the City of New York.

George Olenslager, who has been assisting Mr. Cannon during the past few weeks, has taken over the guide training classes.

Newcomers

Emerson Waldman, former News editor and special events writer at NBC Washington, has joined the Press Division as a writer. He was with NBC in Washington for a year, leaving in 1937 to write novels in Virginia. Since then he has written the first two novels of a trilogy. The first, *The Land is Large*, was published last October and the second, *Broad is the Way*, will be published this spring.

Before going into radio, Mr. Waldman was a newspaper writer. He has worked for the Scripps-Howard organization in Washington, D. C., the *Washington Daily News* and the Transradio Press in New York. He received his college education at the University of Wisconsin. While in college he earned much of his expenses as a reporter for various Wisconsin newspapers.

Mr. Waldman is married and has a

six-month-old baby girl. His wife, the former Miss Imogen Wertenbaker, also is a writer. Before her marriage she was one of the editors of *Tide*.

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Miss Mae McConnell, formerly of the Daniel Starch & Staff advertising agency, has joined the Stenographic staff. She is a graduate of Brown Business College, and at one time was associated with Fleer Brothers Company, coal and oil distributors, where she was employed for four years. She is a member of the Dragon Swimming Club of the St. George Hotel which participates in various swimming meets in New York City.

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Miss Mary Elson, who comes from Ashland, Ohio, where she has had experience in secretarial work, has been added to the Stenographic staff. She attended Western Reserve University and the Scudder secretarial school in New York.

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Klaus U. Landsberg, formerly of Farnsworth Television, Inc., Philadelphia, where he was employed as development engineer, recently joined the television group in the Engineering Department. A native of Berlin, Germany, Mr. Landsberg was formerly associated with Dr. Korn's facsimile and television laboratories in Germany as research and development engineer. Dr. Korn is an authority and a pioneer in the field of wireless facsimile transmission.

While in Europe, Mr. Landsberg developed a special photo-electric cell for a device to aid navigation in fog. His invention is mainly for ships and



Governor Lehman as he looks in the television receiver. Governor Herbert H. Lehman's arrival at the Twenty-Fourth Annual Dinner of The Inner Circle at the Waldorf-Astoria Hotel, New York City, was announced through NBC television facilities, March 4, when a special demonstration was given before the Association of New York Political Writers. Mayor Fiorello H. LaGuardia, District Attorney Thomas E. Dewey and others were also televised.

airplanes. It is also a useful instrument for blind landing.

Mr. Landsberg came to the United States in 1937 in order to continue his work in this country. Shortly after he arrived, he took out his first citizenship papers.

Engineer Landsberg is a graduate of Bodenbach College, Germany, where he studied electrical engineering and communications. He holds an E. E. degree. He also has studied in Holland where he worked with electrical precision machinery before going to college. During and after college he lectured on television in Czechoslovakia.

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William Stafford Carson, until recently of NBC Washington where he was a member of the engineering staff for almost a year, has been added to the television group in Radio City. A graduate of Virginia Military Institute where he received a B. S. degree in electrical engineering, Mr. Carson was formerly associated with WBAL, Baltimore, the American Telephone and Telegraph Company in New York and General Electric, where he started his career as a student engineer.

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A. Maxwell Hage, formerly radio production manager of the United Press in New York, has joined NBC in the News and Special Events Division. He has, during the past year, been doing free-lance work as a writer and radio producer in Hollywood where he did some work for Eddie Cantor as a special producer. He has had much experience in radio and newspaper work in the Middle West. Mr. Hage was formerly assistant manager of WJAY in Cleveland and before that he was production manager of WGAR for three years. A graduate of the University of Minnesota, he worked for the *Milwaukee Sentinel-Wisconsin News* and other newspapers before entering radio.

Transfers

Miss Cornelia Horn, who joined the Stenographic staff last December, is now working in the casting office in the Production Division. She has the position formerly held by Mrs. Beatrice Hurlbut who left the Company in order to go to Texas. Miss Horn, a graduate of Hood College where she was active in dramatics, has had secretarial experience with other New York firms.

Rodney D. Chipp has been transferred from the studio engineers group to the television staff of the Engineering Department. A former ship radio operator and chief engineer of a small station in New Hampshire, Engineer Chipp has been with NBC since 1933. He attended the Massachusetts Institute of Technology where he studied physics and was laboratory assistant for a short period after his formal education. While at M.I.T., he also taught at the old Boston branch of RCA Institutes.

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Arthur S. Feldman has been transferred from the announcing staff to News and Special Events. Before coming to Radio City last summer, Mr. Feldman was in charge of special events at WBZ Boston.

Resignations

F. Colburn Pinkham resigned from the page staff last month in order to accept a position as announcer at Station WGN, Newburgh, N. Y. He got the job after a competitive audition in which members of the NBC training school for announcers were heard.

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Joe Allen, guide, resigned last month when he received notice that he had passed a civil service examination and an appointment to the Navy Yard at Norfolk, Virginia. During his two years with NBC, Mr. Allen gained a measure of fame when Fred Allen interviewed him on the air as "The Person You Didn't Expect to Meet." NBC listeners also heard him last spring as the master of ceremonies on the *Brass Buttons Revue* of 1938.

Engagements

Miss Evelyn Castel, secretary to E. Gardner Prime of the Legal Department, became engaged to Read Wilson, announcer at WNOX, Knoxville, Tennessee, last month. They are planning to be married at Knoxville on May 13. Mr. Wilson is a former member of NBC. He resigned from the Mail Room staff last December in order to go to WNOX.

Marriages

Mr. and Mrs. Frank W. Nesbitt recently returned from their honeymoon trip to Bermuda and are now residing at 215 East 68th Street, New York City. They were married at the rectory of the Roman Catholic Church of St. Ignatius on February 7. The bride is the

former Miss Alicia Norma Shea of New York City and Spring Lake, N. J. Mr. Nesbitt, a former member of the Guest Relations staff, is with the International Division.

Miscellaneous

Alfred H. Morton, vice president in charge of NBC managed and operated stations, has been visiting several NBC branches throughout the country during the past month and is expected back at his office in Radio City the middle of this month. Mr. Morton left New York, February 14, and made his first stop in Cleveland where, in addition to conferring with NBC officials at WTAM, he addressed the Cleveland Advertising Club.

From Cleveland, Mr. Morton proceeded to Chicago, Hollywood, San Francisco, Denver, then back to Chicago, conferring with NBC officials at all these points. He also plans to stop at KDKA, Pittsburgh, on his return trip to New York.

President Lohr left New York for his annual inspection trip of the NBC divisions on February 26. His itinerary includes the NBC offices in Chicago, San Francisco and Hollywood. He is expected to return to Radio City the latter part of this month.

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Miss B. Jean Smith, who has been seriously ill since late in January, is convalescing at the Post Graduate Hospital, 303 East 20th Street, New York City. Miss Florence E. Snyder of Central Stenographic is pinch-hitting as secretary to Clay Morgan, director of public relations, during Miss Smith's absence.

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Leo Russoto, staff pianist, who has been ill with pneumonia for several



J. Vance Babb, manager of the N. Y. Press Division (right), is pictured above with Hal Bock, manager of the Western Division's Press Department (left), and James Vandiveer, head of Special Events, KFI, during his visit to the West Coast last month.

weeks, is now convalescing at home.

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Miss Janet MacRoric, editor of Continuity Acceptance, addressed a meeting of the Advertising and Selling Alumni at the Piccadilly Hotel, February 21. She spoke on the measures taken by industry and media to maintain high standards in advertising.

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Miss Jessie Kline, following an appendectomy which kept her away from Radio City for four weeks, has returned to the Press Division where she is secretary to J. Vance Babb, manager.

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Miss Helen M. Korday, of the Personnel office, recently addressed a group at the Jonathan Dayton Regional High School in Springfield, N. J. She discussed personnel interviews and letters of application, pointing out what and how to say or write when looking for a job.

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Mrs. Enid Beaupre, of the Sales Promotion Division, is a member of the Eisteddfod Committee in connection with Welsh-American participation in the New York World's Fair. The Eisteddfod is an old Welsh institution and it is conducting choral competitions during the Fair. Twenty-one choirs from different parts of the world have already expressed their intention of competing.

NBCites Visit RCAM

In continuation of the plan to make employes of different RCA subsidiaries better acquainted with each other and each other's companies, a group of thirty NBC employes, headed by William S. Rainey, manager of the Production Division, visited the RCA Manufacturing Company in Camden, New Jersey, on March 1.

The NBC group was greeted by George K. Throckmorton, president of RCAM, and Julius Haber, publicity director, on arrival at Camden. First, they visited the RCAM showrooms and then the research and development laboratory where they were shown around by Vice President L. M. Clement. After having lunch with RCAM officials in the company's dining hall, the NBCites toured other departments and plants of RCAM.

At the end of their visit, the NBCites were addressed by Thomas F. Joyce, vice president and director of advertising of RCAM.



When Ciencia won the \$50,000 Santa Anita Derby, "Buddy" Twiss, in charge of special events, Hollywood, was on hand to let Jockey Bierman tell coast-to-coast listeners of his ride. Right is Hal Roach, Hollywood movie producer. Clem McCarthy called the Derby.

NBC Entertains Fourth Estate

When J. Vance Babb, manager of the New York Press Division, arrived in town with a party of 70 newspaper men and magazine writers from the East, en route to the opening of the San Francisco Golden Gate International Exposition, NBC executives welcomed the group to Hollywood Radio City.

Vice President Don E. Gilman and his executive assistant, Lew Frost, Sydney Dixon, Western Division Sales Manager; Harold J. Bock, Western Division Press Manager, and Alex Robb, manager of Hollywood Artists Service, held open house for the members of the Fourth Estate.

The Press Department invited most of the stars appearing on NBC Sunday shows, including Edgar Bergen (sans Charlie), Jack Benny, Irene Rich, Don Wilson, Donald Dickson, Dorothy Lamour and Bill Morrow.

Mr. Bock accompanied the group to San Francisco.

Personnel Changes

W. Carroll Tornroth is a new member of Artists Service. He was formerly with the Music Corporation of America and Rockwell-O'Keefe.

Hal Gibney, announcer, has been transferred from San Francisco.

Max Hutto is now in Program.

Tsk! Tsk! Elton

After the ATE dance, "Buddy" Twiss, in charge of special events, Hollywood, invited a gang out to his house for "ham and . . ." Twiss lives in one of those Southern California community dwellings which has a large patio with a fish pond in the center.

NBC HOLLYWOOD

by Noel Corbett

Along about 3 a.m., Dave Elton, Director, with a Woodbury show to worry about the next afternoon, decided to make for home. Leaving the Twiss' apartment he headed across the patio for the street gate. First thing he knew he had walked into the fish pond and was completely submerged.

When he stood up and tried to regain his bearings, Elton said he heard a woman's voice from one of the apartments above cry out:

"What are you doing in that fish pond, young man?"

Elton blurted out:

"Oh, just looking for my hat, lady!"

Amos Is a "Ham"

Freeman Gosden's portable short-wave, W6QUT, has most of the "hams" around the studios planning on mobile sets of their own. Gosden chats with amateurs around the country from the parking lot. Boys around the studios who are either interested in or have sets of their own are Engineers Carl Lorenz, Al Korb, Mort Smith and Director Ted Hediger.

Around the Studios

Tour Guide George Volger did the commentary on a one-reel film, featuring Hollywood. It includes shots of Hollywood Radio City and will be sold to amateur movie enthusiasts. Volger's voice has been heard before on several industrial shorts.

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NBCers realized that Hollywood Radio City was complete in every



Here are some of the boys who help make the popular "Hall of Fun," NBC sustainer, a success. Left to right are Bob Redd, director, and Soundmen Ralph Amato and Frank Pittman. In background is Ernest Truex, star of the show.

detail when time came to bid farewell to Gordon Strang last month. Strang and his family left for New York, February 13, after being absent two years. Part of that time was spent in Washington during the time NBC constructed the new studios there.

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Guide Stan Radom conducted a honeymoon tour recently and didn't know it until the next day when he recognized a picture of the bride and groom in the *Los Angeles Times*. The couple had been married in the Firestone Park Jail where they had tracked down a judge. Following the unique nuptials behind bars, they took their trip through a broadcasting studio.

Quick Pix

The basketball team, headed by Announcer Ben Gage, lost a fast game to the First Congregational Church February 13, 45 to 33 . . . Andy Love, in charge of Literary Rights, talked at the Friday Morning Club of Los Angeles, March 14 . . . When Roy C. Witmer, vice president in charge of

Sales, recently visited Hollywood, he lunched at the Brown Derby with Vice President Don E. Gilman and Sydney Dixon . . . A. H. Saxton, Division Engineer, motored North with Curtis Peck, engineer in charge, San Francisco, February 13 . . . Marie Caudle, General Maintenance, gave a surprise birthday party for her roommate, Helen Linke of Press, recently . . . Bob Schuetz, in charge of installation of the new broadcasting equipment, followed Gordon Strang back to New York by a couple of weeks.



Bowling is still the major sport in Hollywood Radio City. Here are some of the more enthusiastic bowlers. Standing left to right: Dave Elton, director; Bob Schuetz, Engineering; Charlie Smith, Artists Service; Rush Hughes, commentator, and Lew Frost, executive assistant to Vice President Don E. Gilman. Seated: Walter Baker, manager of General Service and Maintenance; Ken Carpenter, announcer, and Joe Parker, director-announcer.

NBC BOSTON & SPRINGFIELD

—by James Lee—

Holman Speeches

John A. Holman, general manager, has been doing double duty recently. On the job all day, he has been taking recreation in speaking engagements before various civic gatherings. The Kiwanis Club of Waltham meeting at which he pinch hit for Lowell Thomas and spoke on "Freedom of the Air" was a special success according to the Club's bulletin, which said of Mr. Holman: "In the control of men of this type we have little to fear that radio will be other than a high-grade medium of communication."

Mr. Holman also described "Radio's Place in the Pattern of Democracy" to an enthusiastic mid-monthly gathering of the Women's City Club of Boston. As vice president of the Advertising Club of Boston, he was host to a well-attended personnel conference in NBC's Boston studios.

St. Valentine's at WBZ

St. Valentine's Day produced a gamut of color and aroma as the sirens of the office staff strutted gorgeous floral arrays. But Traffic Manager Gordon Swan's flood of "anonymous" posters, depicting the individual foibles of staff members, caused a near riot. The WBZ Gestapo, headed by Harry Goodwin, soon put the finger on the blonde jokesmith from Milton.

WBZ's Navy

An aura of intrigue pervades the office cubicles on Monday nights as a group of "master mariners" plot over their charts of the New England coast. They are yachtsmen friends of Office Manager Cy Young qualifying for enrollment in the Power Squadron under his weekly tutelage. Commodore Young is planning to install a two-cylinder power plant in his seagoing 16-footer in place of the present outboard.

Sound Effects By White

Now that Chief Announcer Bob White's collarbone has mended, his new form of acrobatics is the invention and operation of sound effects for WBZ's stage show, *Massachusetts on the March*. Among impromptu noises devised by White have been those of hoof beats, produced by rattling coconut shells in a gravel tray, and a cotton gin, simulated by a mattress combing machine.

Joe Elliot to Camden

The NBC testimonial dinner for Joe Elliot, RCA's retiring New England manager, on the eve of his departure for Camden to assume new duties as assistant to the national field manager, was attended by a capacity stag gathering. WBZ staff members and many other members of the RCA Family were present. John Holman was host.

Weather Bureau Broadcasts

The New Hampshire State Road Patrol and the Springfield superintendent of streets and engineering are among the many agencies that acknowledge the timely warnings furnished by WBZ's Weather Bureau broadcasts. These reports, five times daily from U. S. Government meteorologists, have facilitated prompt snow clearance of highways for thousands of New England motorists.

Spot News

Among the many WBZ graduates who have visited their old friends in the studios recently was E. J. (Mike) Rowell of the Department of Agriculture's Bureau of Home Economics in Washington. Mike was formerly in charge of agricultural broadcasts at the NBC Boston studios.

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A familiar voice on a recent *Farm and Home Hour* program turned out to be that of Herbert Wunderlich, dean of Colorado State College and a former WBZ and WBZA announcer.

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Fred Cole, jitterbug editor and announcer for the *Midweek Function* of swing music, continues to be swamped with fan mail. Among his more fervid correspondents is a self-styled cowpunching hillbilly from Choteau, Montana, who tunes in the *Function* regularly from the wide open spaces. The hillbilly sends Fred the Western consensus on the ranking of 'hot' maestros.

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Betty Baker of the Traffic Department gets in tune for her daily office appearance via the early morning *Musical Clock*. How? She totes an RCA portable set.

△ △ △

Mildred Carlson, who conducts the daily program *The Woman Buys* finished editing a new cook book which brings your favorite New England recipes up to date.

NBC WASHINGTON

—by Marian P. Gale—

Vacation Time

It's the wanderlust season it seems . . . One by one local NBCites are leaving vacation lands. Commercial Manager John Dodge just returned from a cruise to South America.

Gladys Murphy, Vice President Russell's secretary, has been another recent vacationer. Before leaving by plane for Pittsburgh "Murph" wrote an elaborate report on her work so that someone could fill her job easier while she was away. The young lady covering "Murph's" desk had just time to finish reading the last page of the voluminous report when the traveling secretary returned. She was away three days.

Martha Cosgriff, Commercial Office, is taking a long needed rest. She is spending two weeks in Florida to recuperate from a series of bad colds.

A. T. E. Dance

The annual ATE dance was held again this year at the Indian Springs Golf Club in Maryland. There were almost as many employees from other departments as there were engineers present. Following the dance, about 60 of the boys and girls had breakfast at an open-all-night curb service place on Connecticut Avenue.

"Family Quiz"

Gordon Hittenmark and Lee Everett are friendly enemies on a new commercial "Family Quiz" program. Hittenmark is captain of one family team competing against Everett and another family. New shoes for each member of the family participating goes to the winning team.

Company Dinner Coming

The annual company dinner at which our executives see themselves as others see them a la Gridiron style has been postponed twice now. The date is now set for April Fools Day.

Once the party was postponed because of the television demonstration, then on account of conflicting with the date set for the White House Correspondents Association Dinner.

Engineer Bob Terrell is having more than a little fun preparing the skits for his department. Terrell has been seen recently coming out of the work shop with what looks like a home made Iconoscope.

(Continued on next page)

NBC TRANSMITTER

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from coast to coast.

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EDITORIAL BOARD

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GEORGE OLENSLAGER Staff Writer
BILL EDDY Staff Artist
CHARLES VAN BERGEN Photographs

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NBC WASHINGTON

(Continued from preceding page)

Newcomers

Ruth Hertzler and Mary Jane Awe recently were added to the staff of receptionists. Miss Hertzler is on duty in the evenings and Miss Awe is relief hostess on Sundays and holidays.

NBCites Go On The Air

Mary Mason, our director of women's programs, who is heard daily except weekends on the *WRC Home Forum*, is presenting a new feature on her program, called *Meet the Staff*. Believing that her listeners are interested in becoming acquainted with the people who run a radio station, Cousin Mary interviews a different member of the staff each week. Each employee tells the story of how he or she got into radio and the type of work he is doing. If the staff member is talented, Mary airs his talents for the benefit of the listeners.

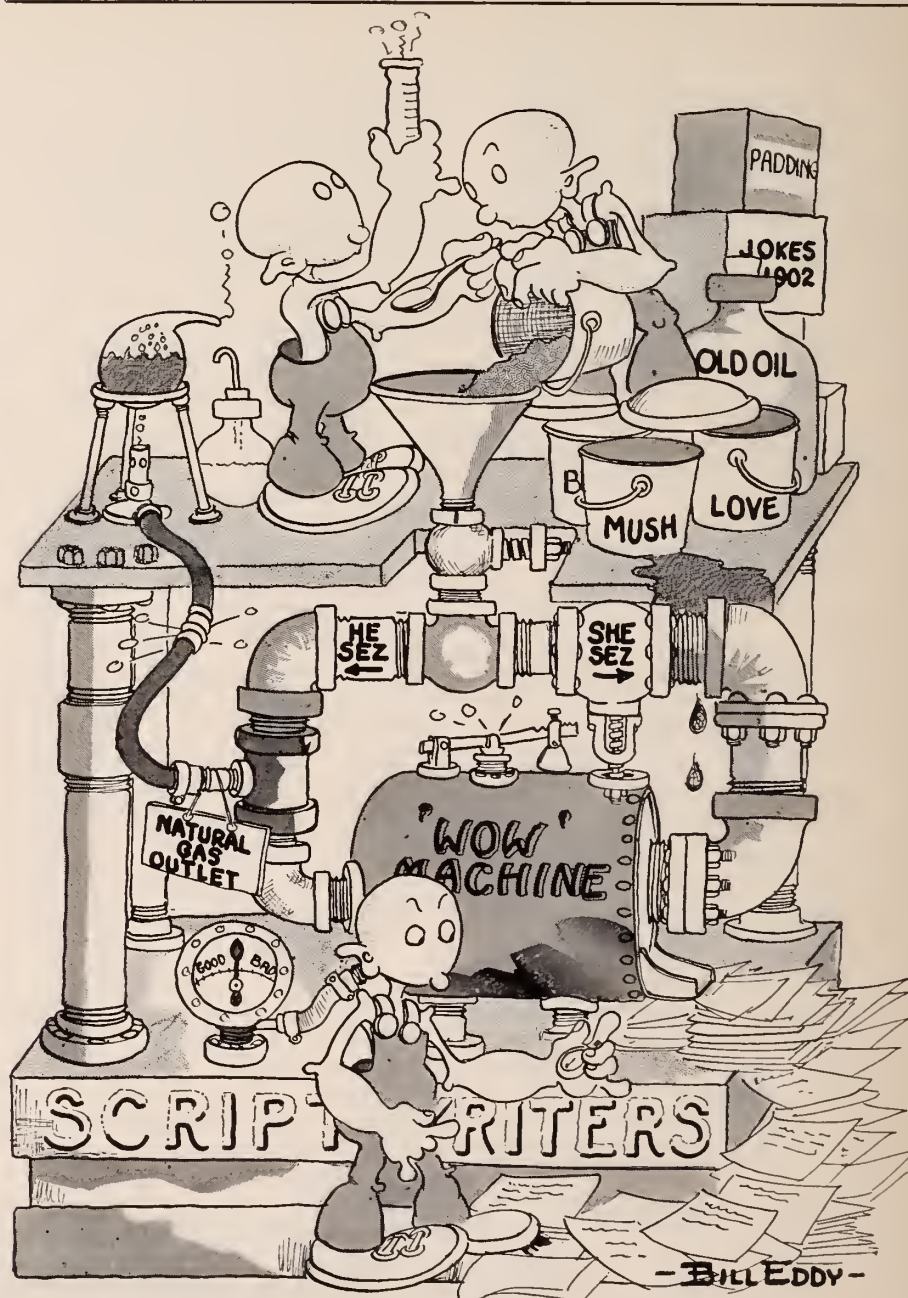
Who's Who in NBC

(Continued from page 2)

spent in the War, and tells of his experience as a trouper at the age of 14. He started with a Canadian road show during a summer vacation and enjoyed the experience so much he stayed with the act for almost two years.

"I was known as 'America's Premiere Barrel Jumper'," laughs Mr. Brown as he recalls his trouping experience. "Unfortunately our act broke up in the dead of winter in Northwest Canada, when our trailer overturned and smashed all the barrels."

NBC HALL OF FAME



Proposed NBC Statue No. 12 and Citation Plaque

SCRIPTWRITERS

Any feeble attempt of ours to pen a sonnet to the scriptwriters would be tantamount to delivering coals to Newcastle.

No thesaurus contains sufficient verbiage, no lexicographer boasts ability to pay proper tribute to these demons of the creative department. Self-created deities of their mass-production universes, they laugh at love, sneer at death and occasionally marvel at birth as they maneuver their phantasmagorical families through the five-a-week spot routines. But this guild of scriptwriters is not a new art as evidenced by the senility of their jokes, and so in recognition of the antiquity of the profession, we present this remodeled monolith of glacier rock as we caution you to be sure and listen tomorrow and see whether Wilbur will get Aunt Minny out of the jug by Christmas.

WTAM CLEVELAND

by Bob Dailey

Facsimile Demonstrations

Cleveland got its first glimpse of facsimile as developed by RCA-Victor during a demonstration before members of the Cleveland chapter of Radio Engineers February 23. The meeting was held in the WTAM studios.



S. E. Leonard

S. E. Leonard, engineer in charge at WTAM and also chairman of the Cleveland Institute, introduced Charles J. Young, RCA research engineer, and H. C. Vance, of RCA in Camden, N. J., who headed the group of engineers which came to Cleveland to conduct demonstrations at the national convention of the American Association of School Administrators.

Headliners

Gene and Glenn, former WTAM comedy and singing team now heard over the NBC-Red Network from Chicago, were in Cleveland as the headline act for Cleveland's Annual Food Show. Their network shows originated daily in the WTAM studios. Tom Manning was master of ceremonies at the food show, and Tenor Chet Zohn was also featured.

Tit For Tat

A year ago, the Cleveland Advertising Club met in a body to help WTAM dedicate its new studios in the NBC Building. On the first anniversary of that meeting, WTAM Manager Vernon H. Pribble returned the compliment by providing the speaker and entertainment for the weekly club meeting.

Alfred Morton, NBC vice president in charge of managed and operated stations, spoke on "A Decade in Radio." Following the talk, a demonstration of the micro-wave transmitter was conducted with two-way conversations between club members and various remote control points in Cleveland. Tom Manning was the announcer. During the demonstration, Jane Weaver and Rance Valentine presented a skit and Lee Gordon's orchestra gave a musical salute to the Club.

Staff Notes

Notes from Edith Wheeler's Little Black Book: Selm Schuller, music rights secretary, buying a new automobile . . . The 1070 Club conducting a ping-pong tournament to determine the WTAM champion . . . Engineer Hank Gowing ill with the flu . . . Jane Weaver addressing a local P. T. A. group . . . Night Program Director Chet Zohn rehearsing *Oh Promise Me* to sing at a public wedding at the Food Show . . . Librarian Bob Oatley making his annual vacation trek to Florida, with Musician Tommy Carter taking over his desk.

Organist Dorothy Crandall moving to Burton, Ohio, to become a farmerette. She even bought chickens . . . Waldo Pooler teaching radio classes at John Carroll University . . . Therese Sabo taking a leave of absence from her duties as Sales Department secretary because of ill health, with Helen Forsythe taking over her desk.



Edith Wheeler



*With Your Roving
Reporter in New York*

Bill Stern recently received a fan letter from a woman admirer in Arkansas addressed only with a picture of Sport-caster Stern cut out of *Life* magazine . . . During a studio tour a woman with a German accent stepped up to her guide and asked him if his name was Bill McDaniel . . . he said "yes" but didn't recognize her; whereupon, she asked him if he was *THE* Bill McDaniel who was laid up with typhus in the German Field Hospital in Peking in 1935 . . . "Yes," replied Bill slowly . . . "Don't you remember me?" she said, "I was your nurse" . . . Austen Croom-Johnson, British-born member of the Production staff, is the composer of *Church on the Hill*, which was sung by Fred Waring's Glee Club one recent Saturday evening . . . three former members of the Guest Relations staff are on the 55-voice Glee Club.

A youthful voice called up the NBC TRANSMITTER the other day and offered to buy a small radio station . . . said that his Long Island high school was planning to put up a transmitter. The call was quickly transferred to Extension 333.

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Gets Their Goat . . . Guest Relations: "May I have four tickets to Information Please for tomorrow night? . . . Elevator Operator: A person who rides from the third to the fourth floor and doesn't say "four" until the car is in motion . . . Telephone Operator: A person who has a directory and a dial phone but rings the operator and says, "Get me Mr. Jones in Program" . . . First Aid Nurse: "I'm not sure but I think I have a cold coming on" . . . Guide: The special tour guests who say, "We'd like to see everything that's interesting and we have only fifteen minutes."

Engineer: The temperamental artist who says, "I don't like this microphone. May I have that one in the corner p-l-e-a-s-e" . . . Announcer: Studio 2B from 3 to 6:30 . . . Librarian: "I don't remember the title nor the author's name, and I need it right away. It's got a green cover" . . . Director: "But Mr. Wolster, it doesn't sound right when I read it *that* way" . . . Studio Page: The latecomer to a broadcast who screams, "I know I'm late but I've come all the way from Kalamazoo to see this broadcast and . . ."

Anybody: "Can you spare five until next pay-day?"

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Luckiest girl in NBC last month was Miss Helen Bernard, who won \$1000 in the recent movie quiz contest . . . only statement she made was that February must be her lucky month . . . a former instructor in English at Syracuse University, she also got her job at NBC that same month . . . and on top of all that her birthday was also in February. She's sure the whole thing must have some numerical significance.

And . . . oh, yes . . . several male friends (including a few strangers) lost no time in calling her up the day the news got around.

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The Athletic Association's Social Committee broadcast the news that the next NBC Dance, to be held at the Roosevelt Hotel on April 21, will be the best dance in NBC's history . . . and that Peter Van Steeden and his orchestra will play. Tickets will sell for \$2.75 a couple.

NBC SAN FRANCISCO

by Louise Landis

NBC at the Fair

The opening of the Golden Gate International Exposition has kept NBC mikes vibrating and NBC folk hopping. Kitty Morgan (Mrs. Don Thompson) is thinking seriously of renting a tent on Treasure Island, to be the Thompson domicile for the duration of the Fair, for she never sees her special-events-producing husband anywhere else. Every interesting happening on the Island is covered by Don and his cohorts.

Toughest announcing spot anybody has yet found himself in, it is conceded, was that of Jimmy Matthews during one of the ski jumps, when the first contestant broke the take-off. The broadcast was scheduled to run half an hour so Jimmy had to fill the other 29 minutes with pleasant ad-libbing while workmen repaired the take-off . . . and then watch the Columbia announcer cover the rest of the event after repairs were finished.

Happiest NBCite on the Island is Juan Trasvina, handsome young Mexican-born sound-man, who was selected for the job of broadcasting a running tale of the Fair in Spanish by short wave to South America . . . No. Emerson Smith, who is handling the Chinese short-wave schedule, isn't doing his in Chinese . . . he sticks to English. But Juan's beautiful Spanish makes it possible for him to deliver NBC's short-wave message to Latin Americans in the language most familiar to them.

Distinguished Visitors

The Fair brought two important NBC visitors from the East—Major Lohr and A. H. Morton, both of whom inspected the fairyland across the bay and were generous in their appreciation.

Major Lohr helped to inaugurate the powerful shortwave station on the Island when it officially went into operation March 2, and took part in an informal radio discussion with Leland Cutler, President and General Manager of the Fair, which was heard from coast to coast.

Fiesta at NBC

The KPO-KGO studios, like the rest of San Francisco, went fiesta in a big way for the Fair. During the gala week preceding the actual opening, dons, señoritas, cowboys, gamblers and

daguerreotype ladies strolled through the NBC corridors. Whiskers were rampant among the male contingent: beards and moustachios sprouted as '39-ers vied with each other in the production of spinach on countenances ordinarily as smooth as billiard balls.

Producers, denied self-expression on the air, proceeded to live the parts of pioneers in real life . . . Ned Tollinger looked villainous with a black drooper on his upper lip; Arnold Marquis just wouldn't appear in public without his six-shooter and his ridin' pants, and even debonair Dick Bertrandias of Press gave in to the extent of decorating his handsome countenance with a wicked-looking pair of hirsute quotation marks. Dick always was punctilious about his punctuations.

Lee Strahorn, *Woman's Magazine* producer, went overboard with a flannel shirt in various shades of red—all violent—a big Stetson and a vest turned wrongside out and bearing irreverent greetings in the handwriting of his colleagues.

Public Speaker

William B. Ryan, sales manager of KPO-KGO is one of NBC's busiest speakers. Recent public appearances have been as guest speaker at the Advertising Club of the Saint Mary's College Alumni Association, where he addressed a large group of graduates and students interested in advertising and allied fields, on radio as an advertising vehicle, and the California Sales Convention of the Loose-Wiles Biscuit Company, where he talked on "How to Merchandise Radio Advertising to the Dealer."

Appendectomies

Producer Bob Dwan proved that not



Announcer Cliff Engle is photographed as he describes the Golden Gate International Exposition on Treasure Island from a United Air Lines Mainliner, soaring 5,000 feet over San Francisco Bay. The program was heard over the NBC-Blue Network.

only good things come in threes . . . Bob is the third appendicitis victim at NBC since Christmas. Hardly had Maintenance Supervisor Oscar Berg and Continuity Acceptance Editor Byron Mills returned to their desks after appendix operations, than Bob was carried off to the hospital for his. He's back at work now, looking none the worse for his experience.

New Uniforms For G. R.

Handsome uniformed young men now meet you wherever you go in the KPO-KGO studios. The Guest Relations staff has blossomed out in navy-blue with gold braid and buttons, set off with light blue cord and NBC insignia on the shoulder, and mail and messenger clerks are uniformed in gray, trimmed with silver. Additions to the latter group include Wellwin Dallam and J. O. Goodell.

NBC Display

Pictures of handsome radio tenors and even beautiful sopranos, in store windows, are attractive to feminine passers-by, but fail to draw masculine eyes, Press Manager Milton Samuel has discovered.

So he put a display in the Citizens Federal and Savings Bank containing real transmitter tubes ranging from the 100KW., to the tiny "acorn" type, and pictures showing equipment and other details of the KPO transmitter and Belmont—and then had the spectators clocked. Ninety-nine percent were men.

Paul Gates Promoted

Paul Gates has been promoted to the post of chief announcer, following the resignation of Dick Ellers, and Grant Pollock has been appointed Paul's assistant. Two new announcers have been added to the staff—Hal Wolf, formerly of KOMO-KJR, Seattle, and William Wood, Jr., formerly of KLS, Oakland.

A. R. E. Dinner

The Associated Radio Employees of NBC San Francisco held their first annual dinner meeting in February at the London House, with close to a hundred members present. The second 1939 gathering took place March 6 at the same restaurant, with an equally large turn-out. A similar meeting will be held the first Monday of every month.

KOA DENVER

—by Mack Switzer—

Sick List

In spite of cold and wet weather, the KOA staff has been notably free from serious winter ailments, but two of the force, Dale Newbold, auditor, and Leona Leigh, receptionist, have been operated upon in the last month.

Mr. Newbold is convalescing from a kidney operation at Mercy Hospital and will return to his desk in a month or so. Miss Leigh underwent a serious operation at St. Joseph's Hospital a month ago and will remain away from work possibly another month. Meanwhile, R. M. Neihengen, from NBC Chicago, is pinch-hitting for Mr. Newbold, while Leona's place is being taken by overtime workers Marie Gregoire, Lucile Beidick, Martha Krueger, and Audrey Morse.

Terpsichorean Feat

Announcer James Peck Campbell has done it again in the field of Terpsichore. In the finals at Denver's Cosmopolitan Hotel, he and his partner danced off with the championship gold

medal and the usual bottle of champagne. This should mark Jim and his partner as the best dancers in the city since the Cosmo dance contests are tops in swing sessions.

Charles Anderson Returns

Charles Anderson has returned to his old post at KOA as announcer and director of Denver University's educational radio programs. He came back last month after completing his studies in Radio City, New York, and in London, on a Rockefeller Foundation radio fellowship. His course lasted nine months and, in addition to what he learned about radio in New York and London, he has some very interesting information and anecdotes on night life in the two metropolises.

Staff Notes

Clyde Hoyt, page, spent two weeks recently at famed Sun Valley, Idaho, teaching the experts to ski. Upon his return, Clyde looked more as if he had been at the beach than at a winter resort.

Edward Sproul (at this juncture we always put: "Brother of KDKA's Derby Sproul") spent a pleasant weekend at Santa Fe, New Mexico, recently and reported "perfect weather" in the lovely artists' colony and mountain resort. Which was quite a contrast to the heavy snowfall that greeted him on his return to Denver.

* * *

There were six amateur stations on the 20-meter "ham band" one night recently and of these, five were operated by KOA engineers. The lone outsider must have thought he had run into a pack of wolves when he heard the high-powered shop-talk of Engineers Neal, Rohrer, Williams, Nelson, and Thompson.

* * *

Bill Stulla, scriptwriter, producer and announcer, is lonesome these days because his wife and baby have left for California. Mrs. Stulla went to the sunny state for her health. However, she left their 165-pound St. Bernard behind, to keep Bill company.

KYW PHILADELPHIA

—by J. A. Aull—

Camera Club Anniversary

Two hundred photographically minded men and women, representing the Council of Camera Clubs, Philadelphia, joined in extending birthday greetings to James Harvey, director, and the KYW Camera Club, on the occasion of its first anniversary, February 6.

At 6:45 p.m., when the program normally goes off the air, Arnold Stubenrauch, president of the Council, announced that an extra fifteen minute period had been arranged without Harvey's knowledge. He then introduced several "alumni" of the program: Fred P. Peel, FRPS, creator of shadowless lighting; Alfred A. DeLardi, FRPS, photographic illustrator; Pat Liveright, ARPS, president of the Women's Camera Club of New Jersey, and Frank M. Hardt, vice-president of the Fidelity-Philadelphia Trust Company.

Congratulations on the completion of a year of service were wired by several others who had been Harvey's

James Harvey, director of the KYW Camera Club, eats a jumbo ham sandwich at the Club's first anniversary party.



guests on the Camera Club broadcasts, including Dr. Max Thorek, FRPS, of Chicago; Willard D. Morgan, editor of *U. S. Camera Magazine*; J. Chislain Lootens, FRPS; and Beaumont Newhall, photographic historian on the staff of the Museum of Modern Art in New York.

Stamp Auction Is Broadcast

What is definitely believed to be the first broadcast, in this country, of a stamp auction that attracted world-wide collectors, was heard over KYW on

February 20. The auction was that of the Henry W. Roth collection, regarded as the most important British Colonies collection ever assembled. Dealers, agents and collectors from all over the world were on hand, including representatives for King Carol of Rumania, the King George estate, President Roosevelt, Secretary of the Interior Ickes, L. R. Lohr, president of NBC, and many others.

Munster's Cannon

George Olenslager and Carl Cannon of the N. Y. Guest Relations Staff were in Philadelphia over Valentine's Day. They presented Dan Munster, KYW announcer, with a toy cannon in the hope it would aid him in getting the army promotion he is now seeking. Dan hasn't done much work on his cannon, but he is sharpening his eye in pistol practice at the Customs House. As the final shift in his extra curricular activities, Dan has given up his sun-lamp for bar-bells. Wants muscle 'stead of beauty.



Tenth Anniversary Chimes

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

Isabelle Cooney

Dark-eyed and brunette Isabelle Cooney became a member of the NBC Central Division ten years ago as secretary in the Sales Department.



Isabelle Cooney

Twelve months later, she was transferred to the office of Vice President Niles Trammell, where she served in a secretarial capacity for more than nine years,

until Mr. Trammell became NBC's executive vice president with offices in New York.

The first of this year, Miss Cooney became secretary to the Program Manager of the Central Division.

Miss Cooney says, "I can't imagine working in any other field than radio. Since I became a member of the National Broadcasting Company, I have realized how fortunate one is to be a part of a new and thriving business. Something new every day. The romance of radio is what tomorrow will bring in the matter of new developments, new program ideas and new friendships gained in the course of your duties."

An ardent hobbyist, she enjoys golf, bridge, swimming, and is an expert equestrienne. Miss Cooney recently was presented with a set of NBC chimes by her feminine colleagues in the Central Division.

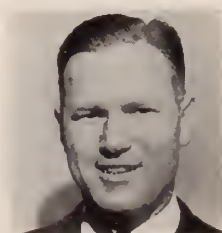
Patrick J. Kelly

If you are the kind of person who admires—and who deep down inside secretly envies—the man who has lived, and lives the "busy life", then we'd like to have you meet NBC's supervisor of announcers in Radio City, Pat Kelly, who this month completes ten years as a member of the family.

Take a look at a well-packed past. Mr. Kelly was born in Charters-Towers, North Queensland, Australia.

In Sydney, he studied marine engineering; then he took off to sea and made the rounds of the Pacific, from the South Seas, Hawaii, Samoa, Japan, China to Vancouver, B. C. He narrowly escaped death in a shipwreck in the frigid waters of an Alaskan sound. After more engineering study in Vancouver, he went to Seattle, and while there his fine tenor voice was discovered by Fortune Gallo who offered him a contract and under whose management he sang for over ten years. Later he went to New York and an engagement with the Schuberts, whose company of *Blossom Time* he left in 1929 to join NBC. Since then, he has endeared himself to radio listeners, not only by his announcing but also by his singing on Cheerio's program, and to the men he works with by his understanding friendliness.

For a look at Pat Kelly today, we'll have to step fast. If we don't find him in his office in Radio City planning schedules, outlining the work of his men, reading news flash bulletins from his specially-built control board, auditioning aspiring young announcers, or performing one of a hundred other duties, then we'll really have to step fast. We may catch him in News and Special Events, working out plans for some special broadcast with other officials, perhaps in the Master Control Room straightening out some network problem, or maybe in the studios where, each day, he announces a popular program which is appropriately entitled,



E. C. Callahan

Getting the Most Out of Life. And if we miss him—well, try his office later.

Away from the hectic life in Radio City, he finds diversion and relaxation in his flower garden at his home in West Hempstead, Long Island. Mrs.



Pat Kelly

Kelly, Hungarian by birth, is also a former musical star. They met while playing in *Blossom Time*.

E. C. Callahan

If you happen to look up and see a good looking chap with reddish-blond hair and an armful of NBC equipment dangling from a plane, descending in a skip or climbing on a skyscraper, you can be sure it's Ed Callahan—E. C. Callahan of the KPO-KGO Field Group, to be formal.

Mr. Callahan celebrates his tenth year with NBC on March 20, and it's been an eventful decade. He was one of the small group, who helped to make the NBC wheels go 'round soon after the Western Division was organized, and he's a member now of that roving squad which is always on the spot—with microphones to tell the world about it—where things are happening.

To recount the special events, Mr. Callahan has helped to cover would fill the TRANSMITTER—but they have included the dedication of Boulder Dam, and a ride on a four-by-four beam, looped to the end of a hook and swung out over Black Canyon—800 feet below—flying in army blimps and every other kind of air vehicle, including the Macon just before its tragic destruction, broadcasting the Los Angeles Flood—speeches by the President and a two weeks' tour through the clouds over the national parks.

Engineer Callahan was born in Dallas, Texas, and moved to California in 1918. Like most good radio engineers he was building crystal sets long before he ever dreamed of radio as a livelihood. but he started his training as an operator in the Naval Reserve, in which he is a lieutenant, junior grade. He was an underwriter for the Firemen's Fund Insurance Company when NBC offered him a chance to put his engineering talents to work in 1929.

Barbara Clark

Ten years ago a young graduate



Barbara Clark

of Miss Conklin's secretarial school in New York became bored with her position in an insurance company, resigned, and came to NBC as a secretary in the Program Department. At that time she worked for Miss Bertha Brainard, who was then program director, and Miss Brainard's assistant, Miss Helen Guy. Miss Barbara Clark is still working with Miss Guy, who is now assistant to the business manager of the Program Department, C. W. Fitch.



Harold J. Saz

Specifically, Miss Clark is in charge of keeping a record of the commercial fees of NBC artists and of coordinating their bookings on the air. Her work today, she says is so well organized and her duties are so well defined that the NBC of today seems a far cry from the rush and bustle of the NBC of yesteryear.

Miss Clark lives in Mt. Vernon with her family. She was born there. She has a passion for traveling and whenever she can she takes long trips on her vacation—to Europe or to the West Indies and Central America.

Harold J. Saz

Ten years ago Harold J. Saz went to work in his first job. This month he celebrates his tenth anniversary in the same job.

Mr. Saz, who is now chief of Sound Effects at Hollywood Radio City, started in NBC as a page, after he left college. Two years later he was promoted to Sound Effects. At that time the personnel of that department numbered three.

A year and half ago when NBC realized the necessity of a sound effects department in Hollywood, fashioned after the one in Radio City, New York, Mr. Saz was transferred. At the time he was assistant to Ray Kelly, manager of Sound Effects.

Harold J. Saz was born in New York, December 27, 1910. He attended the Stuyvesant High School, and later the College of the City of New York. There he majored in Physiochemistry.

Married almost nine years, the Saz's have two daughters; Marnette, 5, and Marilou, 6 months.



Idella Grindlay

ANNIVERSARY CHIMES

Idella Grindlay

Idella Grindlay, whose work in the Program Department is to make studio schedules and to assign NBC's twenty-seven studios in Radio City to programs, rehearsals, auditions and transcriptions, began working for NBC on March 4, 1929. She says she remembers the date distinctly because it was the date of Herbert Hoover's inauguration.

Miss Grindlay came to NBC as a secretary in the Program Department, and shortly afterwards she was assigned to her present work.

In 1931 Miss Grindlay was married to an NBC engineer, Edgar P. Kampf, who is now vice president in charge of engineering and production at the E. V. Brinckerhoff recording company. Mr. Kampf was Master Control transmission engineer when he resigned from NBC last year.

Idella Grindlay was born and schooled in Arlington, N. J. After being graduated from high school, she attended the Drake Business School and the secretarial school at New York University. While in high school she was active in athletics, particularly in running races in which she won several medals.

Her first job was with the Globe Indemnity Company where she starred again as a runner; and, as a member of the company team, she won eighteen medals and six cups in inter-company tournaments. Her next job was as assistant to the director of research of a biological laboratory in Harrison, N. J.

Miss Grindlay's hobbies today are less energetic. At her home in West Englewood, N. J., she leads what she calls "a doggy life" with her collection of some 200 miniature dogs made of different materials and which came from different parts of the world, a collection of dog pictures which are pasted in thick scrap books, and two live dogs—a West Highland White show dog and a cross terrier.

Anthony M. Hennig

A native New Yorker, Anthony M. Hennig of the Treasurer's Department

The Transmitter defers to the modesty of Vice President Frank M. Russell (habitat: Washington, D. C.) who declined to be interviewed on his tenth NBC anniversary.



started in the Company ten years ago as a member of the Mail Room staff, then headed by George M. Nelson of the Personnel Office. He left high school to go to work and he has been here ever since. However, he continued his studies by correspondence and took courses in accounting. He is now in the Cashier's Office. In addition to his regular duties in the department he handles the financial reports regarding the studio and television tours.

A quiet and likeable person, "Bob" Hennig is one of NBC's expert bowlers. He seldom misses NBC night at the Radio City Bowling Alleys. He is also a stamp collector. He was married, two years ago, to his childhood sweetheart.

Martin J. Devine

Martin J. Devine, Duplicating, after ten years' service with NBC in New York, is admittedly awed by the expansion which he has witnessed.



Martin J. Devine

"At the old 711 studios I knew everyone in the Company, but here at Radio City, I find it difficult to keep track of even a dozen of the many employees," he said.

Formerly employed in the real estate office of the New York Telephone Company, Mr. Devine began his career in NBC as a member of the Mail-Messenger staff, and in this capacity spent several short periods with the Program Department and Artists Bureau. Later he was transferred to the Mimeographing Department, which later became Duplicating, and at present he is in charge of the printing of broadcast tickets. He assured us, however, that, "I have trouble getting them, myself."

Mr. Devine is single, a native of Brooklyn, and received his education at the Holy Name Grammar School, Manual Training, and Bay Ridge Evening High School. A member in good standing of the NBC A. A., he participates in the activities of the horseback riding group and is always present at the bowling alleys on NBC night.

WGY SCHENECTADY

by W. T. Meenam

WGY's Seventeenth Anniversary

The seventeenth birthday of WGY was signally observed in two special broadcasts Monday, February 20.

Representatives from every department of WGY made the acquaintance of the radio audience through the medium of *Scissors & Paste*, a weekly radio publication edited by your correspondent. In this case, *Scissors & Paste* eavesdropped on the birthday party and the staff members were heard as they frolicked in party hats and with noise-making devices. Everyone contributed a jingle about the anniversary or his or her particular job.

A feature of the party was a huge double-decked, sugar-coated cake bearing an appetizing replica of WGY's new studio building.

C. H. Lang, director of radio broadcasting, short wave and television activities of General Electric, was the single guest of honor, and he, with Kolin Hager, manager of WGY, spoke briefly but pointedly during the broadcast. Mr. Lang referred to WGY's "Intriguing age, no longer sweet sixteen, yet not quite old enough to vote." He urged the staff to be humble, "To take a little pride in what has been but to look for the real thrill in what is yet to be."

Manager Hager, addressing the staff, said: "It shall be our endeavor to weave into our programs those strands of helpfulness and enjoyment that mark the pattern of a worthy public servant. Through the years, WGY has constantly extended its power of helpfulness and in so far as we accomplish our purpose, we shall find our

reward in making new friends as well as retaining the old."

In the evening, at 10:30 o'clock, a half-hour program of music, reminiscences and forecasts was broadcast.

Gordie Randall's orchestra marked the occasion with a medley of 1922 musical hits and a medley of 1939 melodies. Edith Ennis Clute, soprano, familiar to WGY listeners during the first year the station was on the air, and Edward A. Rice, violinist, and featured on the very first program radiated by WGY, had solo spots on the anniversary program.

One of the features was an informal discussion of the past and the future by Chester H. Lang, Mr. Hager, Martin P. Rice, general manager of broadcasting for General Electric during the first ten years of WGY's life, and W. W. Trench, secretary of General Electric. Mr. Lang described General Electric's plans for television, explaining that television programs will be available in the immediate WGY area next summer.

Here and There

Bernard Cruger, WGY's leading model maker, accompanied by two other WGY engineers, Albert Knapp and Raymond Strong, attended the New York City exhibition of the New York Society of Model Engineers. While in the city they visited the NBC headquarters.

Warren Munson, part-time announcer, was instantly killed early in February when his car and an oil trailer-truck met head-on.

NBC BRINGS PADEREWSKI BACK TO AMERICA

(Continued from page 1)

He continued his career as concert pianist, playing in all corners of the earth, until the outbreak of the World War in 1914 when he placed his talents at the disposal of his country. He worked for the furtherance of the cause of Poland by raising large sums of money which he placed at the disposal of his country. He became the head of the National Party and was chiefly responsible for the freedom of Poland. In 1919 he was elected the first president of the new republic.

In 1920, at the age of 60, he returned to his musical activities and prepared for his return to the concert stage. There followed many concert tours in this and other countries. He last visited the United States in 1933, when he gave 40 concerts in three months. Recent years have been spent in retirement at his villa Riord-Bosson, Morges, Switzerland. He left the retreat last summer to give several benefit performances and to appear in the English-made cinema, *Moonlight Sonata*, which has been widely shown in this country.

Bob Stone, formerly of WGY and now working as production man and copy writer in the Electrical Transcription Department of NBC New York, visited WGY recently. Bob came up to the Civic Players' performance of *It Can't Happen Here*. He is one of the organizers of Schenectady's leading Little Theater organization.

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Chester Rudowski, Accounting Department, week-ended in New York recently and saw, as well as heard, the Toscanini-conducted NBC orchestra in action.

Kolin Hager, manager, (right) and Chester Lang of General Electric cut WGY's seventeenth anniversary cake with a saw while members of the staff look on.



ENGINEERS LEADING IN BOWLING LEAGUE

The second period of the NBC Bowling League in Radio City ended on February 16 with both teams from the Engineering Department still leading, as in the first period. The third and final period is now in progress and the league will come to a close the latter part of April, at which time the Athletic Association is planning to present trophies to the winning team and the player with the highest average for individual scores.

Peter G. House, of Engineering Team, Number 1, who, in the first period, had the highest average for individual scores, the highest score for any single game, and the highest score for any three-game series, maintained his place at the top of each of these events in the second period. Being eligible to only one money prize at the end of each period, he took the prize for the highest individual average. His average for 27 games was 185. His high series score was 668, and his highest score for a single game was 245.

Thomas J. Dolan, Traffic Team, was awarded a money prize for having the second best score in the high series event. He scored 633. Mr. Dolan also placed second in the high-score event with 243. Jack Garland, General Service Number 2, had the third highest score for a single game. His 240 won him a prize in the high-score class.

Mary Lesko, Accounting, won the women's high series with 480, and the high-score event with 184. Dorothy Michel, Traffic, trailed Miss Lesko in both events.

The ten highest averages for individual scores were as follows:

NAME	TEAM	AVER.	GAMES
P. G. House	Eng. 1	185-24	27
C. A. Snell	Eng. 2	177-7	27
M. Opsal	Eng. 1	177-1	27
G. O. Milne	Eng. 1	173-24	27
G. McElrath	Eng. 2	171-7	27
J. Garland	Gen. Serv. 2	171-16	27
F. R. Heitmann	Gen. Serv. 1	170-8	24
A. D. Nicol	Auditing	170-2	21
A. M. Hennig	Treasurer's	169-24	27
T. J. Dolan	Traffic	166-14	18

The standing of the teams at the end of the second period is as follows:

TEAM	WON	LOST
Engineering 2	22	5
Engineering 1	19	8
Treasurer's	18	9
General Service 2	16	11
Auditing	15	12
General Service 1	12	15

TELEVISION PROGRAM STAFF IS ENLARGED

(Continued from page 2)

rector at WEVD, New York. A year later he went to Paris to do creative work in music. While abroad he also wrote books on music and articles on music for various magazines, including *Musical America*, for which he was foreign correspondent. Among his compositions are *Prelude To A Symphony*, *Symphony in G Minor*, concertinos for flute, string orchestras and other instruments, and *Suite for Orchestra*. The last mentioned will be played at the Annual American Composer's Festival in Rochester next fall.

Mr. Maynard is the author of an article, *Granary of Music*, which is in this month's issue of the *Southern Literary Messenger*.

Frank C. Lepore came to NBC as a page four and a half years ago, and was the editor of the *Reception Staff Review*, a publication which later became the NBC TRANSMITTER, the first NBC employe magazine. He was promoted to the Press Division in January, 1937, and when the Information Division was formed last year he was transferred to the new division. Mr. Lepore held several different positions before coming to NBC—clerk in a publishing firm, salesman, publicity agent for a theatre, and runner in Wall Street. He attended Staunton Military Academy and New York University. He has just completed an extension course in motion picture production at Columbia University. Mr. Lepore is a second lieutenant in the Officers Reserve Corps, U. S. Army.

NBC Chess Players Meet

Members of the Athletic Association in New York have formed a chess-playing group and elected Henry P. Hayes, of General Service, chairman. The group, which is now being organized, meets every Tuesday evening in the studio section in Radio City. Mr. Hayes says that as soon as sufficient players have been recruited to form an NBC team they will challenge other RCA subsidiaries to play against them.

NBCites interested in joining the chess group are requested to call Mr. Hayes on Extension 556.

Every member of NBC is a reporter of his news magazine, NBC TRANSMITTER.

Traffic	11	16
Sales	11	16
Artists Service	8	19
Guest Relations	3	24

EXCHANGE CORNER

This classified ad section is available, free of charge, to all NBC employes. Rules: Forty-five word limit; no regular business or professional service may be advertised. Address ads to NBC Transmitter, Room 281, RCA Building, New York.

SACRIFICE—\$450 credit slip for Lincoln-Zephyr for \$225. Apply to NBC Transmitter.

WANTED—Second-hand electric razor in good condition. Ranald MacDougall, care of Lewis H. Titterton, Script Division, New York.

FOR SALE—Gem earphone for someone hard of hearing. Used only 30 days. Cost \$55.00 new. Will take first reasonable offer. For further information call or write C. H. Halsey, Room 1052, NBC, New York. Ext. 712.

MAX GORDON NAMED TELEVISION PRODUCER

(Continued from page 1)

launches its regular television programs this spring.

Mr. Gordon was born on the East Side of New York, was educated in its public schools, and attended the College of the City of New York. At the age of seventeen he ran away from home to become advance agent for a burlesque show. Later he teamed up with Al Lewis as a vaudeville producer and worked with most of the vaudeville stars of the time. With Sam H. Harris as their co-producer, Lewis and Gordon launched *Rain*, the great success in which Jeanne Eagels was starred. Other Gordon productions of that period were *Six Cylinder Love* and *The Jazz Singer*.

In 1926 Mr. Gordon was appointed booking manager for the Orpheum Circuit and in 1930 he abandoned vaudeville to devote all his time to theatrical production. His first play, *Three's A Crowd*, with Libby Holman, Clifton Webb and Fred Allen, was an immediate success.

173 Stations For NBC

Four more stations have been added to the NBC networks, bringing the total number of NBC affiliated stations to 173. All four stations will be supplementaries either to the Red or Blue basic networks.

The new stations are: WKBO, Harrisburg, Pennsylvania, which operates on 1,200 kc., with 250 watts day power and 100 watts at night; and three 100-watt stations in Minnesota, KYSM, Mankato, KROC, Rochester, and KFAM, St. Cloud.

KDKA PITTSBURGH

—by Kay Barr—

On With The Show

Program Manager Derby Sproul and Continuity Chief Bill Beal proved friends in need for Kaufmann's Department store, Pittsburgh, the other week.

Kaufmann's had planned and advertised a "Career Women Show," but something went haywire with the arrangements and one week before the elaborate promotion was scheduled for public performance, the whole business was dumped into Derby's lap.

Working all kinds of hours Derby got the script ready and then took sick. The show had to go on February 28. Beal picked up the torch and carried on. Johnny Shiliano, actor and sound effects genius, was cast as the lead, a tough manager of twin dancers. And if that doesn't suggest comedy complications then Hamlet is vaudeville.

Success crowned the joint efforts of the KDKA men, and Kaufmann's were very, very happy about the whole thing.

Cupid Strikes Again

Another KDKA wedding was a news high-spot this past month. Glamorous little Faye Parker, who has been a singing-whistling feature of many Maurice Spitalny programs since she joined the staff St. Valentine's Day, 1938, and George Youngling, who works for Mr. Spitalny as an arranger, were married March 6, and will live at 5826 Burchfield Street.

When news of the prospective match was spread around the station, Pat Haley, of the Dot and Pat team, started collecting pennies for the marriage license. He said the staff was so tickled over the prospective ceremony that the best gift would be the official document.

Faye sang over WGN and WBBM and did much theatrical and night club work before coming to KDKA.

Youngling is an accomplished musician, plays

with Howard Baum's orchestra and was on the music staff at Carnegie Tech for five years. He is a native of Pittsburgh.

Visitors From Far North

Despite heavy duties as KDKA's continuity chief, Bill Beal still handles the *Messages to the Far North* late Saturday nights. Recently two men who had heard these broadcasts in remote points of the frozen fastness, drove down from their real homes in Toronto, Canada, to meet Beal the broadcaster, and to talk to their buddies way up yonder.

They were Trevor Harwood, stationed at Dundas Harbor, Devon Island, and Jimmy Thom, who comes from Baffin Land and was the first man to receive the three-tube receiving sets from Westinghouse back in 1923. Both men are with the Hudsons Bay Company as expert fur traders and were home on six-months' leaves.

Personnel Items

Jack Orrison, who came to KDKA from KOA, Denver, a little more than a year ago, and who has taken scores of dramatic parts while at the Pioneer station, resigned, as of February 15, to go to New York where he is continuing his work in radio dramatics.

Production Chief Charley Urquhart had a lot of fun when he brought a bearded lady to the KDKA studios for an interview February 10. She was Frances Murphy, one of the attractions of a Bob Ripley museum show playing Pittsburgh.

Traffic Manager G. Dare Fleck lost his mother, Mrs. Anna Belle Pollock Fleck, January 31. She was the widow of Benjamin Clement Fleck, one of the pioneer educators of western Pennsylvania.

Clarence Pettit, director of public relations, and ex-officio oratorical representative of the station, is guarding his laurels. Janet Ross of *Shopping Circle*, and Charley Urquhart, production chief, have been filling outside speaking engagements lately. And some of Charley's tall tales of terrible tigers—that's t-a-l-e-s—are so chilling they have the old ladies reaching for their afghans. You see, he was once in southeastern Africa for two years. Which puts both Janet and Clarence at a mean disadvantage.

Aidan Fitzpatrick is the new announcer at KDKA, replacing Dick Hogue, who moved over to WCAE.

"Fitz" came in on the recommendation of Pat Kelly and brought three years of announcing experience at Massachusetts stations. He is a graduate of the New England Conservatory of Music.



Aidan Fitzpatrick

Jimmy Spitalny, 14-year-old son of Maurice Spitalny, director of music at KDKA, has organized an orchestra of eight Taylor-Alderdice High School pals and they will play a round-trip engagement on the S.S. Paris this summer. Three days in Paris with all expenses paid, is part of the "consideration."

Manager Sherman Gregory announces the appointment of Aneurin Bodycombe as staff pianist.

Pretty Margie Anderson is now a full-fledged member of the KDKA staff. At first she was merely helping Dave Garroway handle the heavy mail incidental to his "You Don't Say" programs. Making good on that, she was taken on for PBX and general office duties.

Grasshoppers and cinch bugs plague the Middle West. But it was old man streptococci and his swarm of germs that started biting KDKA folks late in February. Victims:

Traffic Manager Dare Fleck; Salesman Walter Horn; Switchboard operator Edith Hingley; Announcers Ed Schaughency and Bob Shield; Program Manager Derby Sproul; Alberta Brennan of the general office; Office Manager D. F. Dickson; Singer Billy Sherman and Janet Ross, director of the *Shopping Circle*. Salesman Lynn Morrow was off too but it was his wife and son who were ill.

Bernie Armstrong, KDKA organist, has purchased a beautiful new home at 2524 Graham Boulevard, Wilkinsburg, just outside Pittsburgh.



Faye Parker
(Mrs. Geo. Youngling)