

NBC TRANSMITTER

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NEW TRAINING PLAN FOR GUEST RELATIONS

President Lenox R. Lohr announced on March 7, a new personnel training plan for Radio City guides and pages, designed to give them a more intensive preparation for careers in the broadcasting business. In addition to the inauguration of special classes and discussion groups, the plan will permit rotation of all junior employes on the guest relations staff in the various positions of the division.

Under this plan, new guides and pages will be employed for two years, and it is expected that those with abilities adaptable to radio will have gained promotion into other departments of the Company during that time. The two-year limit was set after a careful analysis of the Company's normal vacancies.

"Within two years," Mr. Lohr said, "we anticipate that every junior employe in this division will have a better working knowledge of broadcasting, and we plan to fill vacancies as they occur in the various departments and divisions of the Company from the ranks of the junior employes in our training school."

About 100 Guest Relations staff members will be covered by the new
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LISTENERS GO BACKSTAGE IN ABC OF NBC SERIES

The *ABC of NBC*, a new series of fifteen-minute programs designed to acquaint listeners with NBC's behind-the-scenes activities, was launched as a weekly feature over the Blue Network on Friday, March 24, at 7:30 p.m., EST.

The programs are being presented in the form of interviews conducted by Announcer William Farren. Many department heads will be interviewed during the series, so that authoritative explanations of many of radio's puzzling aspects may be brought to the listening audience.

In the first program, Mr. Farren explained the general studio setup of the NBC Radio City studios.

NBC's plans and expectations for television were revealed in the second of the series presented on March 31. Speaking one month before the inauguration of NBC's regular television service, O. B. Hanson, vice president and chief engineer, C. W. Farrier, television coordinator, Thomas Hutchinson, manager of the Television Program Division, discussed the procedure of handling scheduled programs.

First presented on February 27, 1937, the *ABC of NBC* was heard for fourteen successive weeks thereafter.

PREVIEWS PRECEDE TELEVISION OPENING

Previews of television programs which will be offered in the regular public service to be launched on April 30 in the New York City area by the National Broadcasting Company began on March 21 in Radio City television studios. The previews, which are not being broadcast, are scheduled four afternoons a week.

The purpose of the dress rehearsals, said Thomas H. Hutchinson, manager of the Television Program Division, is to familiarize the production staff with the greatly altered technical facilities at Radio City. They will continue until the NBC television station, W2XBS, begins broadcasting on a regular schedule coincident with the opening of the New York World's Fair of 1939.

To incorporate technical improvements made during three years of experimental broadcasting, the NBC technical staff has completely rebuilt the television equipment at Radio City and made extensive alterations on the transmitters in the Empire State Building. The first test transmissions, according to O. B. Hanson, vice-president and chief engineer, who witnessed the broadcasts at his home in Connecticut, show an increase in picture resolution of nearly 50%.

Seventeen men have been added to the television technical staff at Radio City to meet the increased demands of regular broadcasting and demonstrations at the New York World's Fair. An entirely new system of studio lighting, believed to be the most efficient and flexible yet devised for television, has been installed at Radio City. Preliminary setting of lights in position for a performance, an operation which formerly required several hours, is now accomplished in a few minutes.

The studio control room has been entirely rebuilt and rearranged in the interest of smoother and more efficient telecasting.

The principal changes at the NBC transmitter in the Empire State Tower were the installation of a new wide-bank antenna system of revolutionary design and the addition of a sideband

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Lenox R. Lohr, NBC President, with Don E. Gilman, Vice President in charge of the Western Division, at a Press conference in Hollywood Radio City, during the President's recent visit to the Coast.

WHO'S WHO IN THE NBC NETWORKS

Charles W. Horn

Although Director of Research and Development Charles W. Horn completes his tenth year with the National Broadcasting Company this



Charles W. Horn

month, his actual association with NBC can be traced to an even earlier date. Representing the Westinghouse Electric and Manufacturing Company, he took an active part in the negotiations between that company, General Electric, and RCA that were to culminate in the formation of NBC in the fall of 1926.

Always a far-seeing pioneer, ten years ago, when he was general engineer of NBC, Mr. Horn said:

"... I foresee that we shall gradually improve and increase in the number of transmissions (international) until without any definite announcement or warning we shall be arranging for programs for international consumption without giving much thought to the question as to whether or not conditions will be suitable to radio waves."

Today, you merely have to twist the dial of your radio to confirm the realization of Mr. Horn's prediction—programs from all corners of the earth, originating from land, sea or sky.

In the early part of 1929, after three years of experimentation with short waves, Mr. Horn arranged for an exchange of programs between the United States, Germany, Great Britain, and other European countries. Soon NBC was rebroadcasting programs from Europe and transmitting programs to European countries with the cooperation, on this side, of RCA Communications, Westinghouse Electric and Manufacturing Company, and General Electric Company.

In this development of international programs, Mr. Horn has made a number of trips to Europe, in addition to visiting many of the countries of the Western Hemisphere. He knows personally and by correspondence the technical executives of broadcasting organizations all over the world.

As general engineer of NBC, he supervised and assisted in the develop-

ment of directional transmission and the improvement of shortwave receiving equipment to overcome fading and atmospheric disturbances.

Charles W. Horn's first association with radio dates back to his early 'teens, when he built what was then considered a feat, a crudely modeled arc transmitter.

Since he was a boy in high school, Mr. Horn's hobby has been radio. In 1908, before radio's crystal-set days, he was using the crude equipment available at that time at his home on Long Island and was picking up wireless messages from the ether. His first big thrill, he confesses, was detecting with his crude set the distress signal of the Republic, a vessel which had been rammed by the freighter Florida off Nantucket.

Mr. Horn was graduated from high school at the age of 15. Too young to go to college, yet determined to study electrical engineering, he took numerous courses in electricity, always with an eye on radio. Often he studied under private tutors, as there were no radio courses in those days.

In 1909, at the age of 16, Horn got his first job as a wireless operator on an oil tanker plying along the Atlantic Coast. For a period of several years thereafter, he alternately studied "ashore" and then went to sea, thus putting to practical application the theoretical knowledge he had acquired. Later he became connected with the United Fruit Company, whose main activities took him to Central and South America, where he was active in communications work.

During the war, Mr. Horn served as a lieutenant in the Navy, part of the time acting as assistant to the District Communications Superintendent, Third Naval District, with headquarters in New York. In addition, he was an Inspection Officer of radio plants, a member of the Examining Board for Officers, and a member of the Survey Board. While in the Navy he was also active in work with radio compasses. He had much to do with the operation and refinement of the radio compass. He built and installed the first one along the Atlantic Coast.

After the war Mr. Horn resigned from the Navy to join the Westinghouse Electric and Manufacturing Company as manager of radio operations. Although he participated in every development, he was particularly

EXECUTIVE ADDITIONS TO GUEST RELATIONS

Clarence M. Pettit, former director of public relations of KDKA Pittsburgh, and O. V. Richards, formerly of the Program Department in New York, have been transferred to the Guest Relations Division in New York where they will act as assistants to Charles Thurman, manager.

A former prominent business executive of Denver, Colorado, Mr. Pettit joined the NBC staff at KDKA a year ago as manager of sustaining programs and special events broadcasts. A few months later, A. E. Nelson, now salesmanager of the NBC-Blue Network, who, at that time, was manager of KDKA, appointed him director of public relations of the station.

During the year he was in Pittsburgh, Mr. Pettit conceived and developed a number of outstanding sustaining programs and arranged for the broadcasts of several important special events.

O. V. Richards has been in radio since 1929 and has been with NBC since 1931. He has been in charge of the studio schedules for rehearsals, auditions, transcriptions and broadcasts during the past few years. This work is closely related to the studio activities of Guest Relations and, for that reason, he is acquainted with the organization of the division. Before coming to NBC Mr. Richards was associated with the American Tobacco Company for a number of years as sales manager of various divisions of the company throughout the country. As a representative of the advertising manager of the American Tobacco Company, he was in charge of the *Lucky Strike* radio program, from 1929 until 1931 when he joined NBC.

active in short wave work. One of his many achievements was the first radio communication with the other side of the world. He transmitted his radio greetings to Australia from Pittsburgh.

After assisting in NBC's formation and acting in an advisory capacity, Mr. Horn changed from Westinghouse ten years ago to come to NBC as general engineer.

Mr. Horn is a bachelor and lives in New York, where he was born. He is a Fellow of the Institute of Radio Engineers, a Fellow and Past President of the Radio Club of America and a member of numerous other organizations. In 1939 he was elected president of the New York Electrical Society.

NBC HOLLYWOOD

by Noel Corbett

NBC AA Party

More than half the Hollywood employees got together March 22 in studios A and B to make the NBC Athletic Association's initial studio party a complete success.

Games of chance held sway in studio A, and across the hall in B, there were dancing and refreshments.

Jack Stewart, Sales, and Jack Creamer, Maintenance, ran the Chuck-a-luck game. Harry Saz, Sound Effects Chief, was an excellent croupier while Max Hutto, Program Traffic, acted as his assistant at the roulette table. Walter Bunker, Production Manager, headed the Bingo table, and Walter Baker, Manager Building Maintenance and General Service, swung the checkered flag on the Ascot Speedway.

Along toward midnight Ben Gage, Announcer, raffled off the door prizes, the principal one being an eleven-pound ham which was won by Ben's lady friend, who assisted him with the raffle. The next major blow of the

evening came when Joe Parker walked off with two of the four bowling script books.

Art Carter set up floodlights and camera fans competed for the money order which Gilbert Morgan offered.

AA Elects Officers

The executive committee of the NBC Hollywood Athletic Association was formed March 29, and the following officers were elected:

Harry Saz, Chairman; Ben Gage, Asst. Chairman; Jack Stewart, Treasurer; John Wagner, Asst. Treasurer; Helen Wendt, Secretary; Marie Caudle, Asst. Secretary; Publicity Manager, Noel Corbett.

An Advisory Board, which will include executives and members from the different departments, was chosen. It will consist of the following: Lew Frost, Walter Baker, Walter Bunker, John Swallow; Stanley Radom, Guest Relations and Frances Garland, Auditing.

Travel Department

During March, Vice President Don E. Gilman made a quick trip to San Francisco to attend the annual Shrine-Hiberian Luncheon (18th).

John Swallow, Division Program Director, spent a week in Sacramento and San Francisco.

Harold J. Bock, Division Press Manager, and his wife made their first visit to New York.

A. H. Saxton, Division Engineer, took his family to the Golden Gate Exposition.

Wynn Rocamora, Assistant Manager, Hollywood Artists Service, accompanied the Chase and Sanborn Program to New York.

Vital Statistics

Bob Redd, Director, was passing cigars to announce the little Redd's advent. Mrs. Redd, as Gogo Delys, was widely known as an NBC singer.

Ed Ludes, sound effects, and Alice Sizer, singer, were married at Rosewood Methodist Episcopal Church. Harry Saz, Ludes' chief, was best man.

John Frazer, announcer, and Dorothy Howe, RKO actress, haven't announced the wedding date.

Quick Pix

One of radio's best mixers, Murdo MacKenzie, is taking a morning engineering course at UCLA . . . Another



Ed Ludes, Sound Effects, and Alice Sizer, who were married in Hollywood March 18. Harry Saz, Ludes' chief, was best man.

studio engineer, "Denny" Denechaud, decided to put an end to that troublesome appendix . . . Alex Robb, Manager Hollywood Artists Service, has moved his family to a new home in Westwood . . . Dorothy Brown, Continuity Acceptance, got her first glimpse of the Golden Gate Exposition from the air at night . . . Sidney N. Strotz, Acting Manager, Central Division, was a recent visitor here . . . Everybody who saw "Love Affair" agreed that both "Buddy" Twiss and Charles Boyer turned in excellent performances . . . Maryalice Moynihan, Auditing, spent ten days in the hospital recently giving that pump of hers a chance to slow down . . . B. F. McClancy, Network Traffic Manager, was another visiting executive during March.

Names

It has come to light that Hollywood Radio City contains five Helens—Aldrich, Linke, Murray, Welty and Wendt.

It is also noted that the studios have a Greene, a Brown, a White and a Redd. (Paul, Charles, Janette and Bob.)

Furthermore, the following combination of names undoubtedly fits recent Los Angeles weather conditions: Snow, Gale, Storm, Frost, Ison, "Stuff." (Walter Snow, Paul Gale, Joy Storm, Lew Frost, Aubrey Ison and Arnold "Stuff" Maguire.)

Scully Speaks

Frances Scully, NBC's Hollywood Fashion Editor, emcee'd the Los Angeles Fashion Show so well recently that she has since received a number of requests to speak at clubs and other gatherings.



Here are some of the highlights of the NBC Hollywood AA's first studio party.

NAMES IN THE NEWS

NEW YORK

Promotions

A former member of the Guest Relations Staff and two ex-Wall Streeters have been made permanent members of the Statistical Division. They are: Alwin Foster, Whitney Rhodes, and Vincent Smith. Mr. Foster, A. B. Columbia '35, worked his way through his senior year by guiding at Radio City. Mr. Rhodes, who holds an A.B. from Harvard, and a B.S. from M.I.T., formerly was connected with the Bennett Palmer Company. He was temporarily employed by NBC last May. Mr. Smith, a native New Yorker and graduate of Commerce High, joined NBC June last, coming from the E. A. Pierce Company.

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A. Burke Crotty has been promoted to the Television Program Division as production director attached to the television mobile units. Formerly art editor, he entered the service of NBC nine years ago as a messenger in the Mail Room. His first step up the ladder came with his promotion to the Press Department as errand boy for the Press Desk. He held various positions in Press, eventually becoming art editor. In this capacity he specialized in motion picture and newsreel work, besides supervising all activities of the Photo Section.

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Thomas Di Matteo, in accordance with the new plan to advance members of the Guest Relations staff, who have been with NBC more than two years, into other departments, has been promoted from the television guide staff to the Statistical Division. Formerly associated with Ludwig Baumann, department store, where he was employed for three years as a clerk and statistician in the credit department, Mr. Di Matteo came to NBC three years ago as a mimeograph operator in Duplicating. He was subsequently transferred to the page staff and then promoted to the guide force.

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During the past month several additions have been made to the television group in the Engineering Department in New York. The following NBC en-

gineers have been transferred to the television staff:

Edward R. Cullen, assistant to Operating Engineer George McElrath until his recent transfer to the television group, has been associated with radio broadcasting for more than fifteen years. He was a member of the engineering staff of WEAf, one of the oldest stations in the country, when it was owned and operated by the American Telephone and Telegraph Company. In 1926, when NBC, which was organized that year, bought WEAf from the A.T.&T., Mr. Cullen was transferred to NBC, along with other members of the original WEAf staff. Since then, he has served in various capacities in the Engineering Department. He has served as supervisor of the field engineers, supervisor of the old NBC studio in Times Square for three years, and as assistant to the Operating Engineer.

R. O. Thatcher, who has been with the Company two years as a member of the technical service group which is now headed by William A. Clarke, New York Engineering Department, has supervised various studio constructions. He worked on the design and supervised the construction of the new NBC studios at KYW Philadelphia, where he spent a whole year.

Mr. Thatcher was a construction supervisor of Rockefeller Center, Inc. before coming to NBC, and while in that capacity, he assisted in the reconstruction of Studio 3H for television. Prior to his association with Rockefeller Center, he was with Todd and Brown, construction firm, which supervised the construction of the first group of buildings in Rockefeller Center. He was with Todd and Brown seven years.

A native New Yorker, who studied engineering at Lafayette College in Pennsylvania, Mr. Thatcher's first job was in the acoustical department of Electrical Research Products, Inc., a subsidiary of Western Electric Company, Inc.

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Four technicians, three from the Guest Relations staff and one from the air-conditioning crew, were added to the television division of the Engineering Department in New York on March 15. The men from Guest Relations are Walter J. O'Hara, Reinald Werrenrath Jr., and Albert Naszimento, all of whom have been working with the television staff during the experimental periods of the past two years. The other new technician is Herman M.

Gurin, who was technical assistant to the supervisor of the air-conditioning plant, Robert Close, at the time of his transfer.

Walter J. O'Hara was a member of the studio operations staff when he was assigned to the television staff two years ago to do odd jobs in the then newly constructed television studio, 3H, in Radio City. Since then he has done much work on animated titles and video effects, under the direct supervision of Engineer Bill Eddy. He also assists occasionally in the operation of the studio lights in 3H. He is a graduate of the New York State Merchant Marine Academy.

Reinald Werrenrath, Jr., came to NBC as a page more than two years ago and was subsequently promoted to the guide and studio operations staffs. He was assigned to work with Bill Eddy a year ago. Like Mr. O'Hara, his work is devoted mostly to the manufacture and operation of video effects, and animated titles, and the operation of studio lights.

Albert Naszimento, formerly of the studio operations staff, has been working in the television studio for more than two years, assisting in the installation of wires and the setting up of props and scenery. During rehearsals and telecasts he acts as an assistant to the cameramen. He has been with NBC since 1933.

Herman M. Gurin, a graduate of New York University with a degree in mechanical engineering, joined the air-conditioning plant's staff when NBC moved into Radio City, almost four and a half years ago. His new position in television is that of studio technician.

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William L. States comes to the television group from NBC Chicago. He has been associated with NBC for seven years. Prior to his assignment to New York, he was with the field group for five years, the studio group for two years, and the recording division for six months. Mr. States studied electrical engineering at Ohio Northern and Northwestern Universities.

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Edwin Stolzenberger came to NBC six years ago. One of his first assignments was assisting in the construction of the Radio City studios, and upon their completion, he was appointed maintenance engineer. He held that position until his recent transfer to the television group.

Mr. Stolzenberger is a native New
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NEW YORK EMPLOYEES' PRESENTATION



The listeners and three NBC Judges gave the prize for the best performance on the NBC Employees Show of 1939 to Guide Earl Wrightson who sang "Land of Degradation." Baritone Wrightson says he's going to buy his bride of a few months a new spring outfit with the cash prize—\$25.

The annual NBC-NY Employees' Program was presented Saturday afternoon, March 18, on a coast-to-coast Red Network hook-up. Members from several departments participated.

The program was planned and produced by a program board composed of Mrs. Ruth Gilbert, Artists Service; Robert E. Eastman, Program; Murry Harris, Continuity Acceptance; and Dom Davis, who directed the entire program and assisted in the writing of the continuity.

Three cash prizes, donated by Sustaining Program Manager Phillip Carlin in behalf of the Program Department, were announced by Master of Ceremonies Clay Morgan, director of public relations, as a surprise during the broadcast.

Listeners were requested to write in telling which act or solo performer they liked best. These letters, combined with the votes of three judges, determined the winners of the cash awards. The letters had to be postmarked within 48 hours after the broadcast in order to be counted as votes. More than 500 of these were received from all over the country.

The three judges were: Phillips Carlin, sustaining program manager, Edward R. Hitz, Sales, and Robert E. Smith, Artists Service. Earl Wrightson, baritone, who sang *Land of Degradation*.

tion, won the first prize of \$25.00. *Bo Peep a la Radio*, a dramatic sketch written by John Becker of Electrical Transcription, won the second prize of \$10.00. The cast follows:

Announcer—Henry Hull, Jr., Guest Relations. Girl — Mary Lou Irvine, Treasurer's. Commentator — Casper Kuhn, Guest Relations. 2nd Announcer — Bill Snow, Guest Relations. *Bo Peep* — Jean Harrison, Sales Traffic. Speaker—John Hoagland, Mail Room. Gent from Virginia — Walter Covell, Guest Relations. Gent from Montana—Larry Wagner, Press. Policeman — Francis Shinn, Guest Relations. Narrator — Casper Kuhn, Guest Relations. *Bo Peep* (3rd) — Margaret Stillman, Stenographic. Mother—Barbara Kirk, Station Relations.

The *Bo Peep* cast and author have not yet decided how to divide their \$10.00 award. Becker has suggested that they all go out to lunch—a very modest one for each to make it cover the bill.

Richard Barron, Guest Relations, who sang Guide Peter Perrine's *Rain in the Town* and Mary Lou Irvine, Treasurer's, who also sang, each received a large number of votes.

Norman Cloutier and his NBC orchestra, Ted Slade, Soundman, and Fred Weihe, Production, were the only professional members of NBC on the show.

The following NBCites gave valuable assistance: G. Thornton Steil, Electrical Transcription, who acted as accompanist at auditions and rehear-



These girls participated in the "Bo-Peep" travesty on radio programs. They are Margaret Stillman of Central Stenographic and Barbara Kirk (right), secretary to Vice President William S. Hedges.

sals; Joseph Daly, Production, who coached the solo singers; William M. Paisley, Music Division, who obtained orchestrations, musical arrangements and other musical necessities; George Bartholomew, Guest Relations, who coached the quartet, and Robert M. Ward, Engineering, who "rode gain" in the control room.

The next day, Radio Columnist Ben Gross commented in the *New York Daily News*: "Once a year NBC back-of-the-scenes employes put on their own radio revue. Yesterday the network's clerks, guides, stenographers and other members of the vast organization did it again (WEAF Noon). It was a humdinger of a show, which ought to be a more frequent feature. Clay Morgan, publicity chief, was the able em-cee. The catchy tunes were composed by Peter Perrine and Murray Harris. The singers and actors deserve a lot of credit too."

Acting as announcer, Guide John Simpson, a member of the NBC announcing school, made the opening announcement and introduced Master of Ceremonies Clay Morgan.

Other talent heard included John Hoagland, of the mail-messenger staff, with several amusing imitations: the Brass Buttons Quartet, composed of William Snow, John Crosby, Thomas Campbell, and Richard Barron, pages and guides. Snow also took an active part in the *Bo-Peep a la Radio* sketch.



Baritone George Andrews of the Music Library won the third prize (\$5.00) with "Florecita" a rhumba composed by Murray Harris of Continuity Acceptance. Harris also wrote the lyrics.

KYW PHILADELPHIA

—by J. A. Aull—

Professor Hinett

Arthur Hinett, staff organist and pianist, believes in taking pains to please a fan. Recently he revealed that he has been conducting a course in piano-playing. He charges no tuition and has one student.

He was called to the phone one day about two years ago. A woman explained that she wanted to learn to play the piano. Would he listen to her first efforts and criticize them? Hinett would and did. Since then she has phoned once a month and played several numbers. After listening to Hinett's criticisms, she thanks him and hangs up. He still is unaware of her identity and has no idea where she lives.

"At least I have one fan who listens to me," commented Professor Hinett. "if only to my voice on the 'phone."

Joy Feted

Saint Patrick's Day was doubly celebrated at KYW. First, for traditional reasons and second, because it was the fourteenth anniversary of Station Manager Leslie W. Joy with NBC. A group of executives including Jack Hammann, Jim Begley, Lambert Beeuwkes, Joe Proulx and your reporter, held a surprise luncheon in his honor at Jimmy Duffy's. Mr. Joy was congratulated on his splendid record and presented with a handsome traveling bag.

Faster Flashes

The KYW News Room has assumed the appearance of a studio during the past week. Mr. Gazer, plant manager for Westinghouse, and Tod Sloan, studio supervisor, have installed a microphone by the U.P. teletype machines. The new arrangement saves 50 seconds in putting news flashes on the air. Formerly the editor had to dash madly down the hall and through four doors to put the announcement on the air. Now, by simply pushing a button, it is possible to broadcast directly from the News Room.

Harvey Appointed

Jim Harvey, director of the KYW Camera Club, has been appointed chairman of the Print Committee of the Photographic Guild of Philadelphia.

NBC CHICAGO

—by Lynn Brandt—

Sales Promotion Party

Ruth Pashley, Central Files, and Mary O'Connell, Sales Promotion, were guests of honor at a luncheon given by the Advertising and Sales Promotion Department. The party served as an expression of appreciation for Ruth's and Mary's excellent work in reorganizing the Sales Promotion Filing System, a difficult task, which required two and a half months of steady attention.

Those attending included: Alice Weidenheim, Jim McEdwards, George Bolas, Frank Riordan, and Emmons Carlson, Advertising and Sales Promotion manager of the Central Division.

Did You Know?

... That Ted MacMurray and Gilbert A. Gibbons are newcomers to the Production Division ... that Gene Rouse, announcer, was once a professional boxer ... that Ed Horstman, senior control supervisor, was once an honest-to-goodness cowboy, ridin' herd on the plains of Nebraska?

... Jack Ryan, Press, was once a forest fire-fighter in Montana ... Bob Brown, announcer, was an amateur swimming champion in the state of New York ... Ralph Brooks, Maintenance, has been a member of two Polar Expeditions, under Commander McMillan ... Announcer Tom Casey was once an amateur outboard-motor racer?

... Edward Cunningham, night manager, was a timekeeper for a large Chicago corporation ... Joe Alusic, studio engineer, was a surveyor in the North Wisconsin woods ... Ed Bernheim, studio engineer, was once in the army air service ... Charles Whipple, Guest Relations, escaped uninjured in a train wreck in Minnesota not so long ago ... Maurie Ellis, Music Library, is a member of Lawson YMCA volley ball team which won the Chicago City championship in 1938?

... Ken Robinson, continuity chief, is a product of the famed little red school house. His particular Alma Mater was a one-room affair in Paw Paw, Michigan. At the graduation exercises Ken towered over the only other graduate, a half-breed Indian girl, who measured only about four feet to his five feet, nine.

... Ruby Downs, Sales, was once the stylist for a commercial photographer, and also is a former newspaper woman ... Elizabeth Hart, announcer, was once in a mid-ocean shipwreck?

Hobby Lobby

Dan Thompson, Press, has a very unusual hobby. He collects first editions of magazines of all types ... Al Eisenmenger, studio engineer, is a philatelist, concentrating on U. S. and British issues ... Clint Stanley, Production, is a 16 mm. movie fan ... The same might be said of W. B. Ray, press chief, except that he uses 8 mm. film ... Fred Shidel, studio engineer, is a devotee of ham wireless, and is also Chicago correspondent of the *ATE Journal* ... Bill Saddin, Audience Mail, is a chronic "saver" of things, and plays golf ... Tony Koelker, assistant agricultural director, collects Indian-head pennies. He has coins dated 1880, and continuing in unbroken sequence to 1909.

Edith Morgan Perron, Press, is an ornithologist, boasting one of the most popular bird shelters in suburban Downer's Grove ... Pierre Andre, announcer, has dubious fame as one of the worst golfers in NBC Chicago history.

Mrs. Bertha Curran, secretary to Miss Judith Waller, counts as a hobby her fifteen-year-old son, Charles ... Bill Kephart, announcer, is one of NBC's expert ping-pongers, but there is some uncertainty as to the excellence of his golf game ... Harry Bubeck, Sound Effects, enjoys working about his beautiful home in suburban Beverly Hills.

Helen Kelley, Executive Offices, and Grace Beebe of Agriculture like to travel. Helen has just returned from Mexico, and Grace from Florida ... Harold Bean and Bob White of Production are now polishing trusty tackle-boxes, preparatory to fishing season ... Bill Drips, director of Agriculture, collects convention badges ... Howard C. Luttgens, Central Division engineer, has one of the most unusual hobbies of all. He collects cigars presented him by proud papas on the birth of their children. He re-wraps, catalogues, and files each cigar with the name, weight, and date of birth of each baby.

PREVIEWS PRECEDE TELEVISION OPENING

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filter. The modulator unit of the video transmitter has also been improved to accommodate higher frequencies, corresponding to finer picture resolution, and to obtain greater power output.

The addition of seventeen new men to the NBC television technical staff, said Mr. Hanson, will make it possible to establish a permanent operating group. Several of the new men will be assigned to operating, as distinguished from strictly engineering tasks. This will free a group of engineers for laboratory development of new apparatus and improved electrical circuits.

The beginning of regular television broadcasting, according to the NBC chief engineer, means that hereafter new devices must be perfected before they are tried out in actual telecasting.

"The days when untried devices could be installed between shows and tested in experimental television broadcasts," said Mr. Hanson, "are definitely over. We now have a schedule to meet and we can no longer take chances."

STARS ENTERTAINED BY ARTISTS SERVICE

Artists Service entertained the cast of the Chase and Sanborn program on the evening of March 13. With Daniel S. Tuthill, Assistant Managing Director of Artists Service, as host, the group attended this season's opening of the Monte Carlo Ballet Russe at the Metropolitan Opera House. After the performance, they were guests at a supper given in their honor at El Morocco.

Present were NBC stars Edgar Bergen, Don Ameche, Dorothy Lamour, Mr. and Mrs. Armbruster, Mr. and Mrs. Donald Dickson and Mr. Sol Hurock, manager Civic Concerts, Inc., and Mrs. Hurock; Mrs. Daniel S. Tuthill, Mr. John U. Reber, vice-president of J. Walter Thompson Co., and Mrs. Reber; Mr. Marks Levine, concert division manager, Artists Service, and Mrs. Levine; Mr. John D. Rocamora, sales representative, Artists Service, Hollywood, and Mrs. Rocamora; Edward de Salisbury of Artists Service; Miss Mary Hanrahan, Edgar Bergen's secretary; and Miss Diana Bourbon of the Ward Wheelock Company.

NEW SHORT WAVE EXHIBIT INSTALLED BY INTERNATIONAL DIVISION AT RADIO CITY

The International Division has installed a new exhibit for the NBC Studio Tour in New York, designed to familiarize NBCites, as well as tour guests, with the work done by the short-wave broadcasting group. The exhibit consists of a colorful, brightly illuminated display of letter covers received from eighty-odd countries, islands, and protectorates all over the world—laudatory responses from listeners to the NBC short-wave broadcasts which have achieved international recognition during the past two years.

Another feature of the exhibit is a model of the new directional transmitting antenna at Bound Brook, New Jersey. At present the programs are broadcast from NBC's two short-wave transmitters, W3XAL and W3XL at Bound Brook, sixteen hours a day in six languages—Spanish, Portuguese, German, Italian, French, and English—to the millions of listeners throughout the world.

A typical program consists of an hour show, beginning with a fifteen-minute period devoted to news, broadcast every hour on the hour, a half-hour of diversified music, and a quarter hour devoted to informal descriptions of some interesting phase of life in the United States.

The division, headed by Vice President Frank E. Mason, has recruited thirty-five men and women, each of whom is at least bilingual—many speaking several foreign languages. These men and women have lived, in the aggregate, 325 years in foreign lands, experiencing exciting adventures, visiting strange places, and witnessing historic events. As a result of the programs which this staff plans, directs, and participates in, an average of more than 3000 letters a month are received from interested listeners from foreign lands. Most of the letters commend the excellent job which NBC is doing in giving complete and uncensored news accounts on a regular broadcasting schedule.

The new exhibit, located on the fifth floor of the Studio Section, has already drawn favorable comments from many of the foreign visitors to the NBC Studio tour.

LISTENERS PRAISE NBC SHORT WAVE SERVICE

Hundreds of letters addressed to the NBC International Division from the far corners of the globe indicate that the short-wave coverage of the crash of the Imperial Airways flying boat, Cavalier, in the Atlantic was heard around the world.

More than 100 letters have come in



Typical of the correspondence received by the International Division is this big batch of mail from foreign lands. Florence Schwarzer, Press, is sorting.

RUSSELL SPEAKS FROM DOMINICAN REPUBLIC

Dan Russell spent a week-end in the Dominican Republic last month as NBC's representative and announcer, in connection with the NBC broadcast from Santo Domingo on March 19, at the dedication of a site for a memorial to be erected to Christopher Columbus.

Among those heard during the broadcast were President J. B. Peynado, of the Dominican Republic, and Representative Hamilton Fish, of the Foreign Relations Committee of the U. S. House of Representatives.

The visit marked Mr. Russell's second trip to the Dominican Republic.

from New Zealand and Australia alone, praising NBC's service to its worldwide listeners. The writers said the short-wave broadcasts were well ahead of other sources and more complete.

When the Cavalier's SOS electrified the United States on the afternoon of Saturday, January 21, the International Division, instead of discontinuing short-wave broadcasting at the usual time at 1:00 a.m., EST, remained on the air to keep its millions of foreign listeners informed about all details of the disaster.

NBC TRANSMITTER

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

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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 284, RCA Building, New York, N. Y. Telephone: Circle 7-8300, Extension 220.

NEW TRAINING PLAN FOR GUEST RELATIONS

(Continued from page 1)

plan, which, Mr. Lohr said, would be extended in the near future to include other junior employees besides guides and pages.

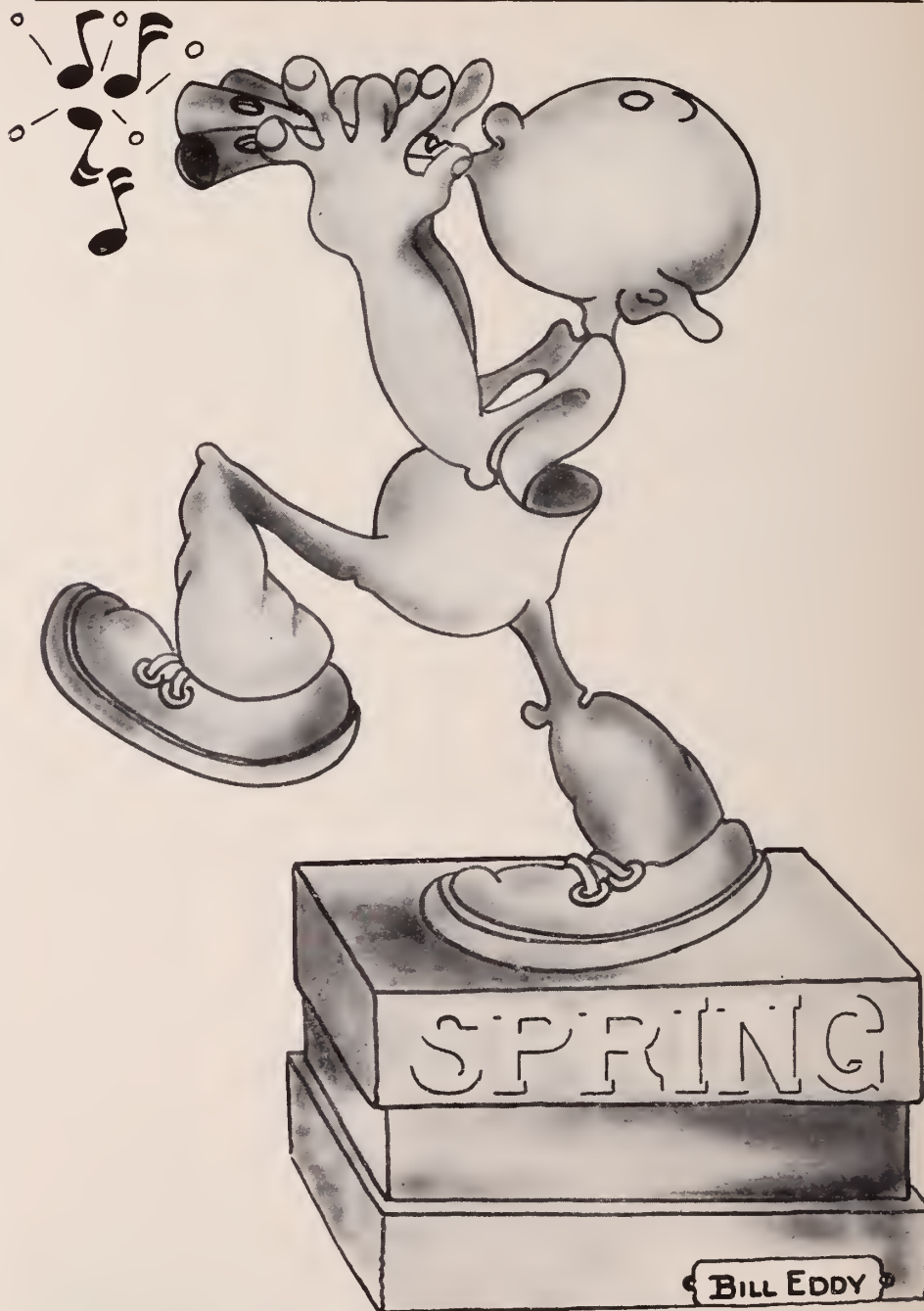
Mr. Lohr emphasized that there would be no change in the number of guides and pages. Although he estimated that it would be some months before the plan would be completely effective, he said that those moving into other positions would be replaced immediately by new men.

"We have decided upon this move as being in accordance with the NBC policy of promotions," Mr. Lohr said. "Wherever possible we attempt to make all promotions within the Company, but if a member of the Guest Relations Division has not been transferred to an established position within two years, we feel the fact indicates that he is better suited to some other business and that the opportunity here should be made available to another applicant."

The newly inaugurated discussion groups will be addressed regularly by various department heads and will undertake individual research in the several branches of broadcasting.

Bertha Brainard, commercial program manager, I. E. Showerman, assistant sales manager of the Sales Department in the Eastern Division, and Clay Morgan, director of public relations, are among the executives who have appeared before the groups to date. Discussing their respective departments and their functions, the officials gave the groups much information to add to their notes.

NBC HALL OF FAME



SPRING

Once in every twelvemonth there comes that lush interval known as Spring.

The strident tintabulations of business give way to the plaintive tweet of birds, crocuses pop merrily from the warm earth and over all hangs the vernal urge.

What matters then the intricate functioning of the engineering kaleidoscope of broadcasting? Who cares if programs destined for the Red are pumped to the Blue? Spring is here and with its fresh beauty and equally important running noses we sloths emerge from our long underwear to gaze ruefully at our be-doodled desk blotter.

And so with a yawn, we ignore such realities as departments and dedicate this statue to Spring.



With Your Roving Reporter in New York

Following an address before the students of Beaver College in Jenkintown, Pennsylvania, in which NBC's Director of News and Special Events, A. A. Schechter, explained the functions of his division and told them that a radio newsman's job was a twenty-four-hour job, one of the 500-odd girls who heard his lecture asked:



A. A. Schechter

"Mr. Schechter, where do you and your men get so much energy to work such long hours and to be always on the go?"

Without batting an eyelash, Mr. Schechter replied: "By going to bed early and drinking milk."

* * *

Don Meissner of Artists Service, who once went on the road with one of Major Bowes' units, won a cash prize of \$30 at the Hotel Biltmore in one of Horace Heidt's *Choose a Newcomer* singing contest last month . . . And while on the subject of amateur shows, this reporter, while roving out of bounds one recent evening, saw a clever travesty on radio shows at the National Arts Club . . . It was emceed by Henry Hull, Jr., one of our guides . . .

NBC Actor Burford Hampden has purchased the iron gates of the old Rockefeller home on 54th Street which was recently torn down to make way for a skyscraper. He said he bought it for his home in Connecticut which still remains to be built. He already has the land . . . and the gates, of course.

This unusual way of building a home gets around like wild fire and a high-pressure agent is already trying to sell Burford an original Picasso to hang over the mantelpiece of the fireplace in the living room of the house to be.

* * *

Last month when non-union but celebrated amateur musicians assembled to form an "epic orchestra" for a single appearance on the Blue Network sustainer, *If I Had a Chance*, presided over by Cal Tinney, Pathé cameramen, assisted by Charles Van Bergen of the NBC Photo Section, were on hand to record for cinema-goers the extraordinary event. Not since Nero played his celebrated fiddle has such a bizarre musical event taken place—while Radiotrons sized from coast to coast.

The "epic orchestra," conducted by Socialist Norman Thomas, was composed of Artist Peter Arno, who played the piano; Lawyer Arthur Garfield Hays, mandolin; Writer William C. White, piano; Comedian Eugene Howard, violin; Artist Rockwell Kent, flute; and Frank Norris, managing editor of *Time* magazine, drums. Sheila Barrett, mimic, and Binnie Barnes, actress, also expressed their preferred "chances" on the show.

* * *

Braving the tariff at the Music Hall, this reporter went to see the show over there last pay day and saw one of the most interesting short features he's seen in a long time. It was called *Airwaves*, and it was about NBC. Many familiar faces were flashed on the screen as the film showed a group of visitors taking the studio tour with Guide Richmond

White, and then scenes of various departments, showing the part they play in putting a program on the air. There were interesting shots of the Program Board, presided over by Miss Bertha Brainard, and of many of its members.

Among those who were shown in action in their respective departments were Mike Sleva in Duplicating, Bob Dennison looking through the files of the Music Library, Ford Bond announcing a show in which Flo Schwarzer of the Photo Section posed as an actress, and a group of announcers playing Chinese checkers in their lounge.

* * *

Robert M. Fraser, who has been working in the NBC Photo Section's dark room during the past two years, was recently sent on his first studio assignment. Bubbling with enthusiasm, he slung his camera over his shoulder, assumed an air of professional aplomb and proceeded to the studio, only to encounter an NBC patrolman, who wouldn't let him in the studio unless he could produce a special pass from Press "which all outsiders have to have in order to get into a studio."

Chagrined at not being recognized, Bob meekly showed his NBC employee's pass, and walked in slowly.

* * *

George H. Parsons, Music Library, has some of his home-made scientific instruments, including polariscopes and microscopes, at the current Second American Hobby Show at the Spear Auditorium, near the Empire State Building . . . On his birthday last month, Soundman Ted Slade received a batch of letters marked "Fan Mail" and post-marked in seventeen different states. All contained birthday greetings signed "Guess Who." Ted is still guessing . . . Staff Conductor Jerry Sears, accompanied by his wife and eleven-year-old son, Fritz, returned from his recent Florida vacation on a chartered schooner . . .

And speaking of boats, Television Engineer Bill Eddy, creator of the famous character, Imby, who appears monthly in the TRANSMITTER's *Hall of Fame*, has renamed his 34-foot cruiser . . . It's now known as the Imby, in honor of the fictional character whose commercial appearances contributed largely to the purchase of the boat, which has more gadgets than any Rube Goldberg invention. Bill bought it at a bargain price, sight unseen, while it lay at the bottom of Manhasset Bay after the hurricane that almost blew Long Island off the map last fall . . . Putting to practical use the training he received during his four years at Annapolis, Bill took it ashore, dried, repainted and repaired it, so that now it looks like a flag ship.

* * *

Announcer Jack Costello has just been honored by his home town, Sauk Center, Minnesota, the village made famous in the novel, *Main Street*, by Sinclair Lewis. His portrait and biographical record are being placed in a special section of the public library along with other honored sons of the town. Prominent among them is Novelist Lewis.

When Jack left home after his graduation from the University of Minnesota, he became a newspaper reporter in St. Paul. But in 1932 Jack gave up the typewriter for the microphone and became an announcer for KSTP. Four years later he came to NBC in Radio City, New York.



John Costello

WBZ BOSTON AND WBZA SPRINGFIELD

by James Lee

Debbies

Boston debutantes had their innings at the studio when members of the exclusive Vincent Club broadcast hit songs from their annual production, *Tonight at Nine*. In addition members of the Junior League took part in a program discussing symphonic music with Brookline high school students as a preview to a series of musicales sponsored by the League.

Epidemic

An epidemic of gripe recently incapacitated various members of the Boston staff, including George Harder, D. A. Myer, Kay Leatherbee, Jo Tierney, Ruth Higgins, Betty Baker, Cora Pitman, Avner Rakov, and Horace Rolfs. Meanwhile Kay Schmidt has been recuperating from scarlet fever at Ilion, N. Y.

Busy Week

The weekend of March 24 was especially busy hereabouts. In addition to the regularly scheduled local and network programs, several special events were fed to the Blue network, including *Richard Humber* on Friday night, the *Metropolitan Opera* on Saturday afternoon, and Harvard's *Hasty Pudding Club* show and a speech by Governor Aiken of Vermont on Saturday night. Fast moving was maestro Rakov, who held a studio rehearsal for *Massachusetts on the March*, dashed to Cambridge for a *Hasty Pudding* rehearsal, returned to Boston for a dress rehearsal of the first item and again appeared in Cambridge for the college broadcast.

Quick Pix

Close cooperation between NBC and RCA Communications is evidenced in the latter's window display in its Federal Street office of WBZ's Radiopolis mail campaign . . . Harry Goodwin of the News and Promotion department has been taking bows as end man in his home town, Arlington, minstrel show . . . General Manager John A. Holman is spending some of his leisure moments anticipating the twitter of bird life, flutter of butterflies and other signs of spring in his garden . . . Bob Evans of Special Events has been criss-crossing New England from Rhode Island to Vermont in pursuit of General Schechter's air scoops.

Kelly Feted On Tenth NBC Anniversary

One evening last month Mr. and Mrs. Pat Kelly received an invitation to a party at the New Weston Hotel. It was to be held "in honor of a visiting official of the British Broadcasting Corporation." To make sure that the Kellys would be there, Mr. Royal called Pat up and said it was a "must" because the BBC man was particularly interested in discussing announcing with NBC's chief announcer. So Mr. and Mrs. Kelly attended. It was March 17, St. Patrick's Day.

It turned out to be a surprise party. There was no BBC official present, but many NBC officials were there to pay homage to Kelly on the occasion of his tenth anniversary with NBC. Among them were: Vice President John Royal, Business Manager of the Program Department C. W. Fitch; Wm. S. Rainey, manager of production; Daniel S. Tuthill, managing director of Artists Service; Publicity Manager Wayne L. Randall; A. A. Schechter, Special Events director; Educational director Franklin Dunham; William Burke Miller, night program manager.

The party began at 10 P.M., supper was served at midnight. High spot of the party was a short dramatized transcription entitled *A Day at NBC*, written by Announcer Ford Bond and acted by NBC announcers and actors. It kidded the members of the Program Department, from Mr. Royal to Mr. Kelly, who climaxed the script by chiding President Roosevelt for not having a union card to speak on the air. It was generally agreed that it would not have passed muster in Miss MacRorie's department.

Speeches were made by Mr. Royal, Announcers Graham McNamee, Ford Bond, and Ray Feuerstein (because he is the youngest member of the announcing staff).

Announcer Milton Cross acted as master of ceremonies. Among those who attended were: the entire announcing staff, their wives and friends; members of the production and sound effects

departments at Radio City Studios.

Mr. Kelly was born in North Queensland, Australia. He was educated in the private schools of Sydney. Later, as a marine engineer, he travelled over a quarter-million miles on salt water. Once, while attending a party in Seattle, he was induced to sing. His song brought him four contract offers from those who were present.

Fulfilling three of them kept him busy for the next few months. Later he accepted the fourth which had been proffered by the well known impresario of the San Carlo Opera Company, Fortune Gallo. This resulted in a five-year appearance on the New York stage and later an engagement with the Shuberts.

The run of "Blossom Time" brought about a meeting with Mlle. Yolán Pózány, a native of Budapest, who was appearing in the production with him. The meeting resulted in marriage and was the beginning of Mr. Kelly's command of many tongues. His wife speaks seven languages. He developed his linguistic ability so that he could hold his own in conversation with her.

Mr. Kelly was appointed to his present post in 1930, one year after he embarked upon his radio career.



Above, left to right, Announcer Jack McCarthy, Pat Kelly himself, Announcer Ray Feuerstein (standing), and Rod Mitchell, and Miss Rose La Mattina. Below, A. A. Schechter, director Special Events, and Wayne L. Randall, director of publicity. Photos by Ben Grauer.

WGY SCHENECTADY

—by W. T. Meenam—

WGY's Shamrocks

An unnamed Irishman was responsible for a tender, growing shamrock which welcomed Manager Kolin Hager, when he arrived at his desk St. Patrick's morning.

It all came about from a short-wave broadcast during which John Sheehan, himself not many generations removed from the "ould sod," remarked that temperature extremes of Schenectady and vicinity made shamrock growing impossible. A listener in County Cork didn't believe the statement and he sent a packet of seeds. Gene Darlington of the short-wave staff planted the seeds and proved that Sheehan was right—the seeds didn't take.

When news of this reached Ireland the agricultural department of Eire shipped a second packet of seeds. These, they said, were specially tested seeds. Again Darlington planted the seeds. Early in January the box of soil began to wear a greenish hue and on St. Patrick's Day the shamrocks were flourishing plants. Gene distributed them to his friends as tokens of Ireland's patron saint.

Announcer Zink

Albert Guild Zink, formerly of station WBRK, Pittsfield, Massachusetts, has joined the News and Announcing staff of WGY, succeeding Robert Mahaney. Mahaney has returned to WIBX, Utica. Al Zink, now twenty-three and married, has been close to radio since he was thirteen years old.

Staff Notes

A. O. Coggeshall, Program Manager, is returning to the church choir loft. Palm Sunday, he sang the tenor solo parts of Stainer's *Crucifixion* at the Calvary Baptist Church. The choir is directed by Alex MacDonald of WGY's Promotion Department, and, incidentally, Virgil Hasche of the Accounting Department is chairman of the Board of Deacons at Calvary Baptist.

Caroline Osan recently presided over an elaborate banquet at the Van Curler Hotel, as chairman of the Public Relations Committee of the Business and Professional Women's Club.

Alex MacDonald has been selected to sing the role of Peter in the Schenectady Light Opera Company's production of Humperdinck's *Hansel and Gretel*.

Two of WGY's staff members are taking up vocal training in a serious way. Chester Rudowski of Accounting, and Gertrude Peeples, secretary to W. J. Purcell, are studying voice with Louise Beeman Ives in Albany. Miss Peeples is also an accomplished pianist.

Betty Foy, secretary to Program Manager A. O. Coggeshall, is getting her fishing gear ready for the opening of the trout season.

Booster Taylor

Alan Taylor, Sales, has been waging a campaign in Schenectady County to raise funds for the county's display at the New York World's Fair. As president of the Schenectady Advertising Club, Al gained the interest and support of Dr. Dixon Ryan Fox, president of Union College. When both county and city governments refused to appropriate moneys for the exhibit, Dr. Fox and Al Taylor, with many assistants, received the necessary pledges of contributions.

Hager Makes "Life"

Manager Kolin Hager had the good fortune to be in New York the Sunday Ignace Paderewski made his appearance on the *Magic Key* broadcast. Glancing through a recent copy of *Life* he recognized his face peeping over the left shoulder of the Polish pianist.

Skier

Chief Engineer W. J. Purcell has had another "hard-to-take" remote assignment. Recently he was assigned to put Lowell Thomas on the air from North Conway, New Hampshire. Hearing stories of the heavy snows up that way, he came prepared with skis. Upon his return he reported not only keen skiing with the distinguished commentator but also with none other than Honus Schneider, daddy of the modern skiing technique.

Keystone Capers

Keystone comedies may have introduced the gag, but never more successfully than it was performed at WGY recently. *Martha Laurence and Her Boys* had just completed a morning show and Announcer Wilbur Morrison was signing them off when the bass player stumbled over his instrument. The young man fell squarely on the sound box with all his weight, reducing it to splinters.

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—Ten lots, 200 ft., front, by 100 ft., deep, facing South on Walker Street, near Belmont Lake, Babylon, Long Is. An ideal sylvan retreat. 40 miles from New York, on Long Island Railroad line. Three miles from bathing beach. Will take \$400 in cash. Also two lots in Islip. 50 ft., front, by 175 ft., deep. 3 blocks from R. R. station. Near churches, schools and shops. Will sell for \$400. George Malcolm, N. Y. Guest Relations.

BARGAIN—1931 Ford roadster with good tires, new top, rumble seat, and smooth motor which has just been tuned. Will take first reasonable offer. Charles Van Bergen, N. Y. Press, Ext. 575.

RETURNED—A package, containing a copy of *Murder in the Cathedral* and a card signed *Mary*, has been returned to the Mail Room. The package, mailed at Christmas time, is addressed to Mr. L. Viviano, 332 West 121st St., N. Y. C. Will *Mary* please call for the book at the Mail Room. Room 306, NBC New York.

SUBLET—Until October, unfurnished, large living room, foyer, complete kitchen, bath. Southern exposure, cross ventilation, near park on East River. Available immediately. Attractive rental. 534 E. 84th St., New York City. Apply to Mary E. Storbeck, Artists Service, Ext. 214.

GIRL—Wants a girl, who has an apartment to share or who is looking for a roommate to lease a furnished flat. Apply to NBC Transmitter.

TO LET—High in the mountains at South Nyack, N. Y., seventeen miles from the Geo. Washington Bridge and ten minutes by express bus to New York is Dream Acre. Magnificent shade, as well as apple and pear trees and a beautiful view of the Hudson River. A beautiful retreat. All deliveries to the door—city water and electricity. House: five rooms and bath. Daintily furnished. Pipeless furnace, two car garage.—Price \$400. per season, May 15th to September 15th, or on a yearly rental basis. For photographs and further information call Miss King on Ext. 231.

CLASSES—Members of the Program, Engineering, and Announcing staffs who would like to join free classes in Harmony, Counterpoint, Orchestration, and corollary musical subjects, please get in touch with George Maynard of the Production Department. If enough people are interested informal sessions in these subjects will be held at NBC.



Tenth Anniversary Chimes

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

Edwin C. Wilbur

Edwin C. Wilbur is another member of the Engineering staff to complete his tenth year with NBC this month.



He is a native New Yorker, educated in the city's public schools. He became interested in radio at an early age. He built and operated his first amateur station while still a student in grade school. His present station W2BNL has been in operation for nineteen years.

Mr. Wilbur's first position in the electrical engineering field was with a local utility company as manager of the first three-phase power station in New York City. In his spare time he managed radio station WOKO, then located in the city, which he had designed and built.

Ten years ago he sold his radio station, resigned from the utility company, and came to NBC. He spent a year in the Maintenance Division and then was transferred to the Field group. There he was active in the designing of two of NBC's famous mobile units. One of them is the aluminum-colored, streamlined car used to cover numerous outdoor pickups in and around New York. Mr. Wilbur spent several years with the mobile unit as operating engineer, and participated in many hair-raising assignments.

In October of 1937 he was transferred to the television division of Engineering. At present he is assigned to the tele-mobile units. Mr. Wilbur is married and lives in West Englewood, New Jersey. He lists working around his home as his principal hobby. Those of us who have lived in the suburbs can well appreciate the wisdom of his choice.

Edward R. Nathan

A native New Yorker, educated in

the public schools, Edward R. Nathan, one of NBC's studio patrolmen in Radio City, left school ten years ago to take a job as a page at NBC. However, he continued his studies in night school, and after high school he attended the RCA Institutes.

After serving on the page staff for four years he was promoted to a clerical post in the office of the executive vice president which was then occupied by Richard C. Patterson, now Assistant Secretary of Commerce. From the executive offices he was transferred back to General Service where he continued as a clerk until he was transferred to the electricians' staff. Having served as junior electrician for two years, he was transferred to Guest Relations to don the familiar NBC patrolman's uniform.

An ambitious young man. Mr. Nathan—or Eddy, as everyone calls him—has also studied advertising at the City College of New York.

He was married five years ago on Thanksgiving Day which gives him and the Mrs., two good reasons for celebrating.

Peter G. House

NBC's number one bowler in the NBC Bowling League in Radio City, Peter G. House, this month completes his tenth year

with the Technical Service Division of the Engineering Department. His work consists primarily of design drafting for equipment used by the Engineering Department.

He is a native of Brooklyn, and following his graduation from Brooklyn Technical High School, he attended Pratt Institute. Prior to NBC he worked at the Bell Laboratories, E. W. Bliss and Company, and the Brooklyn Edison Company.



Edward R. Nathan



Peter G. House

In addition to his bowling activities, Mr. House indulges in a variety of hobbies, namely, model ship-building, stamp collecting and making additions to his collection of pipes of which he already has more than 350. Once, much to his embarrassment, his hobby of pipe collecting put the Federal Narcotic Bureau on his trail. He wrote to Washington in an attempt to secure an authentic opium pipe. Consider his embarrassment when he later learned that following the receipt of his letter, a Federal Narcotic agent shadowed him for a week in order to check on his activities and habits. It was only after this investigation that the Bureau, convinced that he was a collector, forwarded him the prize.

Engineer House is a National Guardsman—a first-class private in the 245th Coast Artillery.

Henry E. Kenny

A native of Buffalo, New York, where he attended St. Joseph's College, Henry E. Kenny, transmission engineer of the Master Control Room in Radio City, was employed as an engineer at a Buffalo station for more than two years before he came to NBC ten years ago. Before entering radio, he worked in Florida as a land surveyor during the great real estate boom in that state of famous winter resorts. He had learned civil engineering at St. Joseph's.

Mr. Kenny has spent most of his time at NBC as a studio engineer. During all those years thousands of programs went through his hands. He rode gain in the control room for the *RCA Magic Key* programs from the time the series went on the air years ago until he was transferred to the Master Control Room last fall.

Engineer Kenny is married to a former NBC hostess, the former Miss Patterson, and they have a five-year-old daughter named Nancy. When they were married the NBC headquarters were still at 711 Fifth Avenue.



Henry E. Kenny

John Pawlek

John Pawlek is a former member of the Guest Relations staff, who made good in Engineering. Born and raised in New York, he began in NBC as a night page while still a student at Stuyvesant High School. Upon graduation, he matriculated at the College of the City of New York, working toward a B. S. degree in Engineering.



John Pawlek

At the end of his freshman year, he was "bitten by the radio bug," as he expresses it, and so he transferred to RCA Institutes. In 1930 he received his second class radio operator's license. Following this, Mr. Pawlek re-enlisted at City College and put in two more years of work toward an engineering degree. His first opportunity in NBC to put his studies to practical application came with temporary assignments in the Field Division. In December of 1933, he was appointed an apprentice engineer and a year later he was made a full fledged member of the Engineering staff. Since then, he has alternated between field and studio assignments.

Mr. Pawlek is married and lives in Astoria, Long Island. In June, he celebrates his third wedding anniversary. An ardent golfer, he is always a formidable contender in the annual NBC golf tournament.

Gladys Murphy

With a recommendation of being one of the most efficient secretaries in the Department of Agriculture, Gladys Willoughby Murphy went to NBC's Washington office in April, 1929, to be secretary to Vice President Frank Russell.



Gladys Murphy

Mrs. Murphy was born in Elyria, Ohio. She has lived in Michigan, Indiana, New York and Canada, and since 1924 has resided in Washington. She attended the University of Pittsburgh and George Washington University in Washington.

After college, she worked for an industrial alcohol concern, a shoe company, and in various government offices until she came to NBC.

Her job of being "Man Friday" to Vice President Russell is exciting but exacting. NBC's visiting officials, of which there have been an unusually large number, thus far this year, look to Mrs. Murphy for reservations for hotels, trains and planes, and for theatre tickets; and she claims the NBC record for secretarial work rendered to visiting NBC vice presidents and station managers.

Arthur C. Holub

Ten years ago, this month, Arthur C. Holub gave up a promising career as an accountant to enter the technical ranks of NBC.

A native of New Jersey, he displayed an interest in things technical at an early age. He was one of those early "hams", who tinkered in attics, building receiving sets out of odds and ends.

Upon graduation from Roselle Park (N.J.) High, Mr. Holub entered New York University to study accounting. While there he was a member of Delta Sigma Phi, Alpha Chapter.



Arthur C. Holub

After completing his studies he worked as an accountant for several years. Meanwhile, his interest in radio was reawakening and when an opportunity presented itself to join NBC, he gave up the ledger to fulfill his boyhood ambition.

Mr. Holub was first a member of the studio engineering staff. Then, after awhile, he was assigned occasionally to the Master Control Board for relief duty. When NBC moved to Radio City, he was promoted to the post of Relief Supervisor—Master Control Board, the position he now holds.

Engineer Holub is married and lives in Union, New Jersey. He has a seven-year-old daughter named Carol. His hobbies are motion picture photography and operating his amateur short-wave station W2EP.

Raymond Diaz

Ten years ago, while still in high school, Raymond Diaz took a job as a page on the night staff of NBC, New York. He continued his education, and after being graduated from high school he took a course in business administration at the City College of New York.

From the page staff he was promoted to the position of assistant night

supervisor in the Announcing Division, and about four years ago he was appointed night supervisor, his present position. During his entire decade with NBC, Mr. Diaz has worked nights. Not once has he worked in the daytime; and he thinks that that is a record at NBC. He wants to know if there is anyone in the Company who can beat that nocturnal endurance record.



Raymond Diaz

Before the International Division was formally opened, Ray, as he is intimately known, was one of four Spanish-speaking NBCites, who started NBC's short-wave program service.

Youthful Ray Diaz, who has dark Spanish eyes and a charming smile, is a bachelor. He likes sports, baseball, especially.

Frank H. Williams

Frank H. Williams, studio engineer in New York, was born in London, England. He studied to be an account-



Frank H. Williams

ant, but when he was seventeen and a half years old he decided to study radio engineering instead and enrolled at the Marconi school in London. By the time he was eighteen he had passed his radio examinations and obtained a radio operator's license.

Mr. Williams was assigned to the Navy's transport ships which carried troops from Canada and the United States to England and France.

After the War, Mr. Williams continued with the Marconi Company as a merchant marine radio operator for ten years.

But, like all good seamen, the urge to settle down on land finally got him and he went to New York where he found a job in the Engineering staff of NBC.

Engineer Williams, who became an American citizen shortly after he joined NBC, was married to an Irish girl he met in New York in 1933. During his vacation they went to Ireland to be married so both their families could attend the wedding.

NAMES IN THE NEWS

(Continued from page 4)

Yorker. He has maintained a continuous residence in Queens, save for a few years while stationed out of town in the Transatlantic Telephone service of the A. T. and T.

Newcomers

Randolph G. Milnes, a graduate of Duke University who is studying law in the evenings at Fordham University, has been engaged in the Legal Department as a clerk. A native of Rahway, New Jersey, he was formerly associated with Johnson and Higgins, insurance brokers, and the General Motors Company in Linden, New Jersey, where he worked in the assembly plant. A musician by avocation. Mr. Milnes worked his way through college, playing the saxophone and clarinet on the campus band. He is at present a member of Howard Kelley's Columbians, a student band, which is available for social engagements on week-ends and holidays (adv.).

△ △ △

Joe Lilley, staff arranger, accompanied by his mother, sailed for Bermuda, April 7, for a week's vacation. Mr. Lilley is director of the Vocal Vogues and the chorus that sings on the new Doc Rockwell show, Tuesday evenings on the Blue Network.

△ △ △

E. P. H. James, advertising and sales promotion manager, addressed the Weapond Club of New York, an association of writers, publishers and advertising men, on March 30. The title of his talk was, "Broadcasting to the Ear—And Now to the Eye."

On April 1, he spoke on "Sales Through the Air" before the Sales Institute of Ohio Association of Broadcasters at Columbus, Ohio.

Stork News

A boy was born to the R. M. Morris on March 30. Mr. Morris, who is NBC's development engineer, is in charge of the television operating staff.

Two NBC babies were born at the Lutheran Hospital in Brooklyn last month. The first one, born on March 9, was a girl belonging to the Daniel Murphys. She has been named Arlene Catherine. Mr. Murphy is on the electricians' staff. The second baby, a boy named Clifford Stanley, belongs to Maintenance Engineer E. S. Johnson. He was born on March 14.

KOA DENVER

by Mack Switzer

Garden of the Gods

One of KOA's most interesting programs of the year is the Easter Sunrise Service, broadcast annually from the Garden of the Gods in Colorado Springs. This year a sense of deep inspiration and spiritual thrill was gained by the blending of the 300-voice Colorado Springs High School choir, the singing of the birds awakened by the rising sun, and the distant tolling of the chimes at the Will Rogers Shrine of the Sun Memorial. The broadcast was produced by Program Director Clarence Moore, assisted by Announcer Gil Verba, and Engineers Joe Rohrer and Glen Glasscock.

Sound Effects

The Sounds Effects Department, under the direction of Lyle Baker, has been the proverbial bee-hive of activity lately. The recording library has been completed and the general equipment, including the sound effects truck, has been overhauled and improved. All of which puts the division on a par with the best, making it well able to provide any sound required by KOA programs.

Wrong Number

Page Vern Andrews, while on the switchboard one night recently, was asked by a woman how to get one of the local stations. He replied, "Dial 1000." A few minutes later she called again, and complained that she had dialed as directed, but the operator wanted to know the exchange. Vernon thereupon explained that she should try dialing the radio, not the telephone.

Water Project Broadcast

The completion of the Fraser River water diversion project means much to Denver, since it takes care of the city's

water needs far beyond present requirements. Water being plentiful on the western slope of the Rockies, but not so plentiful on the eastern side, a six-mile tunnel was bored under the Continental Divide to bring the water to the head of the system of conduits and ditches and so to Denver.

The broadcast of the formal ceremonies, marking the finish of work on the project was made over KOA from Jones Pass, high up in the mountains, from where the water is carried by canal and pipeline some 70 miles to Denver.

Announcers Charles Anderson and Jim Campbell and Engineers C. A. Peregrine, Stan Neal and Joe Rohrer are to be credited with putting on a broadcast which was of great interest to people in this city.

KOA Notes

Auditor Dale Newbold has returned to his desk after recovering from an operation which kept him in the hospital several weeks. Ray M. Neihengen, of NBC Chicago, who substituted for Mr. Newbold during the latter's absence, has returned to the Windy City.

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Engineer Al Isberg, last month, was again the cigar-passer, announcing the birth of a son, who weighed in at seven pounds. This makes the third set of cigars he has passed around in three years. The first and second caused by the arrival of a son, Jackie, and a daughter, Barbara.

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George Hinds, Guest Relations, is beginning to look more like himself. He fell while ice skating recently and broke two bones in his face. For awhile he looked as though he had bumped into half a dozen doorknobs in the dark.

NBC PROGRAMS WIN C.I.T. SAFETY AWARD

The National Broadcasting Company on April 16 was awarded a bronze plaque by the Commercial Investment Trust Safety Foundation for the two best radio presentations of public responsibility in motor car accidents.

In naming *Sunday Drivers* and *No School Today* as the co-winners of the

award, John W. Darr, director of the C.I.T. Safety Foundation, declared. "In the national field of radio no one successfully challenged the fine work being done by the National Broadcasting Company."

"Last year," said Mr. Darr, "it was my privilege to present the bronze plaque . . . to NBC. Again this year the judges bestowed this distinction upon NBC."

KDKA PITTSBURGH

—by Kay Barr—

Savage Music

Charley Urquhart, production chief at KDKA, spent several years managing theatres in Southeastern Africa. Proximity to the jungles developed an incurable taste for things primitive and savage.

Charley's latest demonstration of this hankering is being shown in his latest hobby. He is collecting records of native music of savage tribes in far-off places. He takes a fiendish delight in bringing groups of friends to the recording rooms at KDKA and playing the records.

Kay Barr Marries

Kay Barr, head of the press department at KDKA, and Mrs. Bertha S. Lightner, also of Pittsburgh, were married Thursday evening, March 16, by Reverend John Ray Ewers, in the study of the First Christian Church, Shady Avenue. They left the following morning for New York to sail for a cruise to Cuba, Jamaica and Honduras.

Pettit To New York

Staff members held a farewell luncheon on March 18 for Clarence M. Pettit, former director of public relations at KDKA. Mr. Pettit recently was appointed assistant to the manager of the Guest Relations Division of NBC in New York. Twenty-five were present at the buffet luncheon at the Pittsburgh Athletic Association, where Sherman D. Gregory, station manager, presented Mr. Pettit with a matched set of luggage as a farewell gift.

KDKA In "The American Way"

Pittsburghers who have seen George S. Kaufman's spectacular play, *The American Way*, now running in New York, have felt a sort of home-town pride at two mentions of the Pioneer Broadcasting Station during the course of the play.

Mapleton, Ohio, is the locale of the story, and the quaint customs and costumes of the people, including the bloomers of the only suffragette in Mapleton, provoke many laughs as the celebrations in the town square in 1927 are depicted.

One scene in the second act shows the terrace of the Mapleton Country Club during the regular Saturday night dance. Suddenly a voice comes from the loud speaker in the ballroom to stop the festivities.

"Station KDKA, Pittsburgh," says the voice.

There is an excited murmur from the crowd, "Listen everybody! Listen!"

Then the announcer proceeds to describe the sensational flight of Charles Lindbergh from New York to Paris and concludes with, "Station KDKA will keep you advised."

Kaufman is a former Pittsburgher and has been a consistent KDKA listener for many years, a fact which probably is responsible for his reference to the station in the show script.

It's A Boy!

A seven-pound boy baby was born to the Walter H. Dices on March 31. That makes Engineer Dice the father of two boys. The other is six years old.

NBC WASHINGTON

—by Marian P. Gale—

Scoop

NBC Washington gave the Red and Blue Networks a clear cut radio beat recently when the United States Government made public its note of protest to Germany over the occupation of Czechoslovakia.

Elaborate preparations were made to make sure that NBC listeners heard the contents of the note first. H. R. Baukhage, NBC commentator, and Tom Knode, news editor, attended the press conference of Acting Secretary of State Welles. Mr. Baukhage rushed from the press conference to a waiting taxi and was whisked three blocks to the NBC studios under police escort.

In the meantime, Announcers Bryson Rash and Edwin Rogers obtained copies of the note and relayed them by telephone directly to Night Supervisor Charles Barry who repeated them into the mike. Mr. Barry had time to read only one paragraph before Mr. Baukhage arrived in the studio.

Assisting in the broadcast from the studio, in addition to Mr. Barry, were Carleton Smith, assistant manager, and W. R. McAndrews, news editor-in-chief.

Newscaster Russell

It has always been Vice President Frank Russell's boast that his Washington staff was most informal and democratic. But it took V. P. Russell himself to prove how true his boast was.

Resting comfortably in an easy chair in the artists lounge about ten minutes to 12 recently, he was startled into action by a frantic voice from down the hall.

Mrs. Francis Brickhouse, general aide-de-camp to the Press Department and News Room was doing the calling.

"Mr. Russell, Mr. Russell," she cried, gasping for breath, "it's ten minutes to 12 and there's nobody to do the news."

"C'mon, Murphy," said Mr. Russell tensely over his shoulder to his secretary.

Down the hall they pattered to the news room, where the battery of teletype machines was pounding merrily along.

No less than the Vice President of the National Broadcasting Company sat down to the news desk to edit the Esso broadcast. Paper began to fly. Mrs. Brickhouse checked the wires. Mrs. Murphy checked the previous broadcast. Mr. Russell barked orders.

Minutes ticked by. Finally Mrs. Brickhouse inquired in a frightened voice: "Where's the announcer, only two minutes . . ."

Mrs. Murphy lunged for the program schedule. The Esso news broadcast for that particular day had been moved back an hour and a half.

Vice President Russell has been telling News editors Bill McAndrews, Tommy Knode, and Hilmar Baukhage ever since, "Well, boys, any time you want the news done in ten minutes, just call me."

P. S.—The actual copy of that newscast has mysteriously disappeared.

Married

Best wishes to Katherine O'Neil of Program Department, and congratulations to Tommy Knode of the News have been in order. September 6th was the date they've been keeping secret all this time.

NBC SAN FRANCISCO

by Louise Landis

Early Birds

Announcer Emerson (Trigger) Smith gets up uncomplainingly every morning at three in order to handle the four to seven a.m. shift on the short wave transmitter on Treasure Island . . . what philatelist minds a little thing like sleep when he can get his hands on fan mail from all over the world? Trigger is proudly displaying a sizable addition to his collection, stamps from every country in South and Central America, and from the Orient.

Carlos U. Benedetti, formerly Colombian consul to Japan, and one-time secretary to the legation to the Holy See in Rome, has been added to the NBC short wave broadcast staff at the Fair. He and Juan Trasvina are in charge of the three-thirty to seven p.m. shift at the transmitter when NBC programs are sent to Central and South America.

That Bird Again

Two anxious NBC-ers are keeping a watchful eye cocked toward the skies these days . . . the stork may drop out of the clouds almost any day now with two bundles of heaven—one for Announcer Frank Barton and Mrs. Barton, and one for Production Manager and Mrs. Bob Seal.

Back To The Mike

KPO-KGO Manager Lloyd E. Yoder started his radio career as an announcer, and returned to the microphone for the first time in a long while recently, at the behest of a lovely lady. She was Mrs. Herbert Witherspoon, who visited San Francisco late in March in the interests of the Opera Guild. When she appeared on *Let's Listen* with Ira Blue and Archie Presby, Mr. Yoder introduced her to KPO audiences.

Bill Bowen Passes

The death of William E. Bowen, longtime member of the NBC engineering staff, has left a gap not soon to be filled. "Bill," as he was affectionately known to his colleagues, joined the NBC staff in 1927, shortly after the Pacific Division was organized, and was one of the group which helped to establish the high standards of NBC engineering.

Born in Tacoma, Washington, Bill received his early education in Wayne, Pennsylvania, at the St. Luke's Boys School, and later attended high school in Seattle, Washington. He was a locomotive fireman before the World War, in which he served in an engineers' outfit. When peace was declared he went to sea as a radio operator, and this work took him all over the world in the service of the Dollar, Matson, Pacific and other steamship lines operating out of San Francisco. He was stationed at the RCA land station at Marshall, California, when he joined NBC.

His death was unexpected although a long illness had caused him to take leave of absence. The funeral was held in San Francisco. Bill leaves his widow, the former Edith M. Carlson, and a sister, Mrs. Andirette Gledhill, of Santa Barbara.

WTAM CLEVELAND

by Bob Dailey

Doodlers

NBC announcers are "slogan doodlers." A log folder found in Studio B booth was completely covered with slogans in every type of writing and printing, and running the gamut from dignified bits like "KPO, FAVORITE OF THE WEST" to "KPO IS NOT DE TROP" . . . Our favorite: "KPO. STRAIGHT, PLACE AND SHOW!"

He Likes Her Singing

If you see blond Bob Ackerley, newscasting announcer, with his nose pressed ardently against the glass window of C studio, it's ten to one Dorothy Lee is carolling within . . . Yes, it looks serious . . . in fact it's looked that way for several years, for Miss Lee, whose zippy arrangements and charming voice add a feminine touch to the Three Cheers trio, is Mrs. Bob Ackerley in private life.

New A.R.E. Chairman

When you meet Anita Bolton in a studio now, you can duck your head and murmur "Madame President" . . . following the resignation of Producer John Ribbe, Anita, formerly vice chairman, was inducted as his successor with solemn and lengthy ceremonies at the A.R.E. dinner meeting at the London House.

Ball Player Broadcasts Game

Latest WTAM "stunt" broadcast was a description of a basketball game in Public Hall given by a player while actually participating in the competition himself. When the Celtics, nationally known professional basketball team, played a championship Cleveland amateur team recently, Tom Manning, director of special events, arranged to have Nat Hickey, of the Celtics team, describe the game play-by-play while on the floor himself. Hickey used a micro-wave transmitter, carried in his left hand, while he passed, dribbled and shot baskets with his right hand. Engineer Alvin McMahon accomplished the short-wave pickup which was broadcast over WTAM.



Harold J. Bock, Hollywood Press head, is welcomed to Radio City. Left to right, the greeting committee: Vance Babb, manager New York Press division; Wayne L. Randall, Director of Publicity; Clay Morgan, Director of Public Relations; on the receiving end, Mrs. and Mr. Bock.