

NBC TRANSMITTER

VOL. 5

AUGUST, 1939

No. 8

NEW SET-UP IS CREATED FOR NBC BLUE NETWORK

NILES TRAMMEL, NBC executive vice-president, announced on July 6th the appointment of Keith Kiggins as director of the NBC Blue Network. This is a newly created post, and the announcement carried with it arrangements for a completely new set-up for coordinating the various Blue Network activities.

Mr. Trammel stated, "Mr. Kiggins will act as coordinator of the activities of the various company departments in their connection with and relationship to the network. In this he will have the active support of our other executives and the cooperation of all department heads."

Phillips Carlin, sustaining program director, will cooperate with Mr. Kiggins in programming the network. Mr. Carlin, who joined Station WEAJ long before NBC was formed, gained fame as one of the early radio announcers.

John H. Norton, Jr., of the Station Relations Department, has been named as manager of the newly formed Blue Network Station Relations Division. Mr. Norton left the brokerage firm of Hemphill, Noyes and Co. in 1931 to join the former Commercial Engineering Department of NBC. In 1936 he moved to the Station Relations Department, after having served as assistant to William S. Hedges, then head of the M&O Stations Department, for two years. Ernest D. Jahncke, Jr., Annapolis graduate and son of the former Secretary of the Navy, has been brought from the Traffic Department to act as assistant to Mr. Norton.

William Kostka, newly appointed manager of the Press Division, has announced that B. K. Pratt will be in charge of Blue Network publicity and promotion. Ben Pratt is a veteran radio publicity man. Once a newspaperman, he has been in turn, director of public relations for NBC Chicago and night manager of the NBC Press Division in New York. He left the company in 1936 to aid the Republican National

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Keith Kiggins

ENGINEERS STREAMLINE PORTABLE CONTROL UNIT

AN engineer's dream—a portable master control unit which permits instantaneous communication between studio and field pickup points while a broadcast is in progress—has been developed by NBC engineers. Compared with the old type of unit, a cumbersome affair weighing more than 3,000 pounds and semi-portable only, the new unit represents a great technical stride forward as it can be sped to remote points instantly for thorough, on-the-spot coverage of important happenings.

Developed to answer the needs of NBC's News and Special Events Division for speedier coordination of various pickup points, the new unit will aid greatly in the radio coverage of news events as it affords a means of keeping a running story of any development going without

interruption. This is possible because of the unit's extremely light weight. Not only is its total weight about one-seventh of the old unit, but it can be separated into five parts for convenient transportation. First used to cover the New York visit of the British sovereigns, the new unit linked ten different microphone positions without the loss of a split-second in switchbacks from one position to another.

A compact affair, the control board of the unit is 10 inches high and 19 inches long and weighs less than 25 pounds. Three rows of red, green, and white lights, ten to a line, indicate which positions are on the air or in communication with the base of operations. It not only links the field crews

and operations directors, but also feeds the program being broadcast to all points so that any position may take the air immediately.

The first unit that could do the "mixing" job so important to programs that originate from several different points "at once" received its baptism in 1932 at Roosevelt's inauguration. The coverage of Lindbergh's reception had crystallized the need for such a unit.



Operations Supervisor Paul J. Gallant and J. Harrison Hartley, assistant director of News and Special Events, operating new master control unit.

NEW APPOINTMENTS TO TRANSCRIPTION POSTS

July saw many changes and additions in the rapidly growing Electrical Transcription Department. Willis B. Parsons is now in charge of the department's Advertising and Promotion. Parsons first came to NBC under E. P. H. James in Sales Promotion in November, 1934. In October, 1938, this department was divided, and he was made head of the Institutional Promotional Division of the Publicity Department. In his present capacity he is concerned with the promotion of the NBC Thesaurus and serialized programs.

E. William Young has been appointed to the Sales Division of Electrical Transcription. He came here from the Transcription Department of NBC Chicago, where he was in the Sales Division for three years. Formerly he was studio manager for RCA in Chicago.

Joseph W. Pepper, Jr., has been added to the Sales Division of Electrical Transcription as a salesman. He was previously in the Traffic Department for a period of two years.

G. Thornton Steil has been appointed by the same division to make a survey of the radio industry as it applies to smaller stations all over the country.

Ted joined the page staff in May of 1938. After leaving Trinity College, he had gained a wealth of experience in music, announcing, and dramatics. That experience was not long in being found out. At the end of a month on the page staff, he was transferred to the Music Division. After a period of seven months service here, he was again advanced to Electrical Transcription. Soon he was doing musical production work under Reginald D. Thomas, head of Transcription Production.

In the meantime he had formed his own musical organization, the idea of which was to "show
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TOWNS IN BRAZIL TURN OUT TO HEAR NBC SHOWS

Listening to the National Broadcasting Company's shortwave broadcasts in Portuguese is becoming a community affair in Brazil, according to information contained in letters which have been pouring into NBC's New York headquarters during the past month. In cities all over the republic it has become customary to set up loudspeakers in parks, on street corners, in cafes and amphitheaters so that people who do not own radio sets or who indulge in the Latin American habit of strolling after dinner, may hear the nightly *Brazilian Hour* broadcast over station W3XAL.

The experiment of community listening has even been tried at one huge coffee plantation with the result that in a recent poll, the hundreds of employees voted NBC's programs on W3XL and W3XAL the best in the world.

Not only do letters praise our programs but loud Announcer Arthur Deter, chief of the International Division Portuguese Language section. Born of American missionary parents in Brazil, Deter learned Portuguese as it is spoken in Brazil as his native

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NEW SET-UP IS CREATED FOR NBC BLUE NETWORK

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Committee in the presidential campaign. With two others, he directed and coordinated all radio promotion for the G. O. P.

It has also been announced that Robert Saudek will be assistant to Mr. Kiggins in directing the network. Mr. Saudek's interest in radio dates back to his undergraduate days at Harvard, where he did part-time announcing over Station WBZ. Following his graduation in 1932, he joined the staff of KDKA, where he was continuity editor, until he came to New York last year as assistant to A. E. Nelson, Blue Network sales manager.

Mr. Kiggins has had a rapid rise in the ranks of radio officials. He attended the University of Oregon, and entered the business world in 1920 by way of the investment concern of Blyth and Company in Portland. Seven years later he came to New York and formed the investment house of Kiggins and Vidal. He had always been interested in the possibilities of broadcasting. Because of this, and in behalf of clients, he conducted a worldwide survey on the international commercial aspects of radio. This gained some

prominence, and as a result he was invited to join the staff of the National Broadcasting Company. As assistant manager of the Station Relations Department, he traveled over the entire country, visiting affiliated NBC stations, and aiding them in their problems. He was made manager of the department in September, 1937.

When interviewed, Mr. Kiggins was particularly pleased with the fact that most loudspeakers in Radio City are kept tuned in to Blue Network programs. This shows, he feels, that NBC-ites are becoming increasingly interested in the new Blue Network developments.



NBC division engineers gathered in Radio City recently for their annual convention. They are pictured here at the Ford Exhibit at the World's Fair, where they were entertained at luncheon. Standing, left to right: George McElrath, NBC operating engineer; A. E. Johnson, Washington, D. C.; C. D. Peck, San Francisco; S. E. Leonard, Cleveland; C. A. Peregrin, Denver; A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; G. O. Milne, New York; and W. J. Purcell, Schenectady. Seated, left to right: Mrs. Leonard, Mrs. Saxton, Mrs. Milne, Mrs. McElrath, and Mrs. Purcell.

KNOW YOUR COMPANY

No. 17—Continuity Acceptance Department

The Continuity Acceptance Department of NBC will soon celebrate its fifth birthday. The department, created for the purpose of reviewing all material submitted for broadcast on sponsored programs from the standpoints of fairness to radio listeners, NBC program policies, ethical business practice, wholesomeness and good taste, became active on October 1, 1934.

Back of this movement toward raising the standards for broadcast material lay the belief that character-building in a business enterprise is as necessary as it is in an individual; that in raising the standards of its program requirements, the National Broadcasting Company would thereby fit itself more adequately to fulfill its responsibility to serve the public interest, and, at the same time, build for itself a reputation as an advertising medium that would attract the most desirable class of advertiser.

NBC first published and released program policies in January, 1934. These policies, together with such sections of the Federal Communications Act of 1934 as are applicable to the acceptance of broadcast copy, the procedure of the Federal Trade Commission, and the rulings of the Food and Drug Division of the Department of Agriculture were the foundation on which the structure of the Continuity Acceptance Department was formed.

Continuity Acceptance has its headquarters in New York. In Chicago and Hollywood, similar departments are set up and in each NBC operated station, there is a person assigned to the review of copy submitted for use on local sponsored programs.

It is most important that the handling of policy enforcements be coordinated so that the same interpretation of company standards is given at all points from which NBC sponsored programs originate. While every script must be read from the general viewpoints of good taste and business ethics, some other factors that may be encountered and which must be eliminated or cleared are: slander; right of privacy; impersonations; references to real persons, living or dead; controversial issues; misrepresentation.

Continuity Acceptance, working with the Sales Department, investigates the properties and acceptability of all products coming within the food and



Janet MacRorie, NBC Continuity Acceptance Editor

drug categories, for which time may be sold to advertisers.

The Department also clears all offers made by advertisers for sales promotion purposes. When an offer is made, it must be ascertained whether the merchandise offered lives up to the terms used in describing it over the air and that the article offered can not, within the range of its proper use, injure life or property.

The scope of the Department's activities may be aptly illustrated by a brief summary of the work handled during the month of June: Network and Local Scripts cleared, 1636; Spot Announcements, 417; Scripts for Electrical Transcription, 192; Investigation of Products, 2; Investigation for Contest or Offer Acceptability, 10.

A major activity of the Department is the negotiation with clients and their representatives for changes found to be necessary in scripts submitted for broadcast. The change of a word or two sometimes is all that is necessary, while, in other cases, deletion of entire script routines or advertising copy theme is indicated.

Continuity Acceptance keeps in particularly close touch with the Program and Legal Departments, since many of the problems that come up must be viewed from the standpoints of "good radio" and legal significance.

In reviewing scripts designed for network broadcast, staff members are

trained to think of the country as a whole and to decide whether the copy submitted will have general interest and acceptance.

The most recent expression of Company policies is found in "BROADCASTING IN THE PUBLIC INTEREST," copies of which were distributed early in June of this year. Random paragraphs from this book may serve to describe the general principles on which the Continuity Acceptance Department operates, and for the enforcement of which the Department is responsible.

"The effect of radio broadcasting on the thinking of men and women is ever widening. The thoughts and reasoning of their children are forming under the influence of the voices and music that pour from the loudspeaker into their homes. Thus radio's social responsibility increases in proportion to the influence it exerts. This responsibility does not fall on the broadcaster alone; it is shared by those who employ the facilities of the network for any purpose. It is to the interest of all to broadcast programs so high in quality and integrity as to merit an ever-increasing public approval and confidence.

"The broadcast message enters the home by human voice or musical expression—a disembodied element. The voice or music paints the picture; the listener's imagination frames it. It has been the experience of NBC that any abuse of sincerity, any misrepresentation which may creep into a radio program, deliberately or not, tends to weaken confidence in the integrity of other programs, and thereby lessens the value of radio for all who use it."

Following are policies applicable to all programs:

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonies are absolutely essential to the plot may they be used. One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as un-

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Swing Session



The Champ



Oooops!

NBC CHICAGO

by Lynn Brandt

Picnic Party

The summer outing of the Chicago NBC Athletic Association, June 22nd, proved to be a most successful party. With a capacity turnout, everybody had a swell time from a.m. to a.m. Golf, baseball, tennis, swimming, bridge, and a candid photo contest induced

everyone to enter some form of activity. A luncheon and dinner were included in the day's program, with dinner as the occasion for the awarding of activity prizes and door prizes. Prizes ranged from radio sets to loaves of bread. Another outing of similar nature is planned for the latter days of August. All success credit is due to hard-working Merritt "Mac" Schoenfeld, Network Sales, president of the NBCAA, and his committee members. Pictures on these pages bear proof of a grand party.

Congratulations

On July 20, five minutes before this copy was air-mailed to the TRANSMITTER, Rolland Reichert of Chicago Com-

munications became the father of a baby girl. Weight, 7 lbs., 3¼ ounces. Rolland says his little television actress of the future is to be named "Grace."

I Do!

Loretta Dwyer of Network Sales is now Mrs. Eric Halbert! Loretta left our studios several weeks ago for the avowed purpose of vacationing here and there. Two days later, her friends received an ordinary vacation postcard with the usual "wish you were here" comments. But in small printing could be seen the words announcing her marriage in St. Louis to the Chicago businessman. They honeymooned in Texas. Congratulations, Loretta.

Before and After

Before radio . . . Gordon Loff, Guest Relations, was a freight hustler in a large Chicago warehouse . . . Don Hopkins, Guest Relations, was an office boy in a Chicago Trust house . . . Maurie Ellis, Music Library, was in the real estate business . . . Mike Eisenmenger, Sound Effects, was a hardware salesman . . . Don Dowd, announcer, spent time as an iceman . . . Bob White, Production, was an athletic instructor and football referee in Detroit . . . Esther Ludwig, Continuity, is a former home economist for a tea company . . . Laura Satterwaite, Production, once was a bookkeeper in an automobile and airplane agency . . . Doris Jakeway, Music Library, was a stenographer for a jewelry firm . . . Ralph "Dave" Davis, junior control supervisor, was a seagoing radio operator . . . Dave Zimmermann, announcer, once owned and directed a dance band . . . H. P. Christy, Engineering stock, was a soft drink salesman . . . Irene Shields, Cashier's



Nudist?



Hi, Bill!

office, was in direct mail advertising . . . Grace Beebe, Agriculture, was an assistant to surgical dentists . . . Jack Fern, Special Events, was once a coal miner in Ohio and an amateur boxer . . . Grace Curran, Educational, was a private secretary in a law firm . . . Isabelle Cooney, Program, was employed in a gift shop on Michigan Ave. . . . George Voutsas, Production, spent time as a violinist and proving to his folks that he shouldn't be a doctor or an engineer . . . Frank Golder, night traffic supervisor, has been in radio for 20 years . . . Radio followed his school days . . . Jack Ryan, Press, is a former newspaper man.

This and That

Florence Moeller, Network Sales, and Bob Ewing, Transcriptions, are now back from their honeymoon trip to the Smoky Mountains. Congratula-



Water Hole

tions to this popular NBC couple . . . Helen Kellie, formerly of our office, and now secretary to Executive Vice-President Niles Trammel, in New York, sent to Chicago a box of golf balls to be donated as prizes for the NBC outing of June 22. Incidentally, each ball was marked Rockefeller Center . . . Frank Golder's daughter, Joann, 7 years, recently took a train trip all by herself to Joplin, Mo. Needless to say, she was Queen in the eyes of the train personnel . . . Dorothy Masters, by the time you read this, will be back from a swell vacation trip in Texas . . . Frank Mullen, newly appointed vice-president of RCA, was a recent visitor in Chicago. He was the honor guest of an informal reception tendered by the Chicago NBC staff . . . Nazarene Gentile, Central Filing, is back from a cruise which took her to Florida, Haiti, Jamaica, and West Indies . . . Dan Thompson, Press, is back from a vacation trip to Kentucky.



Shhhhh!



Very Remote-Control



Ugly Ducking



Ahhh! (Prize Winning Candid Photo)

NAMES IN THE NEWS

NEW YORK

Changes and Additions

Thomas Carey, who made last issue's *Names in the News*, has moved again—this time to the International Division, where he has taken over the new Lobster Shift. Should you by any chance not know what that is, it's something to do with nursing news tickers after midnight, thereby increasing the speed and efficiency with which the news is edited in the morning. So it's called the Lobster Shift, because . . .

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Donald Bogert has been transferred from the Mail Room to Central Files. Don entered the company last September, three months after being graduated from Lafayette College.

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Charles Newton's promotion from Mail Room to script routing in the Script Division is now official. Charlie came to NBC in April, 1938, from the Los Angeles Examiner for which he did cub reporting. He had graduated from Harvard in 1936 and had tried law school awhile before going west.

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Three recent transferees from Central Stenographic are Grace Hellerson, Elsa Rudiger, and Helen Bernard. Miss Hellerson, who is now secretary to Mr. Hillpot of Artists Service, came to NBC last January from the Revlon Nail Enamel Co. She is a graduate of Wellesley, where she did not row on the crew. Miss Rudiger replaced Helen Buchta in Electrical Transcription. She came to Radio City last October from (State last position first) Redding Ridge School for Boys (Conn.), Sherwin Williams, and Henry Holt & Co. Previously she had attended Columbia University. Miss Bernard also went to Electrical Transcription, where she is filling the position vacated when Betty Homann left to work in the executive offices of the World's Fair Coca-Cola exhibit. Faithful readers of the *TRANSMITTER* will remember that Miss Bernard was written up in the March Roving Reporter for, among other things, winning \$1000 in a movie quiz contest. (Since when is winning \$1000 just "among other things"?)

A new member of the Duplicating staff is Hamilton Heyl, late of the Mail Room. Heyl received his formal education at Kent, and Hamilton College, and Munich, where he spent a year studying music and singing (tenor).

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They changed divisions and doffed their uniforms, but continue in the same work. We are only trying to say simply that Walter Clark and Henry Albert had been working as set-up men in the television studio, but are now on the payroll of the new Television Service section under C. G. Alexander. Their work in 3H has, of course, always been rather specialized—setting up back-drops, props, flats, etc. When a program calls for many scenes, they must hurriedly yet noiselessly tear down one scene and erect another in its place while the action is going on in another corner of the studio. Furthermore, they are often called upon to appear before the cameras, either to carry off and on the performers' props in the *Television Debuts Series* or to act as extras. One word on their acting and our story is ended. The boys have poise! (The rhyme is intended.)

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Payroll changes give us the name of another Central Stenographic graduate. She is Jane Adams of Hastings, Nebraska, and her new position is secretary to Miss Kemble of Continuity Acceptance. Miss Adams is a 1938 graduate of Nebraska's Doane College, the school that, along with Pomona, gave us Robert Taylor.

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DeVere Engelbach was last mentioned in the *TRANSMITTER* when he was a guest singer on the *Easy Aces* program. This time we wish to report that he has been promoted from keyman on the page force to the newly created post of page trainer.

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The new clerk in the Sales Department is John G. Hoagland—Princeton, '38; NBC Mail and Messenger, May, '39; Central Files, June, '39. During College vacations John gained business experience by selling for his father's iron foundry, in which he also did manual labor to get in shape for football.

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Mrs. Thomas Marshall, known as Miss Elizabeth Morris until her marriage on February 4th of this year, resigned from her position as file clerk in the Legal Department on July 15th in order to devote more time to the

three K's. Replacing Mrs. Marshall is Miss E. Corinne Dobson, lately of Central Files, who came to New York in 1935 from Greer, South Carolina, in order to study music. After spending several months at the New York School of Music and Art, Miss Dobson joined NBC in November, 1936.

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A new member has been added to NBC's present staff of attorneys. He is Robert Dwight Swezey, graduate of Harvard Law School. Mr. Swezey was formerly associated with the law firm of Warner, Stackpole & Bradlee in Boston, and more recently served in the legal divisions of the Federal Home Loan Bank Board and the Public Works Administration in Washington. His present work with NBC will be primarily in the field of labor law.

Resignations

Local boy makes "Yokel Boy." Which, translated, means that Phil Crosbie, until this month of the Page Staff, now has a part in said Broadway musical hit. He is also the understudy of the singing lead.

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Dick Smith has ceased conducting tours in order to enter the resort and hotel business. He can be reached this summer at the Wianno Club in Wianno, Mass., after which his mail will follow him to the Huntington Hotel in Pasadena, Cal.

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Jim (James I.) Mitchell is now gracing the happy hunting grounds of NBC's second floor on his own time, having forsaken his previous job of entertaining and educating NBC's guided tourists in order to delight the vaster audience of radio listeners. Seriously, we have already heard him do excellent emoting on three NBC shows, *Radio Guild*, *On Your Job*, and *Our American Schools*.

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Henry Hull has left the guide ranks to join Caspar Kuhn in production work at Ripley's Odditorium (see last issue). Henry is also doing some radio spots, including several on the new *Lost American Plays* series.

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Still another resignation is that of Cliff Tallman who is now with the Advertising concern. Erwin Wasey & Co.

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Carl Cannon resigns August 15 as correspondent in the Information Division to take a promotion and production position with station WSGN in

Birmingham, Alabama, starting later this month. Carl was chosen when the station's vice-president came to New York and interviewed several NBC employees.

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Jack Haddock has given up the six-a-days which are guided tours for the once-a-days which are summer stock appearances. Scene: Cobweb Theatre, Buck County, Pa.

Marriages

For Al Camman of Press, July Fourth is no longer *the* Summer holiday. No lack of patriotism is involved—in fact the date-changing ceremony was performed in the tradition-steeped courthouse in Fairfax, Virginia, present home of George Washington's will. The new day of celebration is July 1st, and the other signer of this Declaration of Interdependence is the former Agnes Schubert of New York.

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Travel talk: Mr. and Mrs. Richard W. Gilbert have recently returned from a trip to Bermuda. It is to be noted that the trip was a honeymoon jaunt and that Mrs. Gilbert is back in Stations Relations, where she is better known as Elizabeth Scott. Mr. Gilbert is connected with the Yorkshire Indemnity Co.

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Names In The News would not be complete without a page staff marriage, but this time we must go back to June 18th. On that date Paul R. Bartlett and Mary Elizabeth Johnson of Fresno, California, were married in New York's Brick Presbyterian Church. Next fall Paul returns to Harvard University to complete his senior year. After finishing high school and before starting college, he worked several years at KMJ Fresno, producing and announcing. He has also done freelance writing.

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Stockton Helffrich of the Script Division and Miss Dolores Faerber of New York were married in New York on July 15th. Mrs. Helffrich is a Hunter College graduate. She returned last January from three years of teaching English in Puerto Rico.

Miscellaneous

Educational Director Dr. Franklin Dunham is conducting radio courses at Teachers College at Columbia University and Harvard University this Summer on the public service phases of

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KOA DENVER

by Mack Switzer

A. E. Nelson, former manager of KOA and now sales manager of the NBC Blue Network in New York City, spent his vacation in Denver, headquartering from the station. It was "old home week" while he was in town, and only the fact that "you can't have everything" was our consolation on seeing "A. E." depart. Colorado's sunshine did its work and Mr. Nelson left with a regular cowboy tan. He says the adage that "It's a Privilege to Live in Colorado" is absolutely true.

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Charles Anderson, of Announcing and Production departments, has been named assistant to Clarence Moore, program director. Roscoe Stockton has been placed in general charge of Production, and Bill Ratigan is in charge of Program Continuity.

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Publicity and Advertising Manager Frank R. Jamison of the Public Service Co. of Colorado, for four years sponsors of the weekly KOA drama, *Light On The West*, attended the American Federation of Advertisers Convention in New York, and thereby we have two notable points to record. NBC Vice-President William S. Hedges assisted Mr. Jamison in doing the town, which would no doubt make a story in itself, and the AFA awarded Mr. Jamison top honors for excellence in public utilities advertising.

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Tanya Krasanova, exotic singer from west coast stations, is the newest artist at KOA, making her debut in two-a-week programs with the staff orchestra.

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Vacation Notes: Stan Neal and Mrs. Neal, he of the KOA engineering staff, vacationed in Yellowstone Park and the Jackson Hole region. Stan says the fishing was perfect; Louise that the mosquitoes were terrific. Jane Wellerd of General Office tripped to California and the Fair at San Francisco. Martha Krueger, also of General Office, just to be different spent her vacation in Chicago, where she has relatives. Chief Engineer C. A. Peregrine vacationed in California, visiting his mother in Oakland.

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One of the most unusual broadcasts ever to go on the air over KOA took

place recently when—on the McMurtry Paint Company's *Golden Melodies* program—Lester Harding sang from Colorado Springs and was accompanied by the ensemble under the direction of Henry Trustman Ginsburg, which would not be unusual at all except for the fact that the orchestra was in Denver, 70 miles away! Control Supervisor Walter Morrissey was in charge of the complex system of circuits and was assisted by Junior Control Supervisor Joe Rohrer and Engineer Carl Schuknecht. Baritone Harding sang at the Chief Theater in Colorado Springs and his voice was "piped" to Denver in perfect coordination with the orchestra. Besides the two-way lines to the theater, the system involved the use of circuits in three studios in the NBC Building in Denver. Anyone understanding just a little bit of radio engineering will know that this was a colossal job by the technical department and no mean performance, either, by singer, ensemble, and production branches.

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The wedding of Dick LaSalle, accordionist in the KOA staff orchestra, and Patricia Bonnell of Denver took place on July 10 at St. Dominic's Church in Denver. The couple are taking a honeymoon tour of California.

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This is vouched for by KOA's Carl Wieninger: In a Denver kindergarten a small lad stood up and said, "Teacher, I know how to spell 'Denver'." Rather surprised, the teacher asked him to spell it. The boy's version was "K-O-A, Denver."

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Nature Sketches, a weekly Saturday morning feature from KOA to the Red Network, handled by Clarence Moore and originating from the Estes Park region north of Denver, has received nice acclaim in *Radio Guide* through a series of articles which started in the issue of July 7. Using KOA portable equipment, Dr. Raymond Gregg, National Parks naturalist, takes the children attending his Junior Nature School, which is free, wall-less, and government-conducted, along trails through field and forest and beside snow-fed streams, bringing things previously taken for granted to life, giving them character and personality

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WGY SCHENECTADY

by W. T. Meenan

WGY's annual pre-summer outing was held at White Sulphur Springs on Saratoga Lake. About ninety folks, members of the staff, men and women, wives, sweethearts and husbands, joined in the day's frolic beneath the magnificent elms of the Luther Estate or in the cooling waters of the lake.

Softball as usual was the most popular sport, though swimming was a close second. Three games were played between evenly matched teams of men, and for the first time women got into the game actively and put a team on the field against the men. The girls' team was permitted a male battery. The men on the opposing side had to make all the outs by catching and fielding the ball with the left hand and they were also required to bat left handed. Some of the young women had a very vague idea what it was all about, and some weird baseball resulted. For example, a batter hit an outfield fly while three girls were on base. They all started home before the catch was made. The coach on third ordered the fleet-footed girls to reverse their direction, intending them to regain the bases they had left. However, they interpreted his signals as meaning that that particular

type of hit ball required them to run the bases in clockwise direction. They did, all reaching home plate by way of first base. Someone tells your reporter that the women actually won the five inning game by 9 to 7.

Other games included quoits, badminton, darts, and a variety of somewhat goofy but non-strenuous contests promoted by Betty Donahue of Sales.

Following dinner, Gordie Randall's orchestra, WGY's house band, played for dancing. During the evening a new and promising voice was discovered when Caroline Osan introduced her own version of "The Three Little Fishies."

Virgil Hasche was chairman of the outing committee.

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Stanley Godell left Guest Relations to become a control engineer for General Electric's short wave broadcasting outfit and was succeeded by Robert Warner, of Fonda, N. Y.

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WGY staff members are scattering hither and yon vacation bent. Philip Brook and family spent most of their vacation at Malden, Mass. . . Wilbur Morrison of Press took in the

sights of the World's Fair and then traveled home to Plattsburg to recover . . . Al Zink, newest Press Department recruit, spent a short vacation at Utica, N. Y. . . Howard Wheeler, engineer, took his family, fishing tackle, and camera to Lake George . . . A. O. Coggeshall, program manager, is trying to land the big ones he missed last year at Snyder Lake . . . Betty Foy of Program Department enjoyed several days at Cape Vincent on the St. Lawrence . . . John Howe of Sales, sporting a brand new car, packed up the family, and traveled to Eagle Lake where the black bass were reported as striking at almost any bait.



On the swimming float at Saratoga Lake. Left to right, standing: Chester Rudowski, Bob Wilbur, Sylvia Karsfeld, Betty Donahue, Mrs. Leo Spira, and Leo Spira. Seated: Betty Foy, Caroline Osan, and Theresa Lamos.



Left: "Coggie" Coggeshall catching as "Bernie" Cruger swings. Right: The victorious women's baseball team; reading from the left: Caroline Osan, Sylvia Karsfeld, Ione Caranchini, Betty Foy, Frances Adanti, Gertrude Alderman, Silvio Caranchini, Marjorie McMullen, Irma Lemke, Howard Tupper (peeking), and Theresa Lamos.

KDKA PITTSBURGH

by Kay Barr



John Kresge

Armstrong, staff organist, and approved by Jesse Crawford, organist for the National Broadcasting Company. In general, the organ (Wurlitzer) will be almost an exact duplicate of the organs built for the NBC studios in Radio City and for the new Hollywood studios of NBC. It will have three manuals in a movable console that may be placed at any desired position in "A" studio, and it will be specially voiced for radio work.

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Some 30-odd members of the KDKA staff and orchestra—that is most of them were "odd" as golfers—participated in the station's tenth annual golf tournament at Westmoreland Country Club, June 16. Announcer Dave Garroway, twice winner of the St. Louis city championship, carried off top honors with a low gross of 78, while Pat Haley, entertainer, copped the Kickers Handicap.

Manager Frank Smith of WWSW, a personal guest of KDKA's Manager Sherman Gregory, was the second best, and Aneurin Bodycombe, staff pianist, was third in the Handicap. Gregory headed the foursome that won the putting contest, his teammates being Music Director Maurice Spitalny, Announcer Bob Shield, and Saxophonist Charley Fisher.

But the oddest of the odd was W. B. McGill, Sales and Station Promotion man, who was making his first and perhaps last appearance on the links. "Mac" had a thrilling four on a par-three hole, sank a 14-foot putt, made the longest drive of the afternoon, but had the highest score, 153 for the 18 holes.

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Since Announcer Dave Garroway was placed in charge of special events broadcasts at KDKA June 16, several

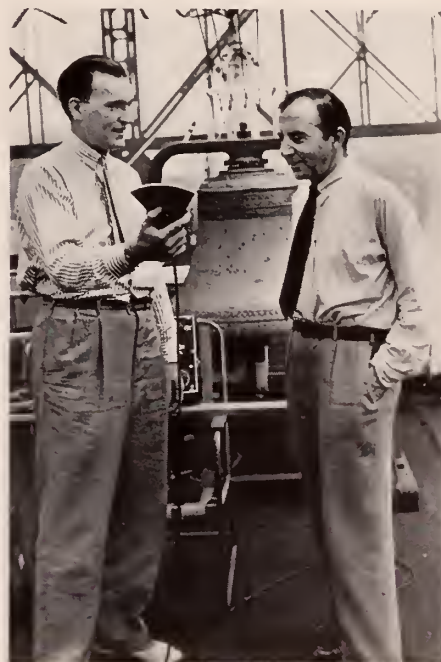
interesting outside pickups have been arranged. One of the best of these was when he took his pet microphone to the waterfront and told the folks about the departure of the packet Gordon C. Greene on her first Pittsburgh-Cincinnati trip of the season. Ben Lucien Burman, author of "Steamboat 'Round the Bend" and other river stories, contributed calls of the headline men and an interesting interview to the broadcast.

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Bill Beal, KDKA's continuity chief, and Cynthia Cate were married July 1 in the First Unitarian Church, Pittsburgh. Bernie Armstrong, station organist, was at the console, and Program Manager Derby Sproul, Production Chief Charley Urquhart, and Announcers Bill Sutherland and Bill Hinds were among the ushers. The Beals are at home at 5615 Aylesboro Avenue, Pittsburgh.

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Music Director and Mrs. Maurice Spitalny announced the engagement of their daughter, Jean, to Morton Fiedler, with a reception at their home, 119 Bayard Place, July 9. Jean has been acting as personal librarian for her father at KDKA. The wedding is scheduled for some time this fall.



KDKA Announcer Dave Garroway (left) interviews Author Ben Lucien Burman on the deck of a river packet, the Gordon C. Greene.

Organist Bernie Armstrong keeps the KDKA crew in good humor with his practical pranks, but it has cost him the confidence of the staff. They say "When Bernie tells the truth it's news." So Bernie had to get the official sanction and moral support of Station Manager Sherman Gregory before the personnel would pay serious attention to his invitation to staff meetings at which handsome gifts were presented to three recent bridegrooms, Announcer Bill Hinds, Continuity Chief Bill Beal, and Publicity Manager Kay Barr.

Names In The News

The John Shilianos—KDKA sound effects—have named the new baby Lawrence Francis . . . Aneurin Bodycombe, staff pianist at KDKA, also is director of the Shrine Chanters of Syria Mosque. He selected and directed 16 picked voices of the organization in musical programs during the national Shrine convention in Baltimore the week of June 26 . . . KDKA Announcers Ed Schaughency and Bill Hinds, with their respective "troupes" of entertainers, also Russell "Doctor Sunshine" Pratt, are booked for several outside appearances each week these days. And County Fairs looming over the horizon . . . W. B. McGill, KDKA's promotion man, is an amateur astronomer and owns a very respectable telescope. The night Mars was only 30 million miles from the Earth (7/20), he took a crowd of station men to the transmitter at Saxonburg to look at the nearby planet and at the top of the 718-foot antenna . . . Manager Sherman Gregory and W. B. McGill of sales and station promotion, represented KDKA at the NAB convention in Atlantic City . . . Bernie Armstrong, KDKA organist, was rated as the eighth best of all local programs not on a network by the national poll of *Radio Guide*. More than 750,000 votes were received in the Star of Stars poll.

KDKA In The News

The final meeting of the Pittsburgh Advertising Club for the year, June 27, was made "KDKA day," thanks to the efforts of Manager Sherman Gregory, Sales Manager Bill Jackson, W. B. McGill of Sales Promotion, and Lynn Morrow of Sales, all members of the

(Continued on page 13)



Come on in—the water's fine. From the left: Boy-in-tube, Kathleen Goddard, Allan Walsh, Jr., Dick Van Houten, Allan Walsh, Mr. and Mrs. Van Houten.

▽ ▽ ▽

Left to right: Mrs. and Mr. John Norton, Jr. (Station Relations), and Mrs. Keith Kiggins—no comment necessary.



Enjoying the spectacular fireworks display.

Again this year many members families celebrated the Fourth of July, NBC, at his home in Tarrytown, New York, by a fireworks display. Major Lohr's of the Hudson, afforded ample facilities which were thoroughly enjoyed by all.



Of the many attractions appealing especially to the children, was a rowing party on the small lake in front of the house. But H. Lohr was the only adult.



Left to right: De Witt Millhauser, member of Board of Directors, NBC and RCA; Parks Johnson of Vox Pop fame; NBC President Lenox R. Lohr; Graham McNamee, veteran announcer; Mrs. Millhauser; and O. S. Schairer, head of RCA Patent Department.

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Page John Sullivan and Kathleen Goddard of Education were two of those who got into the swim of things with the children. →



The NBC staff in New York and their guests of Lenox R. Lohr, president of NBC. It was an all day festival, climaxed by a picnic home and grounds, on the banks of the Hudson River. Picnic parties, games, and amusements,



Children, one of the most popular was motorboating. Lenox R. Lohr, president of NBC, was not in this sport.



One of the day's less strenuous activities.

ATHLETIC ASSOCIATION ACTIVITIES

Golf News

Luck seemed to abandon George Milne and his brother engineer, George McElrath, when they were invited to participate in the recent RCA invitation tournament, as they had to spend the day entertaining other engineers who were visiting the studios, and so had to send their regrets. But their "work before pleasure" creed did finally bring down the smiles of Lady Luck, for after finishing their duties, they found time to attend the tournament banquet; and—here's the real news—George Milne won a brand new golf bag plus a fine traveling bag which were raffled off during the proceedings. Which goes to prove that in a rough, on the green, or in a raffle, luck is always with a golfer.

Tennis News

Our summer tennis tournament, which has been run off principally to establish individual ratings for future industrial league competition, is now in its final stages, and has been narrowed down from its original thirty-odd hopefuls to three. Serge de Somov of Engineering was the first to blast his way into the finals with a 6-2, 6-4 victory over another engineer, R. Swanecamp. Dick De Raismes of Script and Ed Kahn of Engineering will battle it out in the other semi-final for the honor of meeting de Somov in the finals.

Although the NBC AA found it impossible to put up a prize for the victor of this tournament, a tennis racquet has been donated by Mr. Godfrey of the Godfrey Tennis Courts, Jackson Heights, L. I., to be presented to the winner. With this added incentive, the two finalists hope to arrange a meeting soon.

Challenges have already been received from other tennis-minded companies in the vicinity for a meeting on the courts in the near future. Last year we lost only one match, and that to the powerful Standard Oil Team; so as soon as the present tournament is completed, we will be ready to take on all comers—and may the best team win.

The women's instruction groups are held as usual on Wednesdays at Bill Rice's school, and from all reports the girls are progressing rapidly. Watch out boys, they swing a mean racquet!

Riding News

At this writing, great plans are in store for the Riding Club outing to be held on the first or second of August depending on weather. The cast will assemble at the San Jacinta Club, Alendale, N. J., and while the riding group venture into the countryside on horseback, the non-riders of the day will occupy themselves with a softball game. The two groups will then merge for an evening of fun, consisting of swimming, a dinner of barbecued hamburgers, a camp fire, group singing, music by Pedro, and dancing in the moonlight under the stars. A large turn-out is expected and by the time this is issued, there should be some great stories circulating of the fun and frivolity of a really festive occasion.

Softball News

The first half of the NBC AA Softball League is finished, and the final results show that the Artists Service team has won, closely followed by General Service, Program, Engineering, and Auditing in that order. The victors automatically win the right to meet the winners of the second half in the NBC Little World Series to determine the company champions.

The second half, although still in its opening stages, has crammed plenty of fireworks into a small space of time, and promises many more before it is completed.

The Artists Service team, not content with winning first place honors in the completed half of the schedule, has carved itself a niche in the NBC Hall of Sports Fame by shutting out the Program Department team with a 10-0, no-hit, no-run victory. They, incidentally, again lead the league with an undefeated record for the second half. The standings for the second half of the schedule to date are:

Team	Won	Lost
Artist Service	2	0
Engineering	1	0
General Service	0	1
Program	0	2

The remainder of the schedule is as follows:

Engineers vs. Gen. Serv.—Aug. 8
Art. Serv. vs. Program—Aug. 10
Art. Serv. vs. Engineers—Aug. 15

Program vs. Gen. Serv.—Aug. 17
Engineers vs. Program—Aug. 22
Art. Serv. vs. Gen. Serv.—Aug. 24
Gen. Serv. vs. Engineers—Aug. 29
Program vs. Art. Serv.—Aug. 31
Engineers vs. Art. Serv.—Sept. 5
Gen. Serv. vs. Program—Sept. 7

Baseball News

On June 30th the NBC Baseball Team ventured into New Jersey to play our "cousins" of the RCA Victor plant in Camden. About twenty-five ball-players and NBC rooters made the journey. The group was welcomed at the station by the manager of the Camden team and was immediately escorted to the playing field, where the game got under way. Going into the second half of the ninth inning we were leading by a score of 6 to 4, but the hard-hitting Camden team had one last desperate rally left and scored three runs in their half to win the game. It was a heartbreaker to lose, with about the only consolation for our team being the fact that the Camden boys pack a wallop right down the lineup and it was no disgrace to lose to such a hard-hitting team.

The score by innings:

R. H. E.

NBC	0	0	0	2	1	0	2	0	1	—6	9	2
RCA	0	0	0	0	3	0	0	1	3	—7	13	1

The NBC team is still in the running as far as the Motion Picture League is concerned. We still have four games to play in league competition, and have a very good chance of qualifying for the play-offs. If we do, the cup on display on the fourth floor of the studio section will be ours permanently.

Hunting News

Well, hunting may not be officially organized by the Athletic Association, but don't think for a moment that it isn't actively engaged in here at Radio City. We are not referring to the actors in their undaunted, unending search for program directors, but to those admirables who seek book larnin'. For those of you who have not already had occasion to make the discovery for yourselves, the library, still in the capable hands of Miss Frances Sprague, is now located where the clients booths of studios 3E and 3G used to be.

KDKA PITTSBURGH*(Continued from page 9)*

Club . . . Many phases of KDKA's history, broadcasting facilities, organization, and operation were high-spotted in an illustrated article in the July issue of the *Pittsburgh Automobilst*, the official AAA magazine . . . KDKA carried a number of special broadcasts in connection with the annual convention of Lions International, July 18-21. And every day hundreds of the delegates visited KDKA studios . . . KDKA is helping make the world baseball conscious by using the special Baseball Centennial stamps on all outgoing mail. Of course if the sponsors of baseball and sports broadcasts like the idea, that's all right too . . . KDKA sent a receiving set to West Penn Hospital, Pittsburgh, so the patients in Ward 1-B could hear the broadcast of the Louis-Galento fight. All the boys in that ward signed a letter of appreciation.

Personnel Changes

John Gordon Kresge became the new librarian at KDKA June 16, succeeding Don Dixon. Kresge is a native of Wilkes Barre, graduated in 1938 from Lafayette where he was an honor student, and came to KDKA from Camden, New Jersey.

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Donald Dixon went to New Hampshire to direct a boys' camp until September 1, when he will move in on New York to continue the musical activities which started when he was at Penn State as director of musical clubs, shows, etc. Don has written many songs, several of which have been published, and KDKA expects him to go places.

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Fred Saviers, with KDKA for the past three years, resigned his position in the Guest Relations Department July 21, and left for Baltimore to accept a position in the radio department of the Westinghouse Electric and Manufacturing Company.

KOA DENVER*(Continued from page 7)*

with his interesting stories and illustrations. To quote *Radio Guide*: "Use of nicknames is a typical Gregg device. The magpie he calls "the noisy magician"; the chipmunk is "a little convict"; the Alpine fur he refers to as "a Christmas tree with its own candles." *Nature Sketches* is heard over the NBC Red Network Saturday mornings at 8:45 MST, 11:45 EDT.

ANNIVERSARY CHIMES

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

Whitney M. Baston, transmission engineer.

Enid Beaupre, record clerk in Sales Promotion.

Joseph S. Bell, program director.

Edwin George Cerny, Music Division supervisor, Chicago.

Beverly Frank Fredendall, television operator.

Charles H. Halsey, watch engineer.

Alexander Horwath, studio engineer.

Jarrett Lewis Hathaway, engineer.

Stella V. Hughes, chief PBX operator, San Francisco.

Coleridge M. Hutson, field engineer.

Ann R. Jockwig, stenographer in Music Division.

Ernest LaPrade, director of music research, Music Division.

James J. Logan, carpenter's assistant, General Service.

George R. Luther, tabulating clerk, Statistical Division.

Phoebe Mink, writer, Press Division.

Dorothy McBride, clerk in Script Division.

Thomas Henry Phelan, engineer.

William Paul Popp, assistant general bookkeeper, Accounting Division.

Raymond D. Scudder, writer, Script Division.

Edna Seibel, typist and clerk in Announcers Division.

Robert Evart Shelby, television engineer.

Robert F. Schuetz, engineer.

Fred M. Thrower, Jr., salesman, Sales.

Selma Wickers, commercial program record clerk, Program Department.

KNOW YOUR COMPANY*(Continued from page 3)*

desirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program. As every man has a right to his religious views, so has he a right in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities, such as blindness, deafness, or lameness, for humorous effect is not acceptable.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity. That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The lawbreaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be overstressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized. This Company, in rejecting insofar as possible dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted. Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and

(Continued on page 17)

NBC HOLLYWOOD

by Noel Corbett

The Great Outdoors

The Hollywood Radio City gang are showing their appreciation of these long summery days and clear, warm nights by spending all their time off in the outdoors. The recent weekend equestrian party to Big Pines and the Beach Party at the Malibu La Costa Beach Club hit new attendance highs. Two dozen rode to the mountain spot, and almost a hundred employees were at the beach.

The ride itself was one of the best, and at Big Pines the bunch enjoyed a barbecue, and were entertained around the campfire by Don Wilson and the NBC Ranch Boys.

Plenty of action was seen at the beach party, and Charlie Smith, Artists Service, Sound Chief Harry Saz, and Page Stau Radom, were on hand with their cameras to record most of the fun.

Some meanie tossed Dorothy Waknitz into the briny deep, but she bobbed to the surface in an instant with her blonde locks dripping wet. Later, she claims, she combed out a pound of seaweed and four conch shells . . . Jack Wormser, Sound, waited until the party was in full swing, then showed up in one of those Hawaiian

beach jacks (a la Bing Crosby) with a couple of Earl Carroll's beauties . . . Biggest man at the party and biggest hit was Bill Andrews, night manager, who sat on the sands all afternoon teaching the gang how to make those crafty chess moves.

Along about nine in the evening the gang made for the Ocean Park Pier, where they took over the Fun House until midnight.

Not Bad

For a newly formed softball team, the NBCAA Softballers are not doing so bad. Last week they beat MGM 12 to 5, and the week before they took KFI 12 to 4. Prior to that (when they were just starting up) the Byron Jackson Pump Company beat them 7 to 2. The latter outfit play in a Double A League.

Lineup is: Charlie Smith, General Maintenance, pitcher; Sound Chief Harry Saz, catcher; Page Ted Cottrell, 1st; Dave McPhail, Auditing, 2nd; Page "Whitey" Reynolds, ss; Curley Bradley, NBC Ranch Boy, 3rd; Page George Hatch, lf; Page Aubrey Ison, cf; Page Bruce Anson, rf. Page Jack Samways is alternate pitcher.

In The Movies

Clinton "Buddy" Twiss, in charge of special events in Hollywood, will grace the silver screen again when he does the race track sequence in Joe Penner's new RKO picture, "The Day the Bookies Wept." Twiss will be remem-

(Continued on next page)



Joe Parker, NBC Hollywood director, and singing star Kay St. Germain. (See story.)



Vice-President Don E. Gilman and Sales Promotion Manager Charles Brown with the handsome gold cup which NBC Western Division received from the Pacific Advertising Clubs Association for their exhibit showing the best use of direct mail advertising.



Janette White, Program Department, who helped liven the Beach Party. Everybody could spot the huge NBC banner from the highway—when Janette wasn't in front of it.



Joe Alvin, Press, and his horse, Lucky. Alvin rode with the gang to Big Pines.

bered for his work in *Love Affair* in which Charles Boyer also appeared.

Vital Statistics

Florence Clavere, Traffic, married in Yuma, Arizona, months ago but kept it a secret. Florence, who marks up five years with NBC, used to be in San Francisco office. Lucky man is Fred Randall . . . Mel Traxel, who photos radio stars for NBC, passed cigars for a week in honor of his son born July 16 . . . One of Hollywood's first employes, Ruth Schooler, resigned last month. Ruth, who's married to Larry Wright, sax player in NBC bands, is expecting a blessed event.

Master Minds

The Hollywood Radio City Chess team, captained by Bill Andrews, pondered through 17 games with KFI to come out second best by a one game margin. KFI's star, Jose Rodriguez (who they tell us journeys to far away places like Austria to battle with the best of them) is the reason they won 8 games to NBC's 7. Two were draws.

NBCers are: Andrews, Carl Lorenz, studio engineer; Alex Petry, Music Library; John Wagner, Auditing; "Lefty" Lefler, Traffic. KFlers: Byron Cole, captain; Rodriguez; Doug Evans, announcer; Seymour Johnson, engineer; Ernest Felix, auditor; H. L. Blatterman, co-chief engineer.

Quick Pix

Marvin Young agrees it's a small world. Lunching in an out of the way Chinese restaurant in the Mother Lode



Here's the bunch from Hollywood Radio City who took the horseback trip to Big Pines. The weekend junket was a big success judging from the tales that were brought back about the swell barbecue and entertainment around the campfire by the Ranch Boys and Don Wilson.

country, he heard a familiar voice. Peeking into the next booth he spotted Carroll O'Meara, Young and Rubicam producer . . . Page Harold Haklik won the cash award for his title *This Moving World*, new NBC sustainer . . . Joe Thompson back from Jamaica where he finished his new book . . . Matt Barr, Press, announced that a baby girl, six and a half pounds, was born to his wife, Eleanor, July 24th at the Methodist Hospital . . . Joe Parker scored a triple when he wrote the dialogue, lyrics, and music for his *Idea Mart* musical comedy-drama. *Holdout for Heaven* . . . Ted Hediger figuring out a new route to work; has been pinched twice on Beverly Boulevard within a week . . . Bill Weddell, Chicago Sales, a recent visitor . . . Judith Waller, Educational Department, Chicago, also a recent visitor; spoke at USC Summer School . . . Don E. Gilman has been reappointed chairman of Statewide Radio Committee for the California State Chamber of Commerce for ensuing year . . . Frank Figgins reports that 32,000 feet of conduit are used in Hollywood Radio City—enough to load (Cont. on p. 17)



Charlie Smith, Artists Service, at the Beach Party. There's an exposure meter at the end of that ribbon, the pipe's by Dunhill, and those slacks are what's left of the Searsucker suit Charlie brought back from New Orleans two years ago.



Frederick Leuschner

NBC TRANSMITTER

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from coast to coast.

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NEW APPOINTMENTS TO TRANSCRIPTION POSTS

(Continued from page 2)

a new trend in modern music." The group was composed of drums, a Hammond organ, and a Novachord. Ted played the Novachord himself. Electrical Transcription became interested in the Novachord with thoughts of using it in the NBC Thesaurus. They inquired of the manufacturer of the instrument, the Hammond Organ Company, as to who would be the best musician for this new instrument. They replied with a recommendation to use Ted Steele. Oddly enough, this is the stage name of G. Thornton Stiel. Since the first of June, several of these recordings have been released. The group is called "Ted Steele's Novatones," and recently appeared on the Red Network.

John F. Becker has been officially advanced in Transcription to the position of script writer. In October, 1938, he joined the page staff here. After a period of three months, he was transferred to Electrical Transcription as a clerk. It was from this position that he advanced to his present continuity work. His past experience, writing and producing shows in radio and summer stock, has proven valuable.

George P. Bartholomew is now a clerk in Musical Production of Electrical Transcription. George obtained a Bachelor of Arts degree at Yale University and then stepped into advertising agency work, writing radio continuity. He came as a page to NBC in January, 1939. Since coming to NBC, George has directed the quartet in the last *NBC Employees Show*, and written a musical number for the piano which was played on the network.

NBC BOSTON AND SPRINGFIELD

by Charles J. Gilchrest

Capt. John A. Holman of the U. S. Signal Corps Reserve has been ordered to report for active duty at Plattsburg for two weeks starting August 14. His military assignment will relate to training in communications and censorship. Capt. Holman, who is New England manager of WBZ and WBZA for NBC, recently was elected first vice president of the Advertising Club of Boston.

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Visitors: VPs. John Royal and Bill Hedges, Westinghouse Radio Manager Walter Evans, Song Writer Jimmy McHugh, Liberty Editor Fulton Oursler, Singer Jean Sablon, and Hal Kemp.

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Vacations: Program Director John McNamara and Special Events Director Bob White emulate the postman who takes a walk on his day off. Both are ex-actors. Both vacation at Provincetown where the little theatre is BIG! . . . Sec. Ruth Higgins of Office Manager Cy Young's department spent her vacation driving to Texas to see her brother, Lieut. Edward W. Higgins, graduate from Kelly Field as army air pilot. . . Just before Reception Supervisor Mrs. Grace Edmunds left for a two months summer vacation, John McNamara played host at a party staged for her by WBZ staff at Blue Ship tearoom on Boston's picturesque tea wharf. Attending were George

NAMES IN THE NEWS

(Continued from page 7)

radio broadcasting. Both courses will use transcribed NBC programs as illustrative material.

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Again Margaret Cuthbert, director of Women's Activities for NBC, has made the news. Seventeen first awards, including thirteen in the eleven regular program classifications and four special awards, were recently given to National Broadcasting Company programs by the National Federation of Press Women as the result of their 1939-40 nationwide poll on radio programs. Miss Cuthbert received a special certificate which awarded her "Distinctive honors for the skill, judgment and constructive purpose that enrich an extensive program of public service broadcasts relating to Women's Activities."

Harder, Bob White, Joe Tierney, Kay Leatherbee, Marge Hall, Peg McGarrahan, Frank Bowes, Babe Norris, Dorothy Miller, Ruth Higgins and Harry Goodwin.

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Fred Cole won coveted emcee post on new Dunhill cigarette show, *Name Three*, by impromptu audition at Radio City. Biow ad agency herded together some of the usual mob of Radio City tourists and had Fred do an ad lib show with them. Tourists had fun. Agency had good show. Fred got contract. Show now a top WBZ offering for fan mail.

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Orchestra Note: Song publishers are watching public acceptance of Music Director Rakov's latest tune, "Autumn in My Heart." Art Caless spends vacation on world tour visiting Iceland and Russia. Pete Green flies his own plane these days but can't find any passengers among studio skeptics.

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Summertime Pastimes: Fred Cole, sand skiing; Cy Young, boating; George Harder, horse back riding; Jack Manning, raising chickens (feathered); Arch Macdonald, the New Hampshire mountains; Rakov, helping pals design homes—he holds architect's degree from Harvard; Bob Evans, horse racing; Fred Hoey, deep sea fishing; Malcolm McCormack, the world's strongest corn cob pipe.

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Notes: New to the WBZ and WBZA staff is Charles J. Gilchrest. He is news editor on the nightside. "Gil" spent 13 years at newspaper and radio writing in Chicago. Mrs. Gilchrist and 8-year-old son, Thornton, arrived in town last month.

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Jack Manning, youngest WBZ announcer gave that diamond ring he bought to Helen P. Olsen, Boston school teacher, child psychologist, and drama coach. No wedding planned until Jack finishes his law studies at Suffolk next year.

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Bob Duffield, control room supervisor, recovering from swell case of poison ivy . . . he didn't know it was loaded.

NBC WASHINGTON

—by Marian P. Gale—

Vacation time being at a peak there seems to be a general lull in activity around the studios with the promise of even quieter times when Congress adjourns. However the Commercial Department seems to be buzzing with anticipation over the prospective line-up of fall commercial programs. Commercial Manager John Dodge claims the figures will be high for both stations when the fall season arrives. In addition to the large number of new clients buying time on WRC and WMAL, the seasonal contracts are being renewed also.

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Trials of marriage for a man in the radio business will be dramatically portrayed for Assistant Manager Fred Shawn in a few days when all the girls in the office give him a bridegroom shower. Plans are being made for a surprise buffet supper, followed by a shower of socks and handkerchiefs, and climaxed with a transcription describing the problems which confront radio "widows." Mr. Shawn and Audrey Seiber, formerly mistress of ceremonies at the Earle Theater, will be married August 5th at St. John's Church in Georgetown.

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Frank Fugazzi, WRC-WMAL engineer, is the first of the local engineers to save a life as a result of the Red Cross First Aid instructions the staff received. Fugazzi was vacationing at a beach recently when a boy standing near him cut an artery in his leg. The nearest doctor was twenty miles away. Fugazzi administered the first aid treatment until the boy could get the necessary medical attention.

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Announcer Dorian St. George is emceeding his new program idea *Announcers Air Test* which began recently over WRC. Each week Washington listeners judge the talents of four amateur radio announcers on their ability to read commercial announcements and news bulletins and to ad lib. Votes, cast by mail, are based on voice quality, diction, and selling ability of each contestant. Cash prizes are awarded weekly to winners.

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George (Wheels) Wheeler, staff announcer, has been pinch-hitting for Gordon Hittenmark on the WRC *Time-keeper* program. In addition to many favorable reports from radio fans a

local newscaster at a competitor station phoned to say "Wheels" was the only person on the radio in the morning who could make him laugh before breakfast.

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Here and there: Harold Thomason of Commercial is attending night summer school at George Washington University to get an engineering degree. . . . Marian Smith returned from her vacation this week and changed jobs from Auditing to the Program Department. . . . Bryson Rash announced the new *Musical Caravan* series six times a week on WRC now, 11:15 to midnight. . . . Vic Kissal and Ruth Hertzler of Program are spending a rainy week of their vacation at Virginia Beach. . . . Patty Birgfeld, secretary to A. E. Johnson, engineer in charge of NBC's Washington Division, is vacationing at Colonial Beach. . . . Beginning August 1st the reception room will have a new hostess on duty in the evening—her name is Virginia Hawk. . . . While speaking of new faces, the Auditing Department has added a new member to its staff—Paulett Montesi has taken Marian Smith's place.

KNOW YOUR COMPANY

(Continued from page 13)

may not be used for any other purpose except in rare cases where, by reason of the manner in which it is used, no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company."

NBC HOLLYWOOD

(Continued from page 15)

up two and a half freight cars . . . Hefty Don Wilson and just-as-hefty Charlie Smith, Artists Service, grabbed off a weekend at Arrowhead. Two went there to judge a beauty contest . . . Wynn Rocamora and Carroll Tornroth lunching at Sardi's . . . Helen Wendt now in Program Traffic . . . Betty Frazer now Marvin Young's secretary . . . Bob Lamb, Maintenance, vacationing at Bijou, Lake Tahoe . . . Hal Gibney with old cronies at KGW for a few days.

Anniversary

Frederick Leuschner, lawyer, who represents RCA and NBC in Hollywood, rounds out ten years of service for RCA July 31. Leuschner, who has been in Hollywood for the past four years, started in the RCA New York Legal Department as assistant to Col. Manton Davis, vice-president and general counsel of RCA.

Leuschner attended the University of California at Berkeley and Columbia University at New York. He was born May 14, 1905. Golf is his favorite recreation and each week he plays with Don E. Gilman, vice-president in charge of NBC's Western Division. John Swallow, program director for NBC's Western Division, and Charlie Smith of the NBC Artists Service in Hollywood. He shoots a consistent game between 85 and 90.

TOWNS IN BRAZIL TURN OUT TO HEAR NBC SHOWS

(Continued from page 2)

language. He had his entire early education in it, and after four years at an American university, returned to Brazil for six years of medical study intending to devote his life to medicine in that country. Shortly before he would have hung out his shingle a new regulation made it necessary for any foreigner to drop his citizenship in order to obtain license to practice; and Deter decided to remain an American.

Back in the United States after a period of wandering in China and other parts of Asia, Deter learned that a New York newsreel company wanted someone to "voice" the sound band on newsreels to be released in Brazil. His Portuguese and that of several Brazilian contestants in New York were recorded and sent unidentified to Rio de Janeiro where the final selection was to be made. Deter's Portuguese was judged the best of the lot, and he got the job.

NBC SAN FRANCISCO

by Louise Landis

San Francisco's *Standard Symphony Hour* is known all over Australia, according to William G. James, Federal Controller of Music for the Australian Broadcasting Commission. On a world tour to study broadcasting methods in this country and Europe, Mr. James spent several days in this city conferring with KPO-KGO officials and Standard Oil company executives on the *Standard Symphony*, followed, he says, by hundreds of short-wave fans in the Antipodes, and regarded as a model of musical production by Australian radio men.

Mr. James conferred with KPO-KGO Manager Lloyd E. Yoder on a proposed plan he has advanced whereby American radio producers and Australian ones might shift jobs at intervals in order to study one another's microphone methods. He hopes to arrange something in the style of exchange professorships between colleges.

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The bride wore japonica at the wedding of Miss Amy Deas and KPO-KGO Studio Engineer Frank Fullaway, which took place June 10 in Grace Cathedral. We want to make that fact clear because Charlie Kilgore, when asked to report on the bridal costume, declared it was "purple" and

then changed his story and admitted that maybe it was "burnt orange."

So we checked with Kitty Kilgore who straightened everything out. The new Mrs. Frank Fullaway was married in a pretty afternoon dress of japonica, and a cream-colored hat of pleated chiffon, with a veil which matched her dress, and a corsage of orchids. Control Supervisor P. A. (Buddy) Sugg was best man, and a large contingent of NBC folk witnessed the ceremony and saw Frank and his bride cut the wedding cake. Among the wedding gifts was a beautiful silver tray from the Engineering Department.

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The Music Rights Department made even moving day pleasant for Claire Patrick, its boss. A house-warming and birthday party combined made a pleasant surprise for "Pat" when she transferred her residence to Berkeley recently, and brought her some handsome new book-cases from her colleagues.

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John Ribbe, producer of the *Standard Symphony Hour*, takes his hobby, astronomy, seriously. Already the possessor of an F8 focal length telescope which he made almost completely with

his own hands, he has started a more ambitious project, a 17-foot one with an F16 focal length and ten-inch mirror, which will enable him to study detail of small areas of planets.

He has just finished grinding and polishing the glass for the mirror, a job which consumed about 200 hours of labor. Two NBC engineers, Dan Williams and E. C. Callahan, the latter the *Standard Symphony* technical expert, will assist him in the design and building of the telescope's mounting, which will weigh between three and four hundred pounds. When completed, the new star-gazer will take its place on the lawn of the Ribbe home, beside the first one, ready for the clear nights which are Ribbe's delight.

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The Grand Canyon and the Boulder Dam region will be seen by lots of NBCites this vacation. Latest KPO-KGO-ers to add this section to their vacation tours are Janet Sligh and Florence Crowell, who will be back with tales of the Carlsbad Caverns and other glamorous spots by the time this appears.

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Other vacationers: Frances Young of Sales, who spends part of August at Glacier Park; Keith Wadsworth of Sound Effects, who picked a dude ranch, and Cal Edgerton of Sound, who goes to New York in August to visit his family. Byron Mills, continuity acceptance editor, spent his holiday in Yosemite National Park, as will some other good NBC folk including Sales Promotion Manager Bob



Here are, left to right, Jack Samways, Howard Haklik, and George Volger of the Hollywood Guest Relations staff, paying a visit to the KPO-KGO studios and welcomed by KPO-KGO Manager Lloyd E. Yoder and the San Francisco guest staff—Wellwyn Dallam, Joseph West and Stanley Smith. The visitors were taken on a tour of inspection, just to turn the tables, and then were interviewed by Ira Blue, On the Air and Let's Listen commentator.



One of the most popular items in Jules Charbneau's exhibit of miniatures in the Golden Gate International Exposition is this tiny transmitter and receiving set, made by our own O. B. Hanson, Vice-president and chief engineer. Left to right, Janet Baird, Charbneau, and Dorothy Allen, NBC songstress.



Ad Age gave this KPO KGO stunt a four bell rating

Below show how KPO and KGO sold San Francisco's casting job being done by the

The winners and their first prize — an ivory telechron clock. Due to efforts of Press Manager Milton Samuel, Sales Promotion Manager Bob McAndrews, and Manager Lloyd E. Yoder, KPO-KGO was pronounced the best promoted station on the coast by the Pacific Adv. Clubs Assn.

McAndrews, Kay Bowman Hull and her camera-addict husband spent the last two weeks of July shooting pix in the High Sierras near Bishop, and Press Department Manager Milton Samuel and Mrs. Samuel will be at Lake Tahoe when this issue appears. Other Tahoe vacationers: Lucille McAdoo, John Diederichs, Betty Carter, Wally Ruggles.

Two feminine Izaak Waltons are June Shaw of Press and Reola Jamieson of Audience Mail. June is spending the last week of her vacation fishing in the Sierras, while Reola is nabbing rainbow trout on the Mad River.

Hollywood calls Ruth Miller of Audience Mail and Mary Hunter and Betty Johnston of Music Rights. Lola Camaches of Sales Traffic picked Clear Lake; Marguerite Henning, a Columbia Highway motor tour; Announcer Grant Pollock, Canada; Claire Patrick, Music Rights head, the Northwest; and PBX's Bessie Atkinson, Russian River.

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The KPO-KGO Athletic Association and the KPO-KGO Training School will be in active operation soon. An outing planned for August 12 at a country club near San Francisco will mark the debut of the association and the organization of teams to engage in tennis, swimming, badminton, ping pong, horse shoes, soft ball, chess, bridge, riding—well, what is your favorite sport?

Jennings Pierce, chairman of the committee in charge of the organization, is one of those tireless, cheery individuals who get things going and keep 'em that way, and with his enthusiasm to lead the way the new Athletic Association will be doing big things by fall.



Broadcasting in store windows has proven one of the most successful publicity stunts originated by the KPO-KGO Press Department. Here's a typical crowd watching Ira Blue and Larry Keating interview Eric Boden, Irish Broadcasting System visitor.

"J. P." also is co-ordinating plans for the training school, which will take the form of an evening forum once a week, with various department heads discussing and explaining the functions of their departments.

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In addition to covering the convention of the National Education Association more thoroughly than any other network, KPO and KGO played a large part in the N. E. A. activities here. Elaborate displays with NBC banners, photos, and other equipment decorated the NBC booth which stood directly facing the convention hall entrance. Miss Judith Waller, educational director of the Central Division, and William Webb of the New York Educational Department arrived in San Francisco several days before the gathering began and arranged for complete coverage, which included more than twice as many broadcasts as any other San Francisco station presented.

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July beat June's records for KPO-KGO romances. Not until more than a week after the event, did Pablo Ricardo's elopement with charming Evelyn Volmer, daughter of a retired oil man, become known. And then three other couples picked the following week-end to embark on the sea of matrimony. Bob Andersen and the former Miss Margaret Hanley were married July 1, and the following day two unannounced weddings took place.



William James of the Australian Broadcasting Commission (middle) is having KPO-KGO's new window display service explained to him by Producer John Ribbe and Manager Lloyd Yoder.

Jimmy Matthews persuaded his bride, the former Miss Gertrude Orem, to be married in the sanctuary of the Temple of Religion on Treasure Island, and oddly enough managed to keep the ceremony a secret even from the Fair's publicity staff—was its face red the next day! Bob Sandstrom of Traffic and Miss Patricia Schreiber of San Francisco drove to Reno and were married there July 2, so quietly that none of Bob's associates knew about it for a week.

The same day brought the announcement of Sales Representative Ray Rhodes' engagement to Miss Elizabeth Eggers of Alameda, Cal.

ROVING REPORTER

Two NBC groups—one female, the other male—donned their spelling caps recently and went forth to win lexicographical laurels on Paul Wing's Spelling Bee. The team of NBCettes which defeated a team of male executives of the Canadian Broadcasting Corporation was composed of Ruth Crawford of Information; Amelia Umnitz, woman's editor of Press; Ada Mullen of Artists Service; June Hynd, Program Department; and Anna Lindsey, News and Special Events. In the final round Miss Hynd won the prize—a gold wrist watch.

The men's team, composed of Soundmen Al Scott, Ray Kelly, Jack Houseknecht, Ed Blainey, and John Rooney, beat a team of radio actresses. High scorer was Al Scott, who won a gold wrist watch. Chief Soundman Ray Kelly, who went to Harvard Law School, was struck out with the first word.

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Cupid shot an arrow into the air on July 1 and it landed in NBC, piercing the hearts of Hazel Wissemann of Local Sales and Fred Weihe, Production, whose engagement was announced on that day. . . . Their betrothal was announced at a party given by Miss Wissemann's parents at their home in Baldwin, Long Island. . . . Wedding date was not announced.

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Vice President John F. Royal was among those who flew on the Yankee Clipper on her first commercial passenger flight to Europe . . . he returned to New York by steamer last week. . . . John H. Baxter, formerly of Artists Service, is now program manager of a new station in Youngstown, Ohio.—WFMJ.

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May Singhi Breen and Peter de Rose celebrated their 16th anniversary on the air by making their debut in television. Among those who joined the original "Sweethearts of the Air" in their 16th anniversary party telecast were Graham McNamee and Milton J. Cross, who have also been on the air since "way back when . . ." The party was broadcast on July 11 and congratulatory messages from all over the world were received by the beloved radio couple. Theirs is a real radio romance . . . they met in a radio studio . . . (they say it was a case of love at first sight) . . . they won many laurels together . . . wrote many song hits . . . and are still as popular as ever with the listeners.



Newest interdepartment engagement is that of Hazel Wissemann of Local Sales and Fred Weihe of Production.

WTAM CLEVELAND

by Bob Dailey

Lee "Stubby" Gordon, who has the title of assistant music director at WTAM, has added a new hobby to a collection which is already quite impressive. Stubby is now a candid camera "fiend"—snapping shots on top of pianos, from a perch in a convenient tree, or while lying flat on his back. To be a genuine candid camera fiend, you also have to be a contortionist and an acrobat. At least, that is what Stubby reports.

But even though he has a new hobby to occupy much of his spare time, Stubby composed two popular songs this month which are just off the presses. One is "Why Not Die?" (Georgeoff) and the other is "You, Just You" (Dellon). The two compositions swell his total published numbers to seventeen.

The candid camera bug is the latest to hit Maestro Gordon. Up until now he was known as an industrious and accomplished carpenter, wood-worker, electrician, aviator, sail boat constructor and enthusiast, ping-pong player, and golfer. But with all his hobbies, Stubby spends considerable time practicing every instrument in the orchestra and in composing music.

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Vacation Time: Engineers John Disbrow and Harry Caskey fishing in Canada and Michigan. . . . Selm Schuller, Music Rights, on cruise to Cuba . . . ditto Joy Wassmer and Marcella Harlow to West Indies. . . . Program Director Hal Metzger and wife to Cranberry Lake in New York State. . . . Engineer Alvin McMahon resting by helping on his father-in-law's farm. . . . Edith Wheeler spending part of the time in Pennsylvania and several days moving from the home she had lived in for 20 years. . . . Mildred Funnell, secretary to the manager, off to Canada. . . . Herbert DeBrown at his lake cottage. . . . John Findlayson revisiting his former home in Montreal.

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WTAM Personalities: Night Program Manager Chet Zohn got tired of looking at the long grass in his neighbor's lawn.



Lee "Stubby" Gordon halting his orchestra's rehearsal to take a shot with his candid camera.

So one evening Zohn took his own lawn mower and cut his initials in the neighbor's grass. It worked. . . . Manager Vernon H. Pribble's game of golf should be a lot better in the future. He was one of the most studious members of the gallery which followed Walter Hagen and Byron Nelson at a recent Cleveland exhibition. . . . Engineer Jesse Francis will have his home-built 26-foot cabin cruiser ready for the official launching very soon now.