

NBC TRANSMITTER

VOL. 5

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No. 9

THREE MILLIONTH VISITOR TO NBC
SURPRISED WITH ROYAL RECEPTION

ON the afternoon of August 14th, NBC Guided Tours registered their three millionth visitor in the person of Miss Mary Jane Goodwin of Greensboro, North Carolina. Among the officials present at the mezzanine tour headquarters to greet Miss Goodwin were Clay Morgan, assistant to the president; Vincent Gilcher, director of the General Service Department; Charles Thurman, manager of Guest Relations; his assistant, Jerry Martin; Messrs. Rittenhouse, Severin, and Armstrong of the same division; and Ed Curtin and Ben Pratt of Press.

As the three millionth mark neared, Mr. Martin clocked off each visitor at the dispatcher's desk and there was much speculation among those present as to who would be the lucky person. Photographer Bob Fraser expressed hope that she would be a young and photogenic girl, and the others agreed that his wish was not without merit. Suddenly Mr. Martin stepped forward and interrupted a group that was just starting a tour. Something special had just occurred, he said, flashing his counting machine and pointing out a young and photogenic girl as the lucky three millionth visitor.

After introductions all around, with flash bulbs exploding and ad libbed pleasantries flying back and forth, Miss Goodwin was turned over to Guide Harold Ritchie, who conducted her on a studio and television tour.

Then followed a trip through Rockefeller Center and a special tour of the World's Fair. A round trip to Bermuda on a Pan American Airways Clipper and an RCA portable combination phonograph-radio were also presented to the

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SPORT TELECASTS GREAT SUCCESS;
TELEVISION PERSONNEL INCREASED

IT is now four months since television made its formal debut in this country, and results so far have certainly lived up to every expectation voiced in the dedicatory speeches. Although the month of August saw many unique and interesting noonday programs emanating from Studio 3C as well as many outstanding film telecasts, the biggest news was made by the NBC mobile units. By the time this is published professional baseball will have made its television debut when the August 26 double header between the Cincinnati Reds and the Brooklyn Dodgers is televised from Ebbets Field. And on August 9, 11, 12, and 13 the mobile station scored a tremendous hit in its coverage of the Eastern Grass Courts Tennis Championships.

Much of the success of this tennis telecast was due, of course, to previous experience. In fact much was learned during the four day period itself, extensive changes in the setup resulting in transmission the final day that was a great improvement on the first day's images. However, a most important reason was the fact that during August the mobile unit's transmitter was completely overhauled and the greatly needed second camera was added. With intelligent and frequent use of a telescopic lens to obtain closeups of exciting rallies and crucial plays, the matches came through most satisfactorily. The ball could be followed across the court on every play and the expert stroking of the contestants was clearly visible at all times. It is to be noted also that this telecast established a distance mark for mobile pickups, the distance between the courts and the Empire State Building being more than 24 air miles.

(Continued on page 2)



This is how the NBC mobile television units covered the recent Eastern Grass Courts Tennis Championships. Excellent results were gained through the use of two cameras (see arrows) and the occasional use of a telescopic lens.

SCHOOL FOR FUTURE ARTIST MANAGERS

George Engles, vice president and founder of the NBC Artists Service, has announced that a training course in the management and sale of artist talent will be established for NBC junior employees. Beginning in October, ten lucky youths from the company will begin their studies under the direction of Mr. Engles, who will invite leaders in various fields of entertainment to discuss their specialties.

This class will be a part of the general plan of study groups, started last January and to be resumed this fall. News on all these groups will be given in the next TRANSMITTER. In the meantime, all those interested in the Artists Service course are asked to see Ashton Dunn in Personnel.



An RCA portable radio-phonograph was one of the many surprises waiting for Miss Mary Jane Goodwin, the three millionth NBC guided tour guest. Here she receives it from Clay Morgan.

THREE MILLIONTH GUEST

(Continued from page 1)

lucky lady. At eleven the same evening, Miss Goodwin was introduced to a coast to coast audience over the NBC Blue Network from the Rainbow Grill. Appearing with her on the impromptu broadcast were such radio personalities as Clay Morgan, George Hicks, Bill Stern, and Lucille Manners.

Miss Goodwin, accompanied by Lucille Groome, arrived for her first visit to New York, Sunday, August 13th. She and Miss Groome both hail from Greensboro, N. C., where they are employees of the Jefferson Standard Life Insurance Company.

The National Broadcasting Company congratulates Mary Jane Goodwin and wishes her "happy landings" on her trip to Bermuda. All concerned were pleased that she found her NBC experience "just like a fairy story" and "all just too wonderful."

TELE STAFF ENLARGED

(Continued from page 1)

Studio 3H sees action again after a month's rest on Tuesday evening, August 29th. The first program will be a presentation of Kaufman's and Connelly's *Dulcy*, with Helen Claire and Tom Powers, and Thursday evening will bring a revival of the old melodrama, *Streets of New York*, done in the spirit of 1857. On September 5th Gilbert and Sullivan fans will be treated with *H. M. S. Pinafore*. Noonday telecasts, outside pickups, and feature film presentations will be continued; and the complete program schedule will not be allowed to drop below a minimum of eleven and one-half hours weekly.

This increase in television production has caused the addition of several new staff members during the past few months. In Donald Davis, widely known stage and motion picture writer, television received its first staff writer. Son of Owen Davis, famous American playwright, the new NBC writer made his bow on Broadway as an associate of Producer Albert Lewis more than ten years ago. There followed several years writing for Paramount and Fox studios. Back on Broadway, Davis wrote and sold many minor dramatic pieces before collaborating with his father in dramatizing Pearl Buck's famous novel, "The Good Earth." Father and son teamed again in the dramatization of "Ethan Frome," one of the finest plays of recent years.

Before entering the theater, Davis attended the United States Naval Academy for a spell, then went to sea. Later he alternated between periods as a student at Cornell and Columbia universities and ocean-going ships. He came ashore to go into business, but failed miserably, according to his own confession. And it was then that he began to exercise his talent for the theater.

Another veteran of the Broadway theater and motion pictures to join the television staff is Producer Anton Bundsmann. He is best known on Broadway for his productions of *Thunder on the Left*, *The Big Blow*, *Haiti*, and *So Proudly We Hail*. Most recently he ran a stock company at Maplewood, New Jersey, to which he attracted such famous theatrical names as Ruth Chatterton, Frances Farmer, and Elissa Landi as guest stars.

After a brief whirl as an actor in the classics at the age of five years in his home town of Point Loma, Cali-

NBC ADDS AFFILIATES

On September 24 the number of NBC affiliates will be increased to 174. That date will see the addition of WBLK Clarksburg and WBKV Charleston, both in West Virginia, and KSCJ Sioux City, Iowa. WING Dayton, Ohio, will have been added three weeks previously.

fornia, Bundsmann came East. He left East Orange High School for a start in dramatics at the famous Neighborhood Playhouse. Five years in stock led to his becoming assistant director to Chester Erskine, Reuben Mamoulian and Jed Harris. Later he became a film assistant director and also conducted research and tests for Selznick International Pictures.

Robert Bright has been added as a scenic artist to assist Jimmy McNaughton. Bob is a 1935 graduate of Carnegie Tech's Department of Architecture. Since graduation he has been engaged in free-lance designing of interiors and furniture.

Roy Meredith's appointment as television film producer and assistant mobile unit producer is now official. Much of his work consists in putting out *Tele Topics*, television's first magazine-reel. Other film assignments consist of making shots for background and atmosphere use on live talent shows. Meredith's background includes four years with the RKO-Van Buren Corporation, which makes all of RKO's short subjects. He was assistant there to Burt Gillette of *Three Little Pigs* fame.



Guide Harold Ritchie demonstrates the marching men sound effect to Miss Three Million as part of the tour through the Radio City studios.

NBC CHICAGO

by Lynn Brandt

Asides

Edith Morgan Perron, Press, is busy gathering together boots, books, wool shirts, etc., for a Rocky Mt. vacation . . . Bob Graham, Sound Effects, is still reading every book available on stage design, scenery and lighting, keeping in mind the advent of television. Perhaps you don't know this, but Bob is in constant demand on the part of amateur theatrical groups in Chicago for consultations regarding their stage presentations . . . Georgia Fuller, Production, could be one of the Chicago district's finest women golfers if she would play the game consistently. She is rated by well-known golfers as a natural . . . Another symphonic-record hobbyist is Jack Frazer, Continuity. He boasts an excellent library of records and first edition books . . . Bryon Speirs, studio engineer, is still looking for a prospect to buy that silo on his farm . . . And still walking around in a dream is newly-wed Fred Schweikher, Transcription.

The Best Department

Best story tellers in these parts are Maury Wetzel, Transcription manager, and Jules Herbuveaux, program director . . . Best golfer's title can be shared by Roy Shields, Central Division music director, Ken Carpenter, Central Division Blue Sales manager, and Jack Galbraith, Net Sales . . . When he is in good form, the fastest-talker department could be supervised by A. D. "Scotty" Scott, Production . . . Best keeper of secrets and intrigues is Bill, the shoe shine boy. Because his business takes him into every office, Bill sees all, hears all, but tells nothing . . . Heartiest laugh in the house belongs to Charlie Lyon, announcer . . . Best dressed gent is Norman Barry, announcer . . . On second thought, another champ debater of our crew is Paul Clark, junior control supervisor . . . Best personal trademark belongs to Bill Drips, director of agriculture, with his inevitable cigar . . . Newest and best mustachio in the corridors is groomed, cultivated, and sponsored by Fort Pearson, announcer . . . Best baritone voice in Chicago non-performing personnel is owned by Bill Weaver, Guest Relations . . . The don't-get-excited personality is surely Ed Stockmar, Program traffic supervisor . . . The best woman tennis player of our



Announcer Charles Lyon and Andy Devine, of movies and radio, vacationing in Canadian woods.

staff is Elizabeth Hart, announcer . . . Frank Bojan, Music Library, is the most rabid Chicago Cub fan in the NBC stands . . . The best NBC able seamen on Lake Michigan yachts are Ed Cerny, assistant music librarian, and Don Dowd, announcer . . . Best amateur poet honor is coveted by Rudi Neubauer, cashier . . . Best gentleman tennis player on either floor—and it would cost you money were you to challenge his distinction—is Charlie Whipple, Guest Relations . . . Most ardent suburbanite and front lawn weed-picker is Ed Cunningham, night manager . . . Best fight fan and authority on the cauliflower ear is Sam Baum, Transcriptions.

Back From Vacation Notes

Durward Kirby, announcer, and Jim Thornbury, studio engineer, have returned from a bit of dude ranching some miles southwest of Laramie, Wyoming. Kirby blazed new trails in corral dust as a horseman, while Jim gained a rep as owning the largest appetite of any tenderfoot in recent summers. The ranch owner insists he just broke even on Jim's board bill. But that noise you hear is the horse laugh from western cow punchers who cannot forget six-foot-four Kirby climbing back on the swayback critters time

after time and hour after hour . . . Jules Hlack, Guest Relations, from a New York-and-points-east vacation . . . Bob Jensen, Guest Relations, also from New York and eastern vacation spots . . . Violet Colliander, Net Sales, from a trip to New York and the Fair . . . Emmons C. Carlson, Sales Promotion manager, from a terrific vacation jaunt which took him to the Canadian Rockies, Alaska, Seattle, San Francisco and Hollywood . . . Gene Hoge, Network Sales, back from an enforced vacation spent nursing a strained ligament in his back . . . Jim McEdwards, Sales Promotion, back from the Indiana wilds . . . Bill Cummings, field engineer, tanned and fattened with three weeks in Michigan and Indiana . . . Helene Heinz, Executive, played golf for two weeks in Chicago just to get her score down to 115 . . . Al Ulrich, Production, vacationed in an upholstered dentist's chair for 14 days . . . Gertie Herbes, Net Sales, back from the Wisconsin north woods . . . Esther Nilsen, Net Sales, home from a motor trip to Minneapolis and Minnesota lake resorts . . . Mary O'Connell, Sales Promotion, also back from vacation . . . Charles Lyon, announcer, Paul Rhymer, writer of *Vic and Sade*, Norris "Tuffy" Goff, Abner of *Lum and Abner*, and Andy Devine, of the movies and radio, were a vacation foursome to the far-north Canadian woods for two weeks of fishing. To reach their Canadian headquarters, they traveled by auto, train, and airplane.

NBCAA Party

The NBC Central Division Athletic Association, with Merritt R. Schoenfeld, president, is planning another all-NBC party for the near future. At press time the location had not been decided. Plans call for the party early in September. There is no question but that the party will prove to be as successful as the June 22 outing. Other NBCAA plans call for a most interesting fall and winter schedule of activities with bridge, bowling, indoor tennis, dances, and general get-together parties in the picture. Every month of the coming fall and winter should see some party or general activity for members of all Chicago departments to attend and enjoy. Further details will be announced by Schoenfeld's committee workers.

NAMES IN THE NEWS

NEW YORK

Changes and Additions

The telegraph room recently welcomed new TWX Operator Richard Hamilton to the ranks. After varied experience in his line, Richard joined NBC July 17th. He enjoys all types of athletics, and recently completed a course in photography which he has chosen for a hobby. So when he isn't punching TWX keys he is punching camera shutters.

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The new receptionist you'll meet upon entering the Station Relations office is Bill Davidson, formerly of the Mail Room. Bill took over his new duties long about August 4th, when Tom Campbell became chief clerk of the same division. Tom, in turn, replaced Burton Adams, who is now with the McCann-Erickson Advertising Agency as assistant to Fran Conrad, time buyer.

The careers of Bill and Tom parallel in many ways, both having joined NBC immediately upon graduating from Colgate University, Tom preceding Bill by about a year. Both are expert wrestlers and members of the NBC Athletic Association. Both belong to fraternities, Bill being a member of Delta Kappa Epsilon and Tom a member of Beta Theta Pi.

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A new copywriter in Sales Promotion is Peter Zanphir. Mr. Zanphir has an extensive background in advertising and promotion. His more recent connections include several years with the Consolidated Gas Company, one and a half years with *True Story* magazine, and most recently two and a half years with *Redbook*. Canadian born, Mr. Zanphir was graduated from the University of Manitoba, after which he went through Harvard Business School.

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Four young ladies have recently been transferred from Stenographic to secretarial positions. Miss Ruth Guthrie is secretary to Mr. Saudek of the Blue Network Administration office. Ruth received her education in Detroit, Michigan, and upon arriving in New York was employed by NBC in several

departments before being promoted to her present position. Ruth spends her hours of relaxation indulging in her favorite hobby, photography.

Miss Stella Smith, a local girl incidentally, is now secretary to Messrs. Ross and Von Tilzer of Artists Service. After finishing school here in New York, Stella entered the business field, and, although she had not planned a career in radio, is most happy with her present position.

Artists Service is graced by another new secretary in the person of Miss Helen Moynihan who handles details in the office of Mr. Robert E. Smith, director of auditions. Helen attended St. Mary of Woods College in Chicago before coming to NBC. For recreation she attends the legitimate theatre and goes to dances and also derives a great deal of pleasure from a spirited canter through the park.

The new receptionist and secretary in the Television Production office is Miss Ruth Tully. Ruth attended New Rochelle College and had previous business experience before joining NBC last May. Tennis and swimming take up much of her spare time.

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Many new names have been added to the permanent roster of the International Division in the past month. Phillip L. Barbour, whose past years of experience in international radio well equips him for the task, is now handling Foreign Stations and Foreign Press Relations. Mr. Barbour has spent many years in foreign lands learning their languages and ways of living, and his experiences have given him a first-hand knowledge that aids him greatly in appealing to foreign countries in the most suitable manner.

Samuel A. Massingill, Carl M. Watson, and Raymond L. Girard, formerly of the Guest Relations Division, are now permanently employed in the International Division after many months of temporary service. Mr. Massingill, who is in the Audience Mail Section, took a commercial course at the University of Alabama and had several years of business experience before coming to NBC. Carl Watson had an excellent background of radio announcing, program directing, and scripting before joining our ranks. He is now an assistant in the Music Section of the International Division and also serves as junior English announcer. Raymond Girard is an assistant in the Traffic Section. After graduating from Rutgers University, Raymond remained at the college as an office assistant for two years and

then left to pursue his career at NBC.

A. Llopis De Olivares is now a permanent member of the Spanish Section as an announcer, translator, and writer. During the past two years he has handled Spanish commentaries for Metro-Goldwyn-Mayer's newsreels, travelogues, and "shorts." He has also written radio scripts and dramatizations in Spanish for Latin American audiences.

The German Section has a new permanent member in Alan Willette Newham who serves as announcer, translator, writer. Alan lived in Europe for seven years and studied languages at the University of Munich.

Marinette Fernandez Boucas hails originally from Brazil where she held various government positions. She has also held private positions here in the United States before entering NBC, where she has been added to the Brazilian Section as audience mail correspondent, translator and announcer.

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George F. Stewart joined Civic Concert Service, Inc., as a field representative September 1st to replace Mr. Scott Biggs who has been given a leave of absence. Mr. Stewart, a graduate of the University of Oregon, comes to Civic Concert Service with excellent experience on daily newspapers and in the publishing business and also with the Commercial Credit Company.

Among the other representatives of Civic Concert Service who are again in the field after widely varying types of summer vacations are: O. O. Bottorff, vice president and general manager, who, with D. L. Cornet, assistant manager in charge of the Chicago office, vacationed in the north woods of Wisconsin; Ed S. Schwenker and Samuel M. Harrington, who divided vacation-time between Bar Harbor and Bermuda; Mercedes Walker, who toured central Europe; Murl Springfield, who selected northern Michigan



The happy fishermen are (left) O. O. Bottorff, vice president and general manager of Civic Concert Service, and D. L. Cornet, assistant manager in charge of the Chicago office. Photo shows one evening's catch of Wall-eyed Pike at Bass Lake in northern Wisconsin—"and not the biggest catch by far."



This photo shows Helen Korday of Personnel at the ruins of Sans Souci Palace in Haiti just before her horseback ascent to the famous Citadel of La Ferriere, 3,000 feet above sea level.

to escape the heat; James P. Hayes, who combined vacation and honeymoon in Colorado Springs and Yellowstone; Marion C. Heath, who made a trip down the Mississippi River in his new boat; and Harlowe F. Dean, who summered in the Blue Grass region of Kentucky.

It is expected that increased tempo of the concert business will make it necessary to add considerably to the field force of Civic Concert Service prior to the first of the year.

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The Press Division has a new writer assisting Mr. Miller in the Magazine section. His name is Alton Kastner, and he comes to NBC from a writing position with *Time* magazine. June, 1938, marked his graduation from Yale, and in some drawer at home he has a Phi Beta Kappa key.

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The Press Division was further enlarged in August when the appointment of Frank Westhaver to the Photo section was made permanent. Before coming to NBC last May, Mr. Westhaver had for two years run a studio of his own in Chicago. The previous eight years he was in complete charge of the home portrait department of Chicago's Moffett-Russell Studios. His background also includes two years with the Underwood Studios. His work here consists mainly of portraits.

Resignations

E. Gardner Prime, known to his friends as "Gardy," has resigned. In point of service he is the senior asso-

ciate attorney in the Legal Department, having joined Judge Ashby's staff in 1930. His principal legal assignments for the Company lately have been with respect to artists and labor relation matters, and he leaves the Company after having just won an important labor relations case before the Arbitration Board.

A graduate of the Princeton class of 1923, he received his law degree from Columbia in 1926 and came to NBC from the law offices of Cravath, deGersdorff, Swaine, & Wood. "Gardy" is married, the father of a boy and girl, and lives at Stamford, Connecticut. He belongs to Phi Delta Phi, Stamford Yacht Club, Society of Founders and Patriots, Ex-Members Association of Squadron A, Key and Seal Club, and North American Yacht Racing Union.

He plans to live in Warrenton, Virginia, and to open law offices in Washington, D. C., and in Warrenton. During his nearly ten years of labor for the Company he has endeared himself to his many fellow workers and they, and particularly his associates in the Legal Department, will miss his genial countenance. All wish him much success and happiness. These sentiments his associates vocally expressed at a farewell dinner they recently tendered him. They also presented a desk set to him.

In view of Mr. Prime's familiarity with certain NBC legal problems, Judge Ashby may have Mr. Prime do special legal work for the Company from time to time.

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Peter Callahan left the page staff on August 11 to take a position with the Commercial Credit Companies in Asheville, N. C. His many friends here hated to see him go, but well understood his reasons upon meeting the very charming young lady whom he introduced as his bride of three weeks. Mrs. Callahan, formerly Miss Ellen Frances Deppe, teaches drama in Biltmore College, located near Asheville. Both the Callahans are graduates of the University of North Carolina.

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Middle August saw the resignation of Steve De Baun and Edmund Payne, the latter from the guide staff, the former from a correspondence position in the Information Division. Both are going to Florence, Italy, where Steve will be connected with an American real estate concern and Ned will fulfill a singing contract. On Wednesday evening, August 16th, the boys made these plans known at a cocktail party

in Ned's "village" apartment. Veteran attenders of resignation parties were unanimous in deeming this the most spectacular resignation party in r. p. history. Attendance reports varied, but the Gallup estimate of 125 can be taken as fairly accurate. It is also generally conceded that 186,000 olives were consumed. (It is to be noted that it would take one person 509 years to eat that many olives at the rate of one a day.) We need say no more for it is now common knowledge that the party was a grand affair and that Ned's and Steve's scores of friends wish them the greatest success in their European venture.

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The lure of higher education accounted for the resignation of four more GR members. Those who returned to college are: John Sheehan, Jr., Fenn College; David Rutty, Cornell; Jack Bittner and Thomas Pansing, University of Nebraska.

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John A. Vitrone resigned September 1st from the Treasurer's Office to join J. F. Trommer & Company as assistant to the comptroller in charge of accounting. Mr. Vitrone had been with NBC since March, 1931.

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On August 19th Thomas Langan resigned from the Script Division to become one of the writers of the Texaco Star Theatre. A few of Mr. Langan's special writing assignments during his year in Radio City were the *Parade of Progress* series, some of the *Ideas That Came True* programs, and *This Is Radio*. Previous experience included writing for the Paul Whiteman Chesterfield show and, my chickadees, for W. C. Fields when the latter was on the Chase and Sanborn show.

Miscellaneous

Ray Porrier of Artists Service, mentioned in a previous issue of the TRANSMITTER as one of the most eligible bachelors in NBC, sneaked off during his vacation and acquired a partner. The marriage took place in West Hempstead, Long Island, August 5th, and the honeymoon included a motor trip through the Adirondacks. Mrs. Porrier was Miss Jeannette Martin of New Hyde Park.

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Artist Service vacationers included: Elsie Illingsworth, a trip to England; Jim Stirton, Chicago manager, a combination business and vacation trip to

(Continued on page 14)

WTAM CLEVELAND

by Bob Dailey



Pictured here on their vacation at St. Thomas in the Virgin Islands are Marcella Harlow (left), secretary to Don Stratton in National Sales, and Book-keeper Joy Wassem of the Auditor's Office.

Hazel Finney, WTAM information clerk, is sporting a beautiful engagement sparkler given her by Sports Announcer Tom Manning.

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Bob Oatley celebrated his 65th birthday this summer. But no one at WTAM has ever called WTAM's music librarian by the name of "Pop." Reason is that Bob Oatley, in spite of his 65 summers, is the "youngest" man on the staff.

Oatley can take on any of the golfers, ping-pong, or pool players at WTAM and beat most of them. He is always going or coming; never has anyone at the station seen him stop a minute to relax or rest. To talk with him is to walk with him wherever he is going, or to sandwich in a few ideas while he is doing something else.

Bob has been secretary to Walter Logan, WTAM's music director, for the past 20 years. As a youth, he studied medicine and had a year to go in medical college when he decided that the call of railroading was stronger than the urge to prescribe cures.

For 12 years, Oatley was yard master for the Wheeling and Lake Erie

railroad at Cleveland. After the world war, Bob resigned from the railroad as a "dollar-a-year man" to become secretary and assistant music teacher with Walter Logan. And Logan has been depending upon Oatley ever since. Bob says, "It was only natural for me to work all these years for a musician like Walter. I started playing the fiddle when I was still a kid and played in a lot of orchestras. And everyone knows that the violin and the name of Walter Logan are synonymous."

WTAM's "human dynamo" hustles around the golf course with an average of 90 strokes for 18 holes—which is a lot of hustling for any man in his 65th year. But it's not only in his work and sports that Bob is proficient. In any station or staff activity Bob can be relied on as a capable organizer. In addition, he is unofficial "banker" for members of the staff who are "a little short" before pay day, and a fatherly advisor for some of the younger people around the station.

Our rather battered hat is off to Bob Oatley—WTAM's "youngest" staff member.

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WTAM Notes: Howard Barton, Sales Promotion manager, being called in during his vacation and sent to New York for a week's work . . . Engineer Jimmy Hackett getting some first aid experience when his young son had his first experience with green apples . . . Switchboard Operator Peg Fitzgerald getting engaged to a Pennsylvania newspaperman . . . WTAM soloist Polly King auditioning for New York agencies . . . Office Manager Pearl Hummell entertaining 30 fellow-members of Pythian Sisters at a garden party . . . Hal Metzger, program director, learning to his dismay that the fine crop of corn at the rear of his new home was field and not sweet corn . . . Salesman Russell Carter trying to break ninety in golf during his vacation without success . . . Production Manager Fred Wilson off to Rye Beach vacationing . . . ditto Helen Forsythe to St. Louis . . . Soloist Vera Cruz writing Hal Metzger that she will be back late in September from Minnesota for the *Do You Remember* net shows.

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Night Program Manager Chet

ANNIVERSARY CHIMES

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

Nadine H. Amos, Program Department, Hollywood.

Cecile A. Cummings, Press Division, New York.

Marian P. Gale, Press Division, Washington.

J. Harrison Hartley, News and Special Events Division, New York.

Michael O'Donnell, Music Division, New York.

Stanley L. Peck, Engineering Department, New York.

John Powers, Sound Effects Division, New York.

Ruth B. Smith, Announcing Division, New York.

Gaetano Velotta, Building Maintenance Division, New York.

Clifford B. Warden, Artists Service Department, New York.

Zohn's five-year-old son attended a Wild West movie for the first time the other day. He came home raving about the Indians and the cowboys and all the shooting. Zohn asked him what the cowboys were shooting, expecting to get a vivid description of "redskins biting the dust." Disgustedly, the five-year-old replied, "They were shootin' bullets, you dumb-bell."



John Disbrow, WTAM operations supervisor, vacationing in Canada.

KDKA PITTSBURGH

by Kay Barr

KDKA will bring television to the attention of hundreds of thousands of people when the latest equipment in this field of communication is displayed at the Allegheny County Fair, August 29-September 4, 1939. One of the buildings at South Park, where the Fair will be held, is to be converted into the Temple of Television where the camera is to operate. Some 16 receivers, scattered in various booths throughout the grounds, will reproduce the acts for the visitors.

Staff Announcer Ed Schaughency will be emcee for most of the telecasts, and various acts from the station will be fitted into approximately 20 casts each day of the Fair. Also the various business concerns which have receivers in their booths will put on shows; and these, of course, will be reproduced on all other receivers throughout the grounds.

KDKA Manager Sherman Gregory is showing the way in this ambitious plan, assisted by Program Manager Derby Sproul, W. B. McGill of the Promotion Department, and others who are concerned with specific phases of the arrangements.

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W. B. "Bring-'Em-Down" McGill draws his salary for handling Sales and Station Promotion at KDKA. But he knows and does a lot of other things too. He knows all the G&S operas from overture to finale and back again, which merely suggests his Poo-Bah versatility. He stopped Janet Ross, director of the Shopping Circle programs, in an argument as to just what shade would be right for network-Blue. He takes good movies as well as excellent stills, and he'll discuss television in the language of a second Zworykin.



W. B. McGill taking picture of the top of KDKA's 718 foot antenna.

But his great love is astronomy. So he takes his telescope out to Saxonburg transmitter to see how the top of the 718-foot antenna looks. Then he rigs up a camera and takes a picture of the thing. That's how he got the "Bring-'Em-Down" in his name.

How it was all accomplished is a long and rather technical story. (Copy on application.) But it makes an interesting picture to those who never hope to climb that endless ladder for a first-hand inspection.

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KDKA is looking for a new name for the dance music group Music Director Maurice Spitalny has formed out of the station orchestra. A contest was designed to get suggestions and midnight, August 25, was the deadline. First prize was an RCA-Victor combination phonograph and all-wave receiver, console model. The five next bests were to receive RCA table model radio receivers.



Here's the result. (See photo below.)

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G. Dare Fleck has been made educational director by KDKA Manager Sherman Gregory. Dare will continue in charge of Traffic, but his assistant, Betty Eisley, will do most of the routine work.

When he heard the announcement Organist Bernie Armstrong became either jealous or helpful. He started a little educational campaign among the staff by asking each one to write the following story as he read it:

"Out in a cemetery sat an harassed cobbler and an embarrassed oculist picnicking on a desiccated apple, gazing at the symmetry of a lady's ankle with unparalleled ecstasy."

"Now let's see how many words you misspelled," Bernie says, and you realize you've been the victim of his snap test.

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Announcer Ed Schaughency, KDKA's official getter-upper by virtue of his daily *Musical Clock* programs, has five alarm clocks scattered around his apartment. He sets them all every

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, 4-A Clients, RCA Building, New York.

FOR SALE—1933 Ford V-8 Tudor Sedan. Excellent condition. Black body; red wire wheels. Tires in good shape. Recently overhauled. \$150.00. Apply to NBC TRANSMITTER.

FOR SALE—Prize winning gladiolas delivered to Radio City offices for 50c a dozen. Owner has been in business for seven years—raises 30,000 a year. Place orders with Fred Young, Extension 708.

night so he will be sure to get to work on time. Incidentally, Ed is getting so rotund that a barker on a carnival grounds the other night hailed him as "Paul Whiteman."

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Recent Sunday issue of *The Pittsburgh Press* gave KDKA a special story detailing the mechanical and clerical routine behind 18½ hours of radio programs a day, 128 hours a week, 622 Day Book entries not counting station breaks. Library clears 505 records and 427 musical numbers for live shows in an average week. Long sheet shows details of 596 broadcasts in a week, etc., etc.

△ △ △

Complete new acoustical treatment is being given the walls of KDKA studios under the plans and supervision of Joe Arnone, NBC engineer, and the work is being so co-ordinated with the installation of the new Wurliizer pipe organ that both contracts will be finished about the same time.

Walls are being moved to enlarge the space for the organ. The panels of exploded mica are being replaced with perforated panels over blankets of rock wool that will put the studios "on the brilliant side," according to Arnone. On completion, the large studios are to be redecorated in pastel shades of green for "B" and of brown for "A."

△ △ △

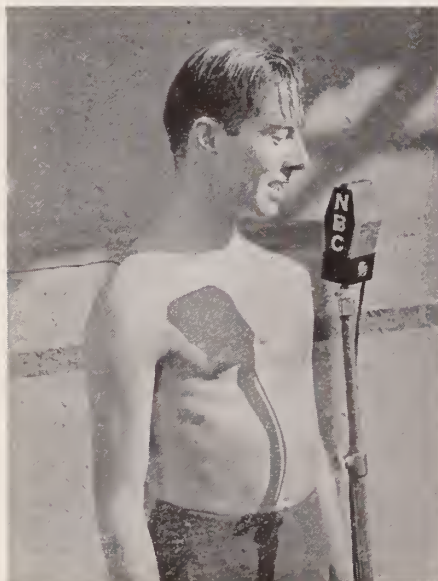
While Evelyn Gardiner, director of the *KDKA Home Forum*, spent August in California, Janet Ross of *Shopping Circle* doubled for her absent colleague. She was then on the air 18 times a week.

NBC SAN FRANCISCO

—by Louise Landis—



The outing committee holds a conference during the festivities. Left to right, M. C. Trigger Smith, Secretary Anita Bolton, Ticket Salesman Bob Bishopp, President Jennings Pierce, Ticket Chairman Dave McNutt, and KPO-KGO Manager Lloyd E. Yoder.



Swim events were announced on the spot and almost from the water by Bill Holmes.



Mary Hunter of Music Rights showed herself just as good with a bat as she is on copyright law.



Here are those whose athletic prowess won handsome prizes at the outing. Left to right, Byron Mills, Cliff Engle, Buddy Sugg, Charlie Mickelson, Trigger Smith, Eddie Firestone, Ed Barker, Dave McNutt, Jessie Dorais, Eddie King, Betty Kinsey, Jim Matthews, Norman Page, F. C. Bibbins, Phil Hanna.

The NBC Athletic Association got off to a glorious start with its outing at the Beresford Country Club, and the limps, bruises and sunburn it left in its wake are being proudly exhibited. They were just incidentals to a day which will be long remembered in the annals of the KPO-KGO studios—a cloudless day literally and figuratively, in a perfect setting.

And if anyone doubted that the KPO-KGO boys and girls are athletic at heart, the day's sports events proved him wrong. There were three baseball games in progress all afternoon; there were golf, badminton, swimming contests, ping pong, horse shoes, croquet, tennis, riding, and every other active sport you can mention, besides a flock of things like chess and bridge tournaments to engage attention when feet gave out. More than 150 KPO-KGOites attended the outing and had fun.

Credit for the affair's success goes to Jennings Pierce, good-humored and indefatigable president of the association, Anita Bolton, its secretary, and a committee of hard-working helpers. Bob McAndrews, Stan Smith, and Joe Goodell did a masterly job of seeing that everybody who attended was rounded up and given transportation. Bob Sandstrom and Rudy Pierce provided a dance orchestra which made irresistible music; Dave McNutt, Charlie Mickelson, and Bob Bishopp, who were in charge of ticket-sales, organized every department into a squad of eager salesmen, and made the outing a financial success.

Ernest Gill rounded up the KPO-KGO orchestra lads and got a large representation in attendance; George Fuerst, Keith Wadsworth and Ed Ulrich provided athletic equipment, and Eleanor McFadden, Joan Peterson, and Madeline Attabit were a gracious hostess committee, doing much to make folks feel at home.

Bob Seal, Dick Bertrandias, and Gene Clark provided a highlight of the evening when, dressed in sheets and "haloes" they acted as a heavenly tribunal which "tried" most of the department heads and consigned all but one to the nether regions. Clever thespians from Production and Announcing impersonated the executives on trial.

If prize-getters could be awarded prizes for their work, Ed Barker and his cohorts, who included Gene Grant,

Lillian Bain, Bob McAndrews, Sid Dorais, and Milton Samuel, should all have received some outstanding ones. They obtained handsome gifts from sponsors, theatres and office supply companies; and radios, lamps, opera passes, perfume, and similar surprises rained down on the winners of the athletic contests and holders of lucky door-prize tickets.

Here's the gang who went home bearing gifts because they excelled in sports—Cliff Engle, winner of the golf tournament; Buddy Sugg, captain of the winning soft-ball team; Charles Mickelson, horse-shoes winner; Eddie Firestone, Jr., swimming champ; Dave McNutt, badminton; Jessie Dorais, riding; Eddie King, darts; Betty Kinsey, croquet; Jimmy Matthews, ping pong; Norman Page, bridge; F. C. Bibbins, chess; and Phil Hanna, tennis.

The play-room which Carl Wilkie, restaurateur, gave the Athletic Association as his donation to the cause, is always in use these days—ping pong enthusiasts getting ready for the next outing.

KPO-KGO Quickies

One of the prettiest KPO-KGO brides this year is Marion Hansen of the Plant Department, who becomes Mrs. Frank MacQuarrie September 15. She and her husband, a real estate man, will spend several weeks honeymooning in southern California . . . Karel Pierson, formerly of the staff here, was a welcome visitor for the month of August, acting as substitute for vacationing members of the Traffic Department before returning to Hollywood . . . Gladys Cronkhite came home from her vacation with two new sponsors and a pair of thorough-bred hunters she and her husband acquired on their travels. The horsies are ensconced in handsome new stables built by their master's own hands, and Gladys says the family is eating hamburger to keep the nags in hay . . . KPO and KGO originated 1272 programs in the month of July according to the records of Curtis Peck, engineer-in-charge,



Two of the doughty baseball players—Dave McNutt at bat, Harry Jacobs catching.

who found that KPO-KGO engineers put in 2600 hours of work in the one month—and that August probably will excel it . . . KPO-KGO Manager Lloyd E. Yoder spent his vacation supervising painting, landscaping, and other improvements on his beautiful Belvedere home. He hopes to get more reward than Producer Ned Tollinger who gave his entire three-weeks' holiday building a patio and performing other odd jobs around the house only to be greeted on the final day with a poem by his small son:

*Father
'S a bother.*



Comedienne Bobbe Deane was thrown by bucking horse, "Nebuchadnezzar."



That old smoothie, Dick Bertrandias of Production, dancing with newest KPO-KGO singing star, Camilla Romo.



Joe West and dainty Doris Mathiesen.

NBC TRANSMITTER

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

VOL. 5 SEPTEMBER, 1939 No. 9

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NEW BOOK ON RADIO IS
LAVISHLY ILLUSTRATED

In *Magic Dials*, written by Lowell Thomas and illustrated by Anton Bruehl, the story of radio and television has been retold and brought up to date in vivid, graphic fashion. Although directed chiefly at readers outside the field of radio, it is a book that most NBCites will want to read and own. Many of the topics covered will be familiar, but it is safe to say that no reader will fail to discover many interesting facts that he did not know before.

Besides, taking so for granted the achievements in their field as radio workers do, it is excusable if they stop occasionally to be reminded that it really is something at which to marvel. And *Magic Dials* serves well in that capacity. Furthermore, it is probably the most lavishly illustrated book on radio yet to appear, there being sixty full-page illustrations, sixteen in color, almost all on RCA and NBC subjects.

With its colorful cover, large type, wide margins, and beautiful photographs, it will make a handsome, as well as fitting, book for radio people to keep in their living room for their guests' perusal.

In Radio City, *Magic Dials* may be bought in the Guest Relations office. Station and division managers are making it available to employees in other NBC offices. The price to NBCites is ninety cents.

NBC WASHINGTON

by Marian P. Gale

That huffing and puffing you hear is Bud Barry, night supervisor, taking the turn at third base and heading for home to score a run for NBC Washington's softball team on that pop fly he just hit to right field. His tally cuts the opponents' lead to only seventeen runs and gives us a fighting chance to win our first victory. Seriously though, it's not a bad ball club we've got. We've won eight out of nineteen games and we've trounced our bitterest enemies, the Washington Correspondents, two out of three.

A team analysis? Sure, we'll give you one. Well, Bud Barry's the lead-off man, and though he's not a classy sticker, mind you, he can hit in the clutch and when he gets through circling around out there in shortfield he usually grabs the pop flies. We're pretty strong in left-field too, that is unless Announcer Appleby has to turn his back to a ball. He's pretty good at the plate, though, except he always hits in the wrong ball games. That flashy shortstop, who just made that sensational stop and then threw the ball away, is News Editor Knode, who's hitting 1,000 off the bad pitching and .000 off the good. That's Announcer Gunn who just pulled his foot off first base. He's our power man (.450). The fellow over there on third base who walks like a bear and throws the ball like a bullet over Gunn's head is Engineer Powley, another of our big stickers. And that little fellow behind the plate is Bill Coyle, who handles all our arguments with the ump very nicely, thank you. He also gets what little pitching there is out of that guy out on the mound who's lobbing the ball up to the plate—makes Jim Seiler a pretty fair country pitcher. The chap coming in from right field is News Editor McAndrew, the buntingest fool you ever did see. He moves like a milk-wagon but he beats them all out.

The man with the serious pan you see way out there in center field is Engineer Ullman who makes a habit of catching all the fly balls that come his way off the back of his neck. Now watch that fellow on second base. That's Engineer Hunter. He likes to run backwards for those pop flies too. And then there's Engineer Stetson. He's in a different spot every week, dropping 'em with the best of 'em. Announcers Crago and Michael aren't out here today. They're our fair wea-

ther ball players: "No, can't make it tomorrow. Going for a ride."

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Studio song writers, Jack Foy, artist, Arthur Daley of Production Department, and Abe Clar, pianist, are getting recognition these days. Foy, a *Kentucky Hillbilly*, whose voice is familiar to WRC and WMAL listeners, has composed a piece called "When the Years Have Drifted Away." The song has been published and was introduced on the network by *Gene and Glenn* recently.

Arthur Daley and Abe Clar are having their song "Dreams Come True" featured at the Capital Theater during the annual "Going Native" revue this week.

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Vacations such as these are recommended by the following: Vice President Russell, fishing and sailing on Chesapeake Bay . . . Harold Yates, engineer, at Ocean City, Maryland . . . Rose Ewell, hostess, two weeks in a haunted house at Epping Forest, Maryland . . . Helen Mobberley, Commercial, the World's Fair and Bear Mountain, New York . . . Announcer George Wheeler, a tour of Europe . . . Francis Childs, Publicity, a trip to California by plane . . . Freda Schmidt, secretary, swimming and boating on Lake Garrison, New Jersey . . . Bryson Rash, announcer, sunning on Virginia Beach.



A shower of hankies and socks, along with an umbrellaful of confetti, greeted Assistant Manager Fred Shawn as he walked into a bridegroom shower given by the girls in the office recently. Here he is receiving a boutonniere from his fiancée, Audrey Seiber, former mistress of ceremonies at Washington's Earle Theatre. The couple were married August 5th.

WGY SCHENECTADY

News Editor Bill Meenam, usual correspondent for this pillar, had discarded his scissors and paste as this issue went to press and picked up fishing tackle and golf clubs for a vacation at Oswego Lake. At last report Bill had combined the two diversions, landing a sunfish while blasting out of a water hazard. And so this column handled by ESSO Reporters Al Zink and Wilbur Morrison. (Adv.)

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Vacation Notes: Program Director A. O. Coggeshall back from Pine Point, Maine, where he refused to feed the fish again this year—just circling instead from the ol' rockin' chair to a shore dinner and back again, his diet suffering from same . . . ANNOUNCERS: Chet Vedder just back, Howard Tupper away, and Vic Campbell to leave shortly . . . ENGINEERS: Ray Strong back, Al Knapp and Horton Mosher leaving . . . SALES: Betty King Donahue and husband returned from back-to-nature vacash on the islands of Lake George. Also to Lake George, Al Taylor and family, of which more below. John Howe at his desk after fishing at Eagle Lake, and only member of staff with common variety of fish stories, his concerning large mouth bass and pike, but plenty of them! . . . AUDITING: Chet Rudowski spending most of his vacash in bed with a cold after making extensive plans to enjoy himself at Bel Mar, New Jersey. Virgil Hasche and his family home from the Maine Coast. John Carnell away . . . LOCAL STATION MANAGEMENT: Kolin Hager taking one week during August for some serious golf as well as trips within a hundred-mile radius of the station, and the other week for a family expedition to the New York World's Fair. Caroline Osan back from a week in the wilds of big Moose Lake in the Adirondacks.

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Add Vacations: Al Taylor (see above) borrowed an expensive outboard motor to use while at Lake George, and some of his "friends" attached it to the wrong boat. The motor ripped off and plunged to the bottom. A professional diver finally recovered what was left of it, and, according to the latest Tayloration, everything's fine, but his vacation . . . Alex Mac-



Lenox Lohr, NBC president, was not the only executive to stand aside while a Boy Scout temporarily "took over" his duties. On Tuesday afternoon, August 22, forty Boy Scouts took over the Blue Network. They not only did desk work, but made commercial announcements, read news reports, and put on a show of their own.

Donald, Sales Promotion, is resting up for the winter high pressuring at Marblehead, Mass. . . . Jim Connolly, day by day Central Files-on-parade, off parade for two weeks while in New York and Montreal . . . Martha Brooks, *Market Basket* conductress, has been vacationing for little bits during the summer at Lake Luzerne . . . Kay Anglesey, reception desk, on vacation as Veronica Layden returns.

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When a lightning and thunderstorm relieved the drought situation in the WGY area, the entire distaff side of WGY congregated in the sound-proof studios to escape the pyrotechnical demonstration. Practically a sorority meeting!

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WGY, going by the slogan, "The Most Invited Guest in the Great Northeast," for most of the years since its inception in 1922, lately has found itself playing the role of "The Most Desired Host in the Great Northeast." Since our new ultra-modern studios opened a year ago last July, Guest Relations reports that WGY has played host to enough people to fill a city larger than Schenectady, which has a population of about 95,000. That's better than 200 a day in a city that has seen a complete new generation grow up since first WGY was heard on the air.

NBC BOSTON

— by Charles J. Gilcrest —

With the aid of Boston's Health Commissioner and the meteorologist in charge of the Boston office of the United States Weather Bureau, General Manager John A. Holman of WBZ and WBZA fixed a relative temperature-humidity point at which school will be closed for his staff. Solicitous of his personnel, Mr. Holman decided to close up save for skeleton crews when temperature hits 90 degrees and relative humidity 35 percent. The gang was elated to have the fahrenheit figure drop from 95 to 90 and have been watching humidity closely . . . so far unsuccessfully.

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Boston's observance of the 150th anniversary of the United States Lighthouse Service included special broadcasts over WBZ and WBZA as well as a display of actual lighthouse equipment and photos in the Hotel Bradford studios.

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Summer Hobbies: Emcee-Announcer Fred Cole, sand skiing; Officer Manager Cy Young, boating; Promotion Manager George Harder, horseback riding; Announcer Jack Manning, raising chickens; Announcer Arch Macdonald, the New Hampshire mountains; Music Director Rakov, helping friends plan new homes—he holds an architect's degree from Harvard; News Editor Bob Evans, the horse races and ball games; Baseball Reporter Fred Hoey, deep sea fishing; Sales Promoter Harry Goodwin, his beach house; Announcer Malcolm McCormack, smoking the world's strongest corn cob pipe; Home Economist Mildred Carlson, sailing; Traffic Manager Gordon Swan, super-imposing photographic heads of staff members on comic cartoons.

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Announcer Colton (Chick) Morris and Control Room Supervisor Bob Duffield drove to Chicago with Control Engineer Lantz in his new Packard for their vacation. The night they returned to Boston the car burned up. Loss included garage, three sides of the Lantz home, his sister's car, and all the clothing and equipment he'd been too tired to remove from the auto.

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Engaged: Salesman Gordon (Babe) Norris to Katharine Schmidt of the Program Department. Announcer Fred Cole to Jeanne Bond, just back from California.

ATHLETIC ASSOCIATION ACTIVITIES

Softball News

With softball well past the middle of the schedule, a furious fight is being waged between the two service teams, General and Artists, for first place honors. At the present writing, they are tied, each having lost but one game, and each having beaten the other once.

In their first meeting, Artists Service emerged victorious 12-8. In their next clash, however, General Service turned the tables. They were faced by pitcher Adam Gayeck, who in his last time out had pitched a no-hit, no-run game against the Program Department team. Again for three innings he let the opposition down with nary a hit, but finally in the fourth inning a General Service barrage drove him from the box. When the dust had finally settled at the end of the game, General Service had emerged on the long end of a 22-8 score; and paced by Hugo Seilers, who hit three consecutive home runs with two shorter hits for good measure, they had smashed out no less than 27 hits.

These two teams meet again very soon, and, barring accidents, this game should have a definite bearing on who is the final champion.

The standings to date are:

Team	Won	Lost
General Service	3	1
Artists Service	3	1
Program	2	2
Engineering	1	3

On September 16, NBC of New York is sending its all-star softball team to Schenectady to challenge WGY's claimants to championship honors. The game, sponsored by the NBCAA, brings together two of the strongest teams in the region, and the winner may well lay claim to the mythical NBC championship.

The team which we send will be composed of the stars of the various departmental teams that have been fighting for our league championship, and from all reports is strong enough to batter down all opposition. Good luck, boys; we hope you won't need it, though.

Ignored until now in the press of rapidly developing summer athletic activities, the Announcers softball team has forced recognition by playing through an extremely difficult schedule,

and at the present writing has yet to lose a single series.

To date they have split with the CBS announcers and with Johnny Messner's orchestra. They have, however, decisively defeated the Mutual staff in two games and have taken one game from WMCA and the night page staff.

As the team takes the field, their line up shows Leon Leak, catcher; Jack McCarthy, pitcher; George Hicks, Kelvin Keech, Nelson Case, and Ray Diaz, all in the infield; and Lyle Van, Jim Shellman, Gene Hamilton, and Al Schneider, in the outfield.

They have, as yet, successfully avoided a return game with the night pages, who were forced to meet them with a crippled line-up, but they are confident of their strength, and offer to take on all comers "with a reputation."

Incidentally, though their hours prevent competition with our day men, they challenge the winner of the softball league in a game for the true championship of NBC. They would prefer to arrange the game at the outing, but anytime it can be arranged they promise themselves ready, willing, and able.

You Have a Date

The Place—Briarcliff Manor
The Date — Tuesday, Sept. 12th

The Occasion — The annual NBC Outing

The notices are out, giving exact directions, what the day will include, and giving the name of your department representative (each department has one), so we won't repeat all these details. We would suggest, though, if you're hesitant about buying a ticket (\$2.50 for AA members, \$3.50 for non-members) that you talk to some of those who spent the day at the outing last year; they'll convince you where our poor efforts can hardly do full justice to the plans that are under way. Everybody will be there, so let's all get together and make this one the best yet.

Tennis News

The returns of the first tennis tournament of the season are in, and Dick de Raimes of Script is victor. In a grueling, four set match, he outlasted Engineer Serge se Somov and won by a 1-6, 6-3, 6-2, 6-3 score.

NBC has accepted the invitation of its brother organization, RCA-Victor, to meet its team at Camden on Sept. 10. This match starts the season of inter-company competition which last year netted but one lone defeat for NBC, and the boys are gunning for an even more successful season this year. The invaders will consist of Joe Merkle, in the number one spot, followed in order by Paul Rittenhouse, J. L. Hatheway, L. Mack, Ed Kahn, and Al Krenshaw.

Riding News

The riding club outing was held as scheduled on August 1st, and from all reports everybody had a wonderful time. Riding, softball, dancing, and barbecue dinners were the order of the day, topped off with a cooling swim when the exercise became too warmingly strenuous. The only casualty of the day was Bill Garden's wrenched neck, which occurred during a particularly fancy high dive. It was agreed by all—even Bill—that, as the cars rolled towards New York again, it was the end of the perfect day.

Baseball News

The baseball season has been completed and little remains but to evaluate the season in general. We had a far better team than the .500 mark, which represents the season's percentage of games won, would indicate. It wasn't an exceptional team, but neither was it bad, so when next year rolls around —? Just wait, we'll show 'em!

Bowling News

The bowling season will soon be under way. Some of the departments are already starting to form their teams, and for the last time this season, we're able to write that it's all even in league standings, for with our next issue we hope to report on the battle royal for first place. The departments that haven't formed their teams as yet, should get started, the more the merrier, and we wish you all strikes instead of splits.

KNOW YOUR COMPANY

No. 18—Photographic Section

A few weeks ago the hundredth anniversary of modern photography was celebrated. At the same time another photographic milestone was passed right here in Radio City when the NBC Photographic Section completed its ten thousandth "job." As each job—or assignment—usually requires many negatives, that is no mean amount of shooting. And it has all been done since 1931, the year when the section was established. Of course radio fans did not go without pictures of their favorite bird imitators and hymn singers before that date—said entertainers and their agents supplying their own. But the better and greater production of artist photos was not the only reason that NBC created the photo bureau. On-the-spot news coverage was taking a more and more important place in the Company's activities, and offered a great source of institutional publicity, providing the papers and magazines could be well supplied with pictures of the events—with the NBC microphones in prominent view. Newspaper photographers, it seems, occasionally would forget to include the mikes. *Et voila!*

Photography being creative work, this article's best approach is probably through the lens-men themselves. Photo editor and charter member is Ray Lee Jackson, radio's first photographer. What lens work he has time to do when not engaging in managerial duties is in the portrait field. Should you want examples, remember his portraits of Toscanini, or—going from something to something—of Dorothy Lamour.

Assisting him in desk work is Charles Van Bergen. A special job of his is assisting outside photographers, including newsreel men, in taking pictures around the studios. Charlie also can and does use the snap box himself when occasion demands it. Assisting both Jackson and Van Bergen is Florence Schwarzer. Incidentally, should you notice in some studio shot a girl pictured as an actress but whom you

know you have seen at an office desk, it is the photogenic Florence.

The majority of the portrait work is now done by Frank Westhaver. With the unofficial motto, "Give that little girl a big personality," Westhaver produces those eye-catching cheese-cakes (leg art) that so brighten the radio columns. His subjects also include full-faces, groups, entertainers in gag poses, sponsors' friends, and Fred Allen, i.e., anything taken in the section's own studio.

Meet now Sidney Desfor and Robert Fraser, the news men. One of their duties is snapping shots of the stars at work. For instance, Ezra Stone is supposedly riding a bicycle in one episode of *The Aldrich Family*, and actually peddles a jacked-up bicycle in the studio while reading his script. Now a shot of Ezra on his bike before the mike can do no harm, promotionally speaking; so up to the studio goes Desfor or Fraser and records the scene for posterity. Pictures of actresses washing dishes and digging radishes just like reg'lar folks also endear them to their public; so such work takes these two camera-men out to the suburbs. The remainder of their camera work consists of covering NBC special events. Sometimes these assignments are not only hectic but exciting—entailing such feats as flying through fog to and from some remotely located news scene in order to scoop all other photographers. (If NBC submits a news-worthy photo to the papers before any other service does, the papers will naturally use the NBC photo—mike and all.) For the benefit of camera addicts, the cameras used on these

news jobs are Rollics (Rolleiflex), Minnies (Contax, F. 1.5), and Four-fives (Speed Graphics).

The sixth male member of the section is William Haussler, a six year NBC veteran. Since April he has been taking all the television shots. That his subjects range all the way from iconoscopes and boom mikes (studied impressionistically) to ballet dancers (studied longingly) gives an idea of the scope of his work.

All these men do their own developing. Besides being experts on the "from soup - to - slop - to wash" procedure, making wet prints (rush jobs—printed from wet negatives), and other technical aspects, they also are naturally well versed on all other phases of publicity photography. They know the different requirements of various outlets in regard to types of poses or how to group pix for a feature layout. Having photographed foreign royalty and almost every big-name in this country, besides artists, they know how to handle the most difficult subjects. Most artists, however, now willingly accept advice and "mug it" or "hold it" according to instruction. It is interesting to note here that much photographed "biggies," when being shot with a group, rush to the camera's left—knowing that their name will thus read first in the caption.

These doughty lens-men also know better than to let any subject pose with a tall glass of amber fluid and cracked ice or with a smoking toasted weed—smoking not being allowed in the NBC studios. An exception was made of Ben Bernie, he being considered—we quote *Variety* — "a torso attached to a

stogie." They know, too, how to work fast; most jobs demand it. Ray Lee Jackson once did sixteen portraits of Toscanini in thirteen minutes. All sixteen were good and were used. As to quality, anyone who has seen their three-hundred-picture exhibit now traveling the country can well testify. Their ability can certainly be traced in part to their con- (Cont. on page 14)



For the first time in history the men of the NBC Photographic Section pose together—and for an amateur! Left to right are Frank Westhaver, Charles Van Bergen, Sidney Desfor, Photo Editor Ray Lee Jackson, William Haussler, and Robert Fraser.

KOA DENVER by Mack Switzer

KOA'S Sound Effects man, Lyle Baker, turned in a remarkable performance on the Merchant Biscuit Company's program during the recent Cheyenne Frontier Days. During the 30 minutes on the air, Lyle used over 40 sound effect records to simulate sounds of an imaginary passing parade, which was described by Announcer Gil Verba. Sound of cavalry, crowds, wagons, police cars, stage coaches, and artillery was so neatly done that the station received several phone calls asking why the Frontier Days Parade was held three days earlier and at night, too.

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Vacation Notes: Junior Control Supervisor Joe Rohrer spent his vacation communing with nature at his suburban home just outside Denver. Joe has gone agricultural this year since purchasing his new 6-acre tract. His crop includes corn, beans, and a sprinkling of radishes . . . Ellsworth Stepp, Transcriptions, and wife, Kay, vacationed near Aspen, Colorado, where the fishing can always be relied upon to be good . . . Production Manager Roscoe Stockton hied himself to the hills and his cabin near Eldorado Springs to catch up on his reading and thinking, but Mrs. Pansy Stockton tells us that sometimes Roscoe would sit and think and at other times he would just sit . . . Announcer Jim Campbell took his vacation by seeing more territory than he had ever dreamed of when he took the Streamliner to Chicago and after a quick look at the Big City hurried back to Denver and then left again for Longview, Washington, where he visited his parents.

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On Sunday, August 13, by means of pack set, mobile unit, and regular phone wires, KOA broadcast from the top of Arapahoe Glacier, high in the Rockies, on the occasion of the annual trek to the top of the mountain of ice, sponsored by the Boulder Chamber of Commerce. With Announcers Charles Anderson and Ivan Schooley at the microphones, Engineers Perry Peregrine, Glen Glasscock, and Stan Neal did a perfect job of relaying the voices from Anderson and his pack set to Schooley and the Mobile Unit and from there to Nederland and the wire pick-up.

NAMES IN THE NEWS

(Continued from page 5)

New York; Daniel S. Tuthill, assistant managing director, a boat trip to Bermuda and three weeks on the Island; Adelaide Bucheister, a trip to Switzerland and Germany; Ethel B. Gilbert to Lincoln, Nebraska.

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John Baxter, former publicity man for Artists Service, opens Station WFMJ, Youngstown, Ohio, as manager, with Paul Whiteman as the first guest star.

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NBC viewers of the recent Eastern Grass Court Tennis Championships were pleasantly surprised upon seeing Guide Supervisor Paul Rittenhouse appear five minutes before the Iconoscope at the end of the matches. It seems that Paul, being a tennis expert, had been helping out during the entire telecast. Paul was asked to give the public his choice for the American Davis Cup Team. As No. 1 he chose Bobby Riggs; as No. 2, Alice Marble! A slight bulge was noted in his left cheek—not, we believe, due to mumps.

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Just at press time comes news of another intra-departmental romance. The principals are Edna Mustor, secretary to George Frey of Sales, and Field Engineer Andrew Thomson. The wedding date is the second of this September. The couple met at last summer's NBCCA outing. Miss Mustor is resigning from the Company.

Know Your Company

(Continued from page 13)

stant practice—all have photography as their main hobby.

As to distribution of all these photos, many are made for special purposes or on request (of the Editor of the News Service, for instance—or even the TRANSMITTER). The majority are sent out in a service that supplies around ten subjects weekly to several hundred papers. Of course there must be a file room, or morgue, to house all these pix. Also there must be a file clerk who knows where everything is. There is, and her name is Dorothy Streitz. And that completes the section's personnel and this article. So, as negative 10.453-12 floats lazily about in its chemical bath, we regretfully say goodbye to the NBC Photo Section.

KYW PHILADELPHIA

by J. A. Aull

Griffith B. Thompson, formerly with the National Broadcasting Company and more recently sales manager of the Associated Recorded Program Service of New York, was appointed sales manager of KYW last month to succeed John S. K. Hammann who resigned.

Mr. Thompson first joined the National Broadcasting Company in 1935 as sales manager at WBZ Boston. A year later he was transferred to the network division of the company in New York. In 1938 he resigned to become associated with the advertising firm of Bermingham, Castleman and Pierce, Inc., of New York. He left there to join the Associated Recorded Program Service. Thompson is married and the father of one child.

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There are a lot of people pounding city pavements who wish they had an automobile, but Jim Harvey, director of the KYW Camera Club, was in the anomalous position of trying to get rid of one. It seems that Jim went to the World's Fair in New York and snapped a photograph of the flags flying over the Ford exhibit. When the Ford Company offered prizes for photographs in July, Harvey sent along his sample. He won first prize. And last month none other than Henry Ford himself presented Jim with the winner's bounty. It was an automobile and exactly the same kind of car that Harvey had spent good money for less than a month previous.

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Vacationers: Leslie W. Joy, general manager of KYW, selected the Jersey coast for a two weeks' vacation, in the early part of August . . . Lambert Beeuwkes, KYW sales promotion manager, also recuperated on the Jersey beaches after a trip to the World's Fair . . . Anna Anderson, secretary to Griffith B. Thompson, new sales manager at KYW, spent her vacation at Camp Karamac, Delaware Water Gap . . . Emma Mae Lysle, secretary to J. F. M. Proulx, KYW auditor, also returned from vacation at Delaware Water Gap in time to pinch hit in the Publicity Department for Janet Millman, who vacationed at Westport, Conn. . . . Helen Pearse, secretary to Jim Harvey of the KYW Program Department, selected Virginia Beach . . . Announcer Dan Munster spent two weeks at Fort Hoyle, Md., as Lieutenant Munster of the Sixth U. S. Field Artillery.

NBC HOLLYWOOD

by Noel Corbett

During his Northwest business trip, Hal Bock, Division Press head, experienced the thrill of acting as a one man fire department in one of the hotels at which he stayed. It all happened when he left his room one morning and discovered a burning service tray wagon in the hall. Calling for help while beating out the flames, he soon had an audience and an hotel attendant with a fire extinguisher. However, the attendant refused to put the thing to work, claiming the acid would ruin the rugs. In disgust Bock finished the job with damp rags.

Payoff came when Bock checked out and discovered the hotel had charged him a dollar a day more for his room than quoted. When Bock suggested he'd submit a ten dollar fire-fighting charge, the manager quickly adjusted the bill.

Speaking of the trip itself, Bock is gunning for Tracy Moore, Sales, after Moore recommended a no-traffic, no cops, no-trucks route to Portland, which turned out also to be a no-service station, no-human being, no-road trail that was full of chuckholes, turns, corduroys, rocks, and rattlesnakes. Bock has inaugurated a campaign of window cards, direct mail, and innuendo against Moore as a highway-picker, especially since Moore, when he went to Portland a week later, went via air.

Walter Baker, manager of the NBC Softballers, manages to keep his team well supplied with opponents, and tough ones too. The Telco Cubs (Southern California Telephone Company), to whom they lost 9 to 8, are third in the AA league. Charlie Smith, General Service, pitched, and "Whitey" Reynolds caught. Curley Bradley of the NBC Ranch Boys knocked out a home run.

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Because Director Arnold Maguire insisted on spending his vacation at his typewriter cleaning up writing stints, Assistant Program Director Marvin Young instructed the studio cop, Jim Cannon, to refuse the gagman admittance to the building when he appeared at the employes' entrance.

Later somebody spotted the director working in his office.

"I came in the front door with a bunch of tourists," explained Maguire.

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Tour Guide George Volger has been doing such a swell job entertaining Hollywood Radio City visitors that he was chosen to describe the RCA Television Exhibit at the San Francisco Exposition. Volger will tell the workings of television to thousands daily for the duration of the Fair, after which he will return to NBC.

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Quick Pix: Helen Murray, Sales Promotion, was recently made Secre-

tary of the L. A. Jr. Women's Ad Club for coming year . . . Nell Cleary, Press, is feeling spry these days after her two recent illnesses . . . Helen Limke, Press, is staying in town on vacation. One reason is that she swims daily in her uncle's private Bel-Air pool . . . Sidney Strotz vacationed here . . . Lew Frost divided his vacation between San Francisco Fair and Hollywood . . . Maryalice Moynihan, Auditing, vacationed with relatives in Seattle . . . The last two weeks in August Don Gilman spent in the Northwest . . . For the first time in five deer seasons, Sidney Dixon missed bringing home a buck . . . Jane Burns vacationed at Laguna Beach. Memories of last year's sunburn made her resolve not to do any swimming. However, one of those big breakers caught her off guard . . . Charlie Brown spent ten days vacationing at Catalina . . . Curtis Peck, engineer-in-charge, KPO-KGO, visited A. H. Saxton and Hollywood Radio City during August . . . Andy Love has a speaking date with the Pasadena PTA, April 10, 1940! . . . Bill Sabransky, Hollywood staff organist, vacations in his home town of Kenton, Ohio, sometime in October. During his stay Sabransky will give a dedicatory recital on the new organ of the Kenton Lutheran Church . . . Ask Marvin Young how to make barbecue pits and influence bricklayers.



When Walter Bunker returned from his vacation he was greeted by an empty office. It happened that when Marvin Young vacationed, Bunker and John Swallow removed all the drawers in Young's desk. Helping Bunker catch up with his correspondence is Janette White. Incidentally, Swallow vacations next.

At the Samarkand Hotel in Santa Barbara, Photographer Art Carter snapped (left to right) Hal Bock, Western Division Press manager, Mrs. Pinney, Mrs. Bock, and Warren Pinney, manager of El Mirador Hotel in Palm Springs.

ROVING REPORTER

Nine proud pappas and mammas have just blossomed out in the Script Division. The strange part of the story is that all nine are the parents of the same small boy, and most amazing of all, although they have just recently assumed the duties of parenthood, their son is all of nine years old.

It seems they have adopted this boy, Victor Garcia de la Calle, as part of the "Foster Parents' Plan for Spanish Children" through which a Spanish war orphan can be cared for by American sponsors through contributing nine dollars a month for his support and supplying personal relationship between the youngster and the foster parent.

The Script foster parents, led by Carl Bottume, who has been appointed secretary by the group, are Natalie Baker, Mary Elson, Stockton Helffrich, Richard McDonagh, Marion Pullar, Kirk Quinn, Helen Sweeny, and Elizabeth Todd.

The boy has ambitions to be a sailor, so the parents followed their first correspondence, a joint fatherly-motherly letter, by sending him a new sailor suit, and have every intention of encouraging the boy's ambition.

Our congratulations go to Vic for having acquired some good parental possibilities. With a little patience he should be able to make real parents of them. At the same time, though, remembering how tough on us it was having just two parents feeding us our spinach, we tremble at the thought of how effective nine of them would be.

Incidentally, if anyone would like to know more about the plan, just contact Carl Bottume of Script. As secretary of the group, he can tell you all about it.

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For sheer diligence and patience, with a touch of brilliance verging on genius, our hats are off to those men who figure out the destinations of those weirdly addressed envelopes which pop up every once in a while. Not long ago, for instance, George Nelson of Personnel received a letter from Canada addressed simply, if rather cryptically:

G.M.N.
WJZ
NBC
RCA
N.Y.C.
U.S.A.

And the amazing part of the whole story is that it was delivered without delay. Proving, though it isn't our fault, that the mails do go through regardless.

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NBC has for years produced individual champions in many



Victor Garcia de la Calle de Scripto

fields. Our latest claimant to highest honors in his chosen pastime is big Herman Dayton of our guide staff, whose achievements in Bingo have been little short of phenomenal.

Recently Herm was lured into one of our down-town theaters by one of those "double-feature-as-advertised - plus - Bingo" nights, and true to the preferred NBC tradition "asked no quarter and gave none" until his final triumphant cry of "Bingo" rang out in token of victory. Before the smoke of battle had cleared, Herm had not only been declared the winner, but he had also walked off with the jack-pot which totaled—(sorry it's an NBC policy not to mention monetary figures when speaking in tours or of guides). Sufficient to say, with the first three figures ignored, the total ended up with \$42. His winnings found a very ready home, however, so Herm is still

speaking to the rest of us. If you approach him on the subject, he may even be prevailed upon to drop some pointers on the system of a successful champion.

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This item comes under the heading of the prize gag gift of the month. We're all familiar with the news that Keith Kiggins has been appointed director of the Blue Network, but few of us know of the farewell present from Station Relations tendered him by plotters from that and various other departments.

The plotters, led by John Kucera of Sales Traffic, conceived the idea that, as Blue Network leader, Mr. Kiggins should find definite inspiration in that blue-blood leader of all the blues, that masterpiece of John Gainsborough—the *Blue Boy*.

The germ of an idea was born, and the machinery of NBC began to grind. Station Relations, Press, Sales Traffic, Sales, and the Drafting Room all had a hand, and when the final product was presented, it was a masterpiece which Mr. Gainsborough himself could hardly recognize, for in place of the fair innocence of the original aristocrat Blue Boy, we find the face of our number one Blue Networker. We don't know where the original youngster won his title as champion of the blue, but we feel pretty sure that his successor will defend those blue laurels in a way to make Blue Boy the First proud of him.

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Your new Roving Reporter joins the editor in asking every NBCite to remember that the TRANSMITTER'S success depends upon employee contributions.



Keith "Blue Boy" Kiggins