

# NBC TRANSMITTER

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NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

## TELE FLIGHT IS SUCCESSFUL



Interior of the United Air Lines plane, taken during the course of the experimental flight.

ON the morning of Tuesday, October 17, a television experiment marked the twentieth anniversary of the founding of RCA. The experiment was carried on in the stratosphere.

Flying over Washington at an altitude of 21,600 feet, RCA and NBC engineers tuned in Station W2XBS, New York, on a standard model television receiver now being sold in New York. The only change made in the receiver was a slight adjustment in the automatic volume control to compensate against the whirling propellers.

At the prescribed time, the image of Herluf Provensen, NBC announcer, appeared on the screen. After a brief introduction, his place was taken by David Sarnoff, president of RCA, and W. A. Patterson, president of United Air Lines, which company was cooperating in the experiment. By means of two-way radio communication, a conversation then ensued between Mr. Sarnoff and Mr. Patterson in the studios, and the members of the group in the plane. Later, in response to a request from Sid Desfor, NBC staff photographer, Mr. Sarnoff posed for a picture. That photograph, taken from the kinescope screen of the receiver in the plane, is printed on this page.

The big thrill of the flight came on the return from Washington. As the plane neared North Beach Airport, the motion picture sequence which had been filling the screen of the plane's receiver suddenly stopped. In its place members of the group could see a picture of their own plane as it circled the new airport. They were able to watch themselves landing from the viewpoint of those on the ground, since the television cameras stationed below followed the incoming ship until it touched the earth and taxied up the runway to a stop.

The images, as seen in the plane, were comparable to those received in the primary service area of the NBC station, which takes in a radius of fifty miles around mid-town Manhattan. However, they did suffer frequently from interference of other electrical equipment in the plane, including

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## NEW SYSTEM OF RECORDING

A DIRECT outgrowth of Television's pioneer work in ultra-high frequencies, the RCA-NBC Orthacoustic Recording System, has recently been introduced by NBC Electrical Transcription Service. It is an entirely new system which offers listeners the same tonal qualities found in live broadcasts.

The new development will be available to all stations without the necessity of installing expensive new equipment, since it is merely a crystallization of all recording improvements made during the past few years, together with new innovations in materials and recording technique. Essentially, it offers higher quality in reproduction; elimination of distortion, particularly in high frequencies and in surface or background noises; natural, true reproduction of speech; and greater tone fidelity in the reproduction of music.

The tonal qualities produced by records transcribed under the orthacoustic method have been commended both by engineers and public. The system itself represents one of the greatest technical strides forward since the introduction of electrical recording in 1925.

The improvements lie in a pre-emphasis of the lower and higher frequencies during recording. Inverse characteristics are introduced into the playback equipment through a compensation filler, and eliminate background noise in the lower frequencies as well as scratching in the higher frequencies, at the same time minimizing distortion in the treble and bass.

The engineering laboratories of both the RCA Manufacturing Co. and NBC, working together, are responsible for the new development, and it will be used exclusively in the recordings made by NBC's Electrical Transcription Service. In addition, sample recordings and instructions about the application of the greatly improved method have been prepared for distribution among NBC's affiliated stations.



RCA President David Sarnoff and W. A. Patterson, president of United Air Lines, as they were seen on the iconoscope screen of the plane's receiver.

## ARTISTS SERVICE PLANS TALENT MANAGEMENT

Mr. George Engles, vice president and managing director of NBC Artists Service, is setting a precedent for the entire field of entertainment by giving ten fortunate young men an opportunity to learn how to handle talent.

The fact has long been recognized that such a movement as this was needed, but it wasn't until Mr. Engles' plans were announced that it became a reality.

The talks have been designed with a two-fold purpose: to give young men an opportunity for training in the management and sale of talent, and to create a supply from which the entertainment world may draw its future managers. The group meetings will convene once a week for twenty-five consecutive weeks with the exception of Thanksgiving, Christmas, and Easter. At these meetings, Mr. Engles will invite famous personages of the amusement world to speak.

Between meetings, the group members will spend one or two nights at a play, the opera, a concert, a night club, or motion picture that Mr. Engles might suggest. Reviews will be written with emphasis on casting, direction, story, production, scenery, lighting, etc.

Many more applications have been received than the limited size of the group permits. The selections are being made now, and by the time this issue is released the members of the group will have been chosen. They will have been selected through a personal interview with Mr. Engles, and consideration of written reports on various subjects, including the discussion of a radio program, comparison of magazines, and the future in radio for the individual.

This plan has been termed "history making," but Mr. Engles prefers to consider it as building the foundation for history which will be made by the group's members in years to come.

In presenting this course, Mr. Engles is cooperating in the general training plan of the Company, which is being directed by Ashton Dunn of Personnel.

### Two Stations Added

Two Pennsylvania stations, WJAC, Johnstown, and WFBC, Altoona, have become affiliated with the Company's Red Network, joining the system on October 1. This brings the total to 176 stations.

## DAVID SARNOFF TALKS ON "RADIO AND EDUCATION"

Following are excerpts from Mr. Sarnoff's speech, which was delivered in Albany, N. Y., October 13, at the 75th Annual Convocation of the University of the State of New York. The deleted parts have not been indicated, highlights of the talk having been printed as one continuous article.

If I confine my remarks today to the services of a single company, it is not with any desire to withhold credit from its competitors for the many meritorious contributions they have made to education through broadcasting. I speak of the National Broadcasting Company because its policies and programs are more familiar to me; because its educational program services are more comprehensive than those of any other broadcasting organization; because, as the pioneer of American network broadcasting, NBC has blazed a trail which other broadcasters have followed in a spirit of public service.

It is important to remember that this organization is a commercial and not an endowed institution. It is a business conducted under the American system of private enterprise. Regardless of the merits of its performance by any other standards, it will be a failure if its revenues do not exceed its expenses; if it is unable to maintain itself and to reimburse the capital it employs.

This requirement is not a handicap, it is a source of strength. It is the factor which dictates that the broadcasting network shall serve the many and not cater only to the few, that its efforts shall always be directed to bring the greatest good to the greatest number.

Only 30% of NBC's total program time is paid for by advertisers. The remaining 70%—devoted to programs known as "sustaining"—represents by far the largest element of expense in the broadcaster's budget. The time alone, given free to sustaining programs on the NBC networks, would amount to \$50,000,000 a year if figured at commercial rates. That sum does not include the talent and special facilities employed on these programs, which cost the company many millions of dollars each year.

In any discussion of the relation between radio and education, one inevitable question always comes up: What do you mean by "education"?

*(Continued on page 4)*

## 66 BEGIN SECOND SEASON OF DISCUSSION GROUPS

On Wednesday evening, October 13, Dr. James R. Angell gave the first talk, inaugurating the second series of discussion groups to be held by and for New York employees.

These discussions are arranged by Ashton Dunn, of Personnel, for the purpose of giving a more complete picture of the company and its detailed activities. They are scheduled for alternate Wednesdays throughout the winter until the first of June, meetings lasting about an hour and a half after 5:15.

The head of a different division appears at each succeeding session and gives a brief, informal talk about the work of his particular province, this being followed by open discussion with the speaker of the evening answering pertinent questions. At a specified time and place during intervening weeks, persons intimately connected with the working details of the division under discussion will be available for further questioning. This for the benefit of the group members who are particularly interested in that division; it will then be possible for them to investigate the work more thoroughly.

Contrasting sharply to last year's hit-or-miss schedule, the talks this season will follow a definite plan. One department will be completely covered before it is dropped.

While reports will not be submitted as they were last year, there will be a succession of quizzes from time to time to determine just what the participants are getting out of the course.

Mr. Dunn makes it clear that the discussions are not designed to train anyone for a particular division, but to give the members a look into each one of them and a better idea of Company activities as a whole. However, for those anxious to enter a particular phase of Company work, the meetings will certainly furnish a better foundation for study and preparation.

Interest in the discussions, even as in the last series, has been lively. Too many applications are received to permit everyone to enter, and selection must be by merit. 66 persons have been chosen for this particular session, including employees from Artists Service, Continuity Acceptance, Electrical Transcription, Engineering, General Service, Information, Legal, Program, Sales, and Stations.



# KNOW YOUR COMPANY

No. 19—Announcing Division

"This is station WJZ . . ." and another announcer has made his mite of an impression on the public ear for the benefit of NBC. How poised and pleasant are these familiar voices of Radio City, and how much hard work and organization lie behind the fact that the announcer is always there and always on key.

The Division is not large. Forty-four industrious persons carry the whole load. Many people will remember when there wasn't any Announcing Division at all.

Milton Cross, dean of announcers, maestro of the microphone, was carrying shows on WJZ nineteen years ago before NBC was a name to dial for. He has undoubtedly said more words over the air than even the Statistical Division would care to lay end to end. Eleven years ago things had come to a point where nothing less than twelve announcers would do. But Announcing was still just a part of Production.

In 1929 the complexity of the job and the increasing specialization of radio work demanded a great divide, and Announcing came into its own as a full fledged Division under the immediate supervision of the vice-president in charge of Programs. Since then it has carried on, flying its own banner. Today there are thirty-six announcers.

Head of the Division for the last ten years has been the genial and capable Pat Kelly, sitting in his office on the fifth floor within easy reach of Webster's Unabridged. He listens in to hear what sort of job the men are doing, he tells the agencies which men are free for a commercial at a given time (making sure the same person doesn't announce competing products), and he schedules the announcers for straight programs, spots, and nemos.

But more than this, the division is a bottleneck for production. The announcer is the last man in the line from the writer of the show to the actual broadcast, and Pat Kelly has to make sure that the cues for setting up and switches are correct, and that the proper channels are open at the beginning and the end of a program.

Helping him is Dan Russell, his assistant, a fine linguist who is able to tell you the correct pronunciation for anything from Nishni Novgorod to Tuonela. It isn't surprising then to find Dan Russell also in charge of



Pat Kelly

guiding the aspirants' aspirates in Announcing's training class for the uniformed staff.

At night Ray Diaz is in charge, aided and abetted by James Shellman, another assistant supervisor.

An outstanding member of the Division is Miss Edna Seibel. Naturally, being the final link in production, Announcing has to tie in with Traffic, check up with it, and take care of all executive orders about programs as well. So this department binds together all the stuff from Production and Traffic, day by day, sees that everything is straightened out, and then lines up and issues the daily logs. And it is Miss Seibel who coordinates these logs. She has been at it for ten years and is one of those "Famous People Who Hardly Ever Get A Vacation," which is understandable because the division would be helpless without her work.

Filling out the organization's framework are the announcers themselves . . . thirty-six good men and true-voiced. The uninformed public generally pictures them spending their time ringing the NBC chimes, spelling out B-U-L-R-U-S every hour, and wearing galoshes and gargling to protect their livelihood. We all know this is far from true.

An announcer must have special qualifications; after a good voice the chief asset being a head. It is practically a cliché, or ought to be, that it is better to have a merely acceptable voice and brains, than no brains and

a voice to make the weak-willed weep. This is because of all the different things an announcer has to do.

Besides his regular sustaining and sponsored shows, he must cover all sorts of spots, nemos, international broadcasts and special events. He may start the day with a straight show. He arrives in the studio, where he must be at least ten minutes ahead of time, reads his script, puts the studio on the air, and speaks his piece.

Later on he goes into rehearsal for a sponsored program and this time puts his all into a commercial. Finally he may end up by covering a late dance band. He grabs his music sheet, the list of numbers to be played, and rushes off to the Walsylvania fifteen minutes ahead of O.A., to check the sheet with the band leader and arrange his introductions, most of which are ad lib.

But an announcer may have to spring to attention at an instant's notice—witness the recent twenty-four hours a day coverage of the war bulletins from the NBC Special Events room, with George Hicks and others giving them to the country as fast as they came off the teletypes. Obviously the announcer must be a showman, actor, fast-thinker, and a diplomat. He must also be able to build a show. And through it all he must maintain a pleasant personality and a pleasant personal appearance.

As a matter of fact, personal appearance is very important. Remember the studio audiences and the important people and guest stars whom an announcer meets. No wonder they are all such trig-looking fellows!

Behind this set up in the Announcing Division, covering everything from Pat Kelly to the weather reports from Studio 2C, the one supreme, irrevocable authority is, of course, Daniel "Unabridged" Webster, original author of the announcer's Bible. He settles all disputes. He is the one man who can do no wrong. Backed by this authority, keeping the golden grammarian rule, "good usage in a natural way," the mellifluous masticators of the language "send 'em out alive."

If by some strange chance an announcer does make a mistake. Pat Kelly can always count on a heavy mail from the public. Usually, however, the announcers themselves get the

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## DAVID SARNOFF SPEAKS

(Continued from page 2)

"Education" is one of those umbrella words that casts a wide or narrow shadow, depending on whether you keep it open or closed. In the open sense of the word, it is an educational experience to listen to a beautiful piano concerto. In the closed sense, the concerto becomes educational only when the listener practices it on the piano, or studies its construction from a score.

When Dr. Angell joined our staff, I asked him to give us his definition of education as applied to radio broadcasting. After pointing out the necessity for distinguishing between the use of the word as applied to schools and colleges, and its use in a non-institutional sense, Dr. Angell supplied us with the following:

"Any program may be regarded as educational in purpose which attempts to increase knowledge, to stimulate thinking, to teach technique and methods, to cultivate discernment, appreciation and taste, to enrich character by sensitizing emotion and by inspiring socialized ideals that may issue in constructive conduct. Education is essentially the process by which individuals come to adjust themselves intelligently to life."

I believe that Dr. Angell's definition is one which educators will accept. When we identify education with all the processes by which character is enriched and knowledge is increased, the importance of broadcasting as one of the modern instruments of education and as a public service is self-evident.

The sustaining public service programs of NBC represent more than half of its total program hours, or more than 10,000 program hours each year. There are programs planned primarily for reception in the home, to furnish information, culture, and inspiration to all classes of listeners; and programs designed or suited to supplement the work of teachers in schools or college classrooms, and home-study groups.

These program subjects are not haphazard selections. Each is a carefully chosen unit in a comprehensive program pattern. The pattern is designed with the same editorial foresight that goes into making up a newspaper or magazine.

No sharp borderline distinguishes programs of the general educational type from those more specifically designed for students in classrooms or the home. At this very moment this

## ANNIVERSARY CHIMES

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

### New York

George W. Malcolm, Guest Relations  
Katherine C. Parker, Bindery  
Charles Reyes Carvajal, International  
Theodore P. Gray, Music  
Clement Jay Walter, Sound Effects  
Joseph Kendall Mason, Sales Promotion

Frances Barbour, Sales  
Charles Alfred Wall, Auditing

### Chicago

Marvin H. Eichorst, Engineering  
Helen Shervey, Program

### Hollywood

Alex S. Robb, Artists Service  
Stephen Charles Hobart, Engineering  
**San Francisco**  
Byron Fay Mills, Program

afternoon, for example, some six million school children throughout the United States have put aside their arithmetic and geography books, and are listening to the beloved dean of conductors, Dr. Walter Damrosch, as he directs a symphony orchestra and expounds the meaning and significance of some of the world's great music. At the same time, millions of home listeners are equally enjoying this Damrosch Music Appreciation Hour, even though it does not get them out of any recitations.

In coordination with the company's overall pattern of public service programs, the NBC Educational Department, under Dr. Angell's direction, has mapped out its own schedule of balanced program activities. This schedule has been adopted after a careful analysis of what has already been done in this field, both in this country and abroad, and after consultation with prominent educators and educational organizational procedure.

The usefulness of broadcasting in education is now clearly established. It should grow with the years. In it, the ultimate aims of educators and broadcasters are identical. Both desire to see American standards of culture and intelligence raised to higher levels. Both recognize the power of broadcasting as a means to that end.

These are days when American institutions are the subject of attack, both abroad and at home. The question is again being asked, as it was in Lincoln's time, "whether this nation

## LIBRARY EXCHANGE PLAN

A meeting of all RCA-NBC librarians, suggested by Miss Marie Lugscheider, was held on Thursday, October 5, in the NBC General Library, room 463 of the studio section, with Miss Frances Sprague acting as hostess. The purpose of the group was to establish an exchange system of ideas and facilities for all of the libraries concerned. Besides Miss Sprague, and Miss Lugscheider of the RCA Harrison Library, those attending were William M. Paisley, NBC Music Library; Miss Rose Lonberger, RCA Camden Library; Miss Doris Crooker, NBC Law Library; and Miss Katherine Shanan, who has charge of the RCA Patent Library.

The outcome of the meeting has a much greater meaning than at first seems apparent. Each one of the libraries holds books on some special field not owned by the others; Miss Sprague, for instance, has a large stock of volumes on programming and broadcasting in general, whereas technical works comprise the major portion of the Camden and Harrison facilities. This necessarily imposed a handicap, since in one of the libraries, books covering certain subjects might be called for so infrequently that their use hardly warranted the purchasing expense. Yet they might be on file in one of the others. Under the newly

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or any nation so conceived and so dedicated can long endure." I believe it can.

But the answer lies largely in the use we make of our freedom; in the ability of our citizens to think for themselves and to govern themselves; in the ability of our self-controlled industries to render a larger measure of public service than is rendered by the state-controlled industries of other lands.

Young as it is, radio is proud of its share in helping to shape that answer. Education of the masses—as well as of the leaders—is one of the bulwarks of our democracy. Radio is a mass medium. It reaches the literate and those who cannot read. It brings the treasures of education to all alike. In fact, the richest man in the world cannot buy for himself what the poorest man gets free by radio.

In no other nation of the world—even where it is endowed by the treasures of the state—has radio achieved so much in the cause of education and freedom as it has in the United States.



# NBC CHICAGO

by Lynn Brandt

ON September 21, the Lincolnshire Country Club, 26 miles south of Chicago, was the scene of the fall outdoor party sponsored by the Central Division NBCCA. Golf, swimming, tennis, baseball, ping-pong, and riding occupied the attention of the many NBCites who were in attendance. Some of the prize winners were Ken Carpenter, Blue Sales manager, Central Division, in golf; Charles Whipple, Guest Relations, in tennis; Tom Bashaw, Sound Effects, in the ping-pong singles; Johnny Wehrheim and Bill Rosee in the ping-pong doubles. Byron Speirs, studio engineer, won the top door prize . . . a swell portable radio. Again congratulations to NBCCA President Meritt R. Schoenfeld, Net Sales, and his committee workers for a successful day and evening.



Outside Pickup  
(l to r) Engineers A. L. Hockin,  
W. O. Conrad, and Harold  
Jackson.



Ping Pong Champ  
Tom Bashaw, Sound Effects.



Bogie Man  
Jim Sturton, Artists Service  
Manager.



Smile Parade  
(l to r) Helen Shervy, Charley Tamburino and Blanche Brand.

That Polka  
(l to r) Ed Horstman, Archie Scott, Dave Kempkes,  
Byron Speirs, "Mac" McCormack.



Newly-weds  
Mr. and Mrs. Bob Ewing (Florence Moeller).



Rail Birds  
(l to r) Curt Mitchell, Jean Ballun, Irene Clark, Art Pearson, Esther Nilsen,  
Norma Aldersonn, Gene Hoge.



## NEW YORK

### Changes and Additions

*The erudite*, erstwhile editor of this publication has left our suite of offices on the 4th floor to take up his stand as one of the perambulating pillars of the Script Division. Gordon Nugent is with us no more. Needless to say, the loss of his steady hand and kindly influence will be sincerely felt by his former associates.

Mr. Nugent was probably one of the most learned editors this tradition-steeped paper has ever had. He received his A.B. degree at the University of Illinois, graduating cum laude and Phi Beta Kappa. He moved from there on a path of glory to Columbia University, entering on a literary scholarship and receiving his Master's degree in English literature. Then followed four more years among books, specifically with Henry Holt and Co., publishers of textbooks. Mr. Nugent then decided to write. He first spent a year of freelancing on the West Coast, but finally joined NBC in February of this year.

Mr. Nugent's glowing personality made this office one of the most popular watering places in the Company, and his literary style added zest and sparkle to the pages of the magazine. More times than we can readily say has TRANSMITTER copy been spiced with his subtle quips—surely it will suffer for the loss of them. And so we tender him regretfully into the hands of Miss McBride, with the gentle admonition to care for him well. For this is the banner of genius, half unfurled.

*Guide Frank Shinn* was officially transferred to the Production Division of the Program Department on the first of October. He replaced Frank Dodge, recently moved into a junior production director's berth.

Shinn qualified in last spring's auditions and has since been a member of the announcer's class, soon to be resumed under Dan Russell. And being versatile enough, he has also assisted Bill Eddy in Television's visual effects work, the latter being an outgrowth of his experience with puppetry. He once toured the Eastern Seaboard with his own company, playing to audiences ranging from ten to twenty-five hundred people.

A credit note to Frank at this point: He attended the Drexel Institute of Technology in Philadelphia for four

semesters. Now he is putting in a full day's work at NBC, and at the same time is carrying almost a full schedule at NYU Evening School in an effort to round out the above credits for a B.S. degree.

He does have ten minutes between two of his classes and is trying to think of a way to fill in his spare time.

*Norman Gray* was transferred to Music Library on October 1. He was taken from the tour supervisor's desk on the mezzanine.

Norm is Duke University, class of '36, and holds membership in several fraternities: Phi Mu Alpha, Alpha Phi Omega, Theta Alpha Phi, and Helmet and Spurs. He also has a B.S.M. degree.

The boy who, in an engaging tone, used to croon, "Your tour is leaving now," into the P.A. mike on the mezzanine, originally came to New York to study voice with Estelle Liebbling. He made his professional debut last August at Allen's Grove Summer Theater, Rutland, Vermont, singing the role of Silvio in *Pagliacci*. He is said to have had an interesting life.

*Official recognition* of Martin Hoade's transfer was recently forthcoming. He has been with the Company since 1933, or just before the exodus from 711 Fifth Ave., with most of the time spent in Music Division. He is now in News and Special Events.

Marty has had the journalism bug ever since he went to work in the Circulation Department of the *New York Sun*, and that was back in high school days. He has taken an extension course in news writing at the Columbia University School of Journalism, and has also studied radio at the N. Y. U. Extension School. With this in back of him, it took nothing more than a world crisis to put him in the News Room.

*Mary Louise Fields* has been re-engaged in News as secretary and keeper of the morgue. She replaces Annette Johnson, resigned.

St. Joseph's College, Maryland, is now represented in Press Department. Mary Alice Grattan is her name and she has been in town only since August, with her job in the Company coming a month later. However, she does account for several years business experience between school and now. She will act as receptionist, and also as secretary to Mr. Mullen of Press.

In Sales, the details of Hugh Beville's work is now being handled by Martha Howard. Frank Breslin has taken over her former post while Frank's desk is now being covered by Katherine Moroney.

The new operator in Telegraph is

Martin Ford, who, at this writing, has been with NBC one month. He formerly handled news traffic for the Press Radio Bureau, and has also worked for Postal Telegraph.

To get Charles H. Newton, Jr., you now dial Script Dept., where he has a desk and the title of junior staff writer. He was advanced from Script Routing where he has been since February of this year. Mr. Newton went to school in Cambridge at an institution called Harvard, from which he received a degree in 1936. He then went to the Pacific side of the country to work as a cub reporter on the Los Angeles Examiner. New York's four seasons and the National Broadcasting Co. attracted him back in April of 1938.

There is a twist to this latest change. Gordon Nugent, who last spring vacated the old TRANSMITTER office for Dorothy McBride, is now back in that office under Miss McBride's wing, while Charley has Dorothy's old office down the hall. No prize is being offered for a solution to this last paragraph.

*Miss Kay Bauer* has recently been added to Artists Service as assistant to Madge Tucker. Miss Bauer expresses extreme satisfaction with her position and hopes she may be associated with NBC for a long period. Her hobby is keeping up with events in theatre, motion pictures, and radio.

Charles Rynd, in Sales, now has Elizabeth Dunkerton as secretary. She is one of NBC's newer arrivals, having joined the Company August 22, and comes under the general heading of "local girl"—Bayside, L. I., being the actual spot. She got her preliminary schooling there, later went through Packard Business School, and at present is studying nights at N. Y. U. There was also a goodly bit of business experience between then and now: at Macy's, as secretary to a dentist, with the Guaranty Trust Co., and in her last position as secretary to an engineer with the World's Fair Corp.

Another Packard graduate (this column is not intended for advertising) is Katherine Moroney, who is now in charge of tickets in Sales. She comes from Brooklyn, and also attended St. Francis Xavier Academy in that suburban town. Her first position after business school was in the Company's Stenographic section, which she joined in October of 1938.

*Up in National Spot* and Local Sales, Mary Elson has taken over the desk guarding Mr. Boyd's office. Before that she had devoted some six months to Script Division, and we'll



let you figure out the amount of time spent in Stenographic, which started in January of this year. She has taken a secretarial course at Scudder and also attended Western Reserve University. Her business career began as secretary to the Prosecuting Attorney in Ashland, Ohio, and before NBC, included a year and a half with a publishing house and some months in the offices of a steel company. Ashland was the home town.

All the way from the West Coast comes Janet Fitch, who can now be found at the first desk to the right of that door on the left as you go into Continuity Acceptance. Coming down to specific geography, she hails from Eugene, Oregon, and attended the University of Oregon, graduating in 1933 with a French major. This latter for the benefit of those francophiles in Press who are thinking of starting a club.

Janet came East by a long jump and a short one. She landed first in Ithaca, N. Y., where she stayed until 1938, working at the central offices of the Kappa Alpha Theta Sorority. Last year found her at the Katherine Gibbs School right here in New York, and she insists that she left there with an honorable discharge to come with NBC. She replaces Jane Adams here as secretary to Miss Dorothy Kemble.

Frank Dodge returned to NBC October 1st after six months leave of absence which was spent at the World's Fair. He is now employed in the Production Division of the Program Department as a junior production director. Frank received an A.B. degree at Ohio Wesleyan University.

### Electrical Transcription

There are so many new faces in Electrical Transcription of late that we have decided to give that rapidly expanding department its own particular niche in these columns. At least in this particular issue.

Robert Schuetz recently made the cross country trip to the West Coast, having been transferred from his post in New York's Engineering Division to the position of manager of Electrical Transcription in the Hollywood studios.

John Garthland left the Page Staff in 1936 to become Sales manager of Star Radio Programs, Inc. The job was more or less a result of his first attempts with radio shows—a number of scripts which had been accepted by NBC and produced either locally or on the network while he was still a member of the uniformed staff. But after an absence of three years, he returned to this company the last of September,

joining Transcription Sales. He will contact local stations both from here and on the road.

Johnny came originally from Pascaic, N. J., but spent most of his early days in Winchester, Conn. He attended Gilbert Prep School in the latter city and at the same time, unshaven lad though he was, batted out articles for a local magazine called *By The Way*. Later on he entered Columbia University, majoring in English literature.

On the *distaff side*, four new secretaries are now gracing those carpeted halls, although it should be noted that they are new only to Electrical Transcription.

B. Jean Smith, now secretary to Promotion Manager W. B. Parsons, has been with NBC since 1934, having come here from a position at Bloomingdale's. Her first job with the Company was assistant to J. K. Mason in Sales Promotion. She remained there four years, then moved into the office of Clay Morgan to become his secretary. That accounted for another year. For the past six months she has been on sick leave, returning recently to the new position with Mr. Parsons.

Lorayne Tretheway entered the Company in June of this year, to go through the usual period in Stenographic. The promotion makes her secretary to Joseph W. Pepper and William Young. Lorayne started in New Rochelle, stopped off in Boston for preliminary schooling, carried on in the College of Fine Arts at Syracuse University, and then started on an entirely new track as secretary to the manager of the Raleigh Hotel in Washington. From there she came on to New York by way of Europe.

Jeannette K. Siewers came from Minneapolis—and not so very long ago at that. She arrived in town sometime during February last, but was answering roll call in room 304 by July. She now becomes secretary to Transcription's John H. MacDonald, replacing Ruth Allison, who found it necessary to return to her home in Chicago because of illness.

Back in Minneapolis, Jeannette was another one of those who believed in keeping the trade at home. She graduated from the University of Minnesota, picking up her secretarial training on the way through.

Amidst feverish activity in 272 we found Peggy Woodworth, recently advanced to the detail-handling desk under Messrs. Turner and Ralston. She is of West Englewood, N. J., Pearl River High School, Skidmore, and the Moon Secretarial School in New York,

all of which covered some twenty odd years in her life and seemed to warrant a vacation. So we learn that she has also poked around France and Germany for a while, by foot and railroad. However, by September of 1938 she had settled down in our much publicized Stenographic Section, from which she was called by Transcription last February.

### Miscellaneous

Another NBC guide has found his way to WRTD, Richmond, in the person of Ken Allyn. He resigned from Guest Relations about the first of the month to take up the usual duties down there.

On Thursday, September 14, a ten year get-together celebration was held by seven NBC engineers, with their guests, in the Cocktail Lounge of the Rainbow Room. The seven were student engineers together in 1929 and have remained close friends throughout the years.

The following day, Friday, the entire engineering staff assembled to pay respects to another event. A luncheon was held in honor of Bob Schuetz, recently transferred to NBC Hollywood as manager of Electrical Transcription in that city, with best wishes for success as the order of the day.

In attendance at the first of these sessions were: Tommy Phelan, Robert Schuetz, Beverly Frendendall, Robert Shelby, Whitney Baston, Ward Wilson (better known as "Beetle" on Phil Baker's show), and their respective guests. We have it that the gentlemen enjoyed themselves thoroughly and are looking forward to other anniversaries which can be celebrated in a similar way.

Since G. Thornton Steil joined NBC ranks, his promotions and activities have demanded almost regular attention in these pages. So in this particular instance, we beg leave to refer you to his latest write-up in the TRANSMITTER's August issue, and to add that he and his Novachord have resigned in order to free lance. He continues a contracted series with Electrical Transcription, and in addition, is working a new commercial series with Columbia. We also have it on very good authority that he has two more commercial shows lined up in the offing. It should be noted that Ted not only does solo work, but that he also has his Novachord group, which goes under the name of "Ted Steele's Novatones," and figures into his future contracts as well. Anyway, this time we'll say so long, Ted, and good luck. The prospects look swell.

## NBC TRANSMITTER

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## KNOW YOUR COMPANY

(Continued from page 3)

fan mail—and plenty of it. Probably fewer mistakes are made in the announcer's job than in any other comparable position, if you can think of another line of work where a man will be making public speeches from an airplane one day and from a submarine the next.

When you hear one of these familiar voices of Radio City, think of the efficiency of Pat Kelly's Division, which, through sleet and hail and electric storms, brings you your NBC chimes every hour on the hour.

Ordinarily, a small space in this position would be difficult to dispose of. In this case, however, we seize the opportunity to remind you that there are some odd shopping days to Xmas.



Vincent F. Callahan  
New assistant manager of WBZ &  
WBZA, working with John A. Holman,  
NBC New England general manager.

## WBZ BOSTON and WBZA SPRINGFIELD

by Charles J. Gilchrest

The beauty of the 400 young ladies, who, during the Boston Television Girl Contest, paraded before NBC microphones and RCA television cameras in the WBZ studios, explains why Contest Director Bob Evans had no trouble in getting all the assistance he needed.

Traffic Manager Gordon Swan celebrated, in October, fifteen continuous years of active service with WBZ & WBZA. He started as an announcer, worked at various times as press agent, production man, salesman, artist, news reporter, special events director . . . in fact every job except that of engineer.

Office Manager Cy Young took a late vacation in mid-October, but since returning refuses to tell where he went or what he did.

WBZ Control Engineer Lantz got exactly two birds in the first four days of the hunting season. But instead of being disgusted he oiled up his rifle for a crack at deer and bear in New Hampshire's mountains.

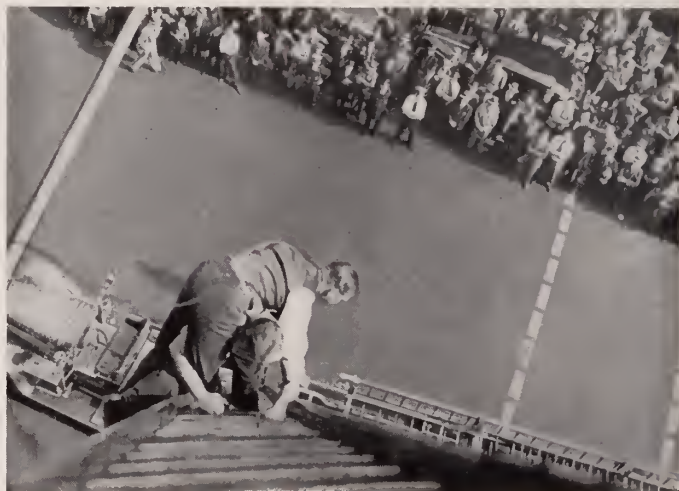
Ruth D. Higgins resigned her job as secretary to WBZ & WBZA Office Manager Cy Young to become secretary to the Athletic Director and Librarian of Colby Junior College, New London, New Hampshire. She was replaced on the NBC-Boston staff by Miss Sonya Bussinias.

Addition to WBZ & WBZA staff is Eleanor Sullo, stenographer in Accountant Bob Halloran's office.

Partially color blind WBZ & WBZA News Editor Charles Gilchrest went shopping on his wife's order to get a blue topcoat to harmonize with blue and gray suits. He returned with a green one which clashes beautifully.

Special Events Director Bob White celebrated the opening of National Fire Prevention Week by having a swell fire in his home. It gutted the basement, destroying solid mahogany furniture, hand painted china, and oil paintings. But his wife, a radio veteran herself, refused to phone him about it until his broadcasts were over for that evening.

Announcer Fred Cole celebrated National Fire Prevention Week by being carried down a ladder from the fifth floor WBZ studios on the shoulder of a fireman. Fred took his mike with him and even the grunts of the husky fire fighter went out to the New Eng-



Announcer Fred Cole finally gets carried out.

land listeners.

Captain John A. Holman, United States Signal Corps Reserve, and General Manager of WBZ & WBZA, arranged a special series of programs over these stations for the army recruiting service.

Television Contest Director Bob Evans flew Mrs. Evans, and the winner of the Boston Television Contest, Eleanor Aycock, to New York for a whirl of festivities in Miss Aycock's honor. Only fly in the social ointment was the fact that both ladies were attired in identical gray kidskin jackets and chapeaux.

The morning hour from 8:00 to 9:00 a.m. has become the hottest spot of the day for D. A. Meyer's control room engineers. Gene and Glenn are fed to the NBC-Red Network. Simultaneously Harvey and Dell are fed to NBC-Blue Network. The WBZ & WBZA program at this time is "Breakfast in Bedlam." The engineers also feed the regular Blue Network to the Yankee Network experimental station W1XOJ, and line-up tests are being made prior to feeding the Columbia network to the Westinghouse international short wave station, WBOS, at Millis, Mass. Add to all this the auditions and rehearsals regularly scheduled and you'll see why 8 to 9 a.m. is "Bedlam at BZ."



# NBC SAN FRANCISCO

by Dick Bertrandias

## Hello and Goodbye

Really big news of the month was the announcement that Lloyd Yoder, after 10 years of faithful service in the NBC-San Francisco fold, was assigned new worlds to conquer. Lloyd, who



(l to r) Jennings Pierce, Lloyd E. Yoder, and Milton Samuel.  
"The gang found it tough to say so long . . ."

started with NBC as an announcer and traveled on up through the publicity department into the KPO-KGO manager's chair, takes hold of things at KOA, Denver, while A. E. Nelson, formerly in charge of Blue Network Sales, steps into the KPO-KGO front office.

The gang found it tough to say so long to Lloyd, and to prove it they presented him with a swell set of golf clubs encased in a leather bag . . . a real smooth job. The department heads teamed up and gave Lloyd a new-fangled, shiny pipe and stand to keep him in cool smokes. There were rounds of dinners and farewell sessions for the out-going boss, and the welcomes for the incoming chief have only begun.

Also on the "Hello" list is one Floyd Farr, latest addition to the announcing staff, who comes to San Francisco from KDYL in Salt Lake. Welcome, Floyd, and have fun.

Yes, a new name tops the column from the Golden Gate city, and we say goodbye, temporarily we hope, to Louise Landis, who has carried on for lo, these many years. She has taken a three months leave of absence to be with her husband, whose business demanded that he take up residence in

the Salinas valley. Well, Carmel is only a quick trip by horse and buggy, so things could be worse.

## Story of the Month

It was told by Wanda Woodward, who returned from vacation with a romantic tale of near drowning and subsequent rescue. It all happened on the Russian River . . . a maiden in distress . . . a knight in shining armor, only in this case it was a bathing suit. Wanda was experiencing her initial canoe ride, but no one had told her they were subject to capsizing. Result: Wanda and canoe in reverse positions.

Things were at their worst when a welcome masculine voice floated across the water from a nearby pier.

"Say," the voice asked, "can you swim?"

"No," Wanda gurgled, "Can you . . . I hope?"

He could, Wanda was saved, and her hero turned out to be a handsome officer in Uncle Sam's Navy. Nice story—what?

## Speaking of Vacations . . .

Late vacationers included Beth Gardner of Music Rights, visiting old haunts in Denver . . . Doreen Witt, also of Music Rights, off to Carmel . . . Arnold Marquis, Production, whereabouts unknown . . . Guy Cassidy, spending time at home becoming better acquainted with offspring . . . Ed Parkhurst, chez lui . . . Frank Barron, busy changing residence . . . and that, with a few exceptions, just about closes the "Absent With Blessing Department" for this year.

## Romance Department

The fact that it isn't spring doesn't seem to have much influence among radio folk . . . Dave McNutt, Press, reveals that he and a certain Miss Janet Gullmana have announced their engagement, the result of a University of

## EXCHANGE CORNER

RECORD PLAYER, attachable to any radio, together with three symphonies—all brand new—to exchange for photography equipment. Call J. W. C., Ext. 878.

NBC GIRLS—Single or double rooms available in penthouse apartment with surrounding terrace overlooking Central Park. Five minutes from NBC. \$8-\$10. Call PL 3-2450. Apart. 116.

California campus romance . . . Marion Hansen MacQuarrie, back at her desk after trip south, says she doesn't remember whether she saw anything en-route or not, she was on a honeymoon . . . By the way, how does the writer of column announce own marriage in same? Anyway, the lucky fellow and Miss Evelyn Lopez of San Jose are supposed to say "yes" on October 22, and by the time the TRANSMITTER comes out will have done so. Yes indeed.

## Activities

San Francisco's NBC Athletic Association strengthened its position with another social success . . . this time a swim party, followed by a buffet dinner, dance, and general fun at the Association's clubhouse. Highlight of the evening was a thriller-diller drama. Title of same was *One Thousand Legs Under the Sea*. Bill Holmes was in charge of aquatics, while Budd Heyde held forth as head host during the eat, drink, and caper portion.



Four of the "One Thousand Legs Under the Sea." Owners are Bill Holmes and Riola Jamison.

## TELE FLIGHT SUCCESSFUL

(Continued from page 1)

the radio transmitter and ignition apparatus for the two ship's motors.

Ralph Holmes, RCA engineer, and W. A. R. Brown, NBC engineer, explained that 200 miles from the transmitter the signal intensity was low, and no matter how slight the interference, it had serious effects on the image quality. However, as the ship approached New York City on the return trip the signal became strong. Motion picture transmissions and the landing of the plane itself came out in sharp focus.

The experiment bore out the theory that television's ultra-short waves travel in a comparatively straight line. In order to receive the New York broadcast over Washington, D. C., it was necessary to take the big, United Air Lines ship above the sixteen thousand foot level. (At that height, the Air Line's representatives supplied each of the group with tubes, through which enough oxygen could be breathed in to offset the effects of the high altitude.) Television engineers had previously established that the ultra-short wave's utility was limited roughly to an area within the visual horizon.

The receiver used in the experiment was, as mentioned before, a standard model. The adjustment against the propellers was necessary, since, according to the engineers, they acted as reflectors which caused extremely rapid variations in the intensity of the received signal. The antenna used was a simple dipole type, consisting of two wires strung under the fuselage of the ship. The connection to the receiver was made through the fuselage.

If anyone is interested in picking up a 1934 sedan for \$125, call Magnus Opal, Extension 804, for details.

## KDKA PITTSBURGH

by Jim Luntzel

We have it from technicians in charge that the new KDKA transmitting plant will be ready for operation around November 1, so by the time you read this it should be in full swing.

The new location is eighteen miles nearer Pittsburgh than the old site at Saxonville, Pa., and of course will greatly increase the station's power and volume. The last word in modern equipment has been installed, and at this writing, wiring and connections are being readied for tests which will take place about October 16.

The 718 foot antenna is already more than half way up and is daily climbing higher. When it is actually completed you will be able to see it from downtown Pittsburgh office buildings.



Russell Pratt

Russell Pratt, KDKA's "Doctor Sunshine," has taken over duties of morning program and production supervisor, but is also continuing his present assignments as a microphone entertainer.

Russ has wide background as an artist and his new job should give him opportunity to make use of his innate showmanship from every standpoint. News of his recognition at KDKA will be happily learned throughout the entire radio world, where he numbers his friends in legions.

Editor's note: Our new Pittsburgh correspondent has assumed a very modest attitude in neglecting to include



Time—Sept. 16. Place—South Park. Excuse—the KDKA picnic. Event—the big blow.

any information about himself. Since he is new to the Company as well as to this column, we take this opportunity to congratulate him on his recently assumed position and to welcome him to NBC.

### KDKA News Notes

Mrs. Sherman D. Gregory, wife of KDKA's station manager, is looking forward to the dedication of the new antenna—claims she's a "transmitter widow" these days—and nights. . . . Bill Jackson, Lynn Morrow, and Byron McGill, of Sales and Promotion Dept., are hopeless Gilbert & Sullivan addicts—they've got Page Lloyd Chapman doing "Three Little Maids—etc., etc." . . . June Marshall, comely switchboard operator, being showered by Ann Kendeheart while there's a blush in the voice of her singing cowboy, Roy Starkey. . . .

George Meyer, studio engineer, returned from vacation in country, 50 miles south of Canton, Ohio—brought back 50 lbs. fragrant Swiss cheese. Byron McGill was one of those receiving a gift package of the Ohio delicacy. . . . McGill, suffering from a cold, had cheese eaten before he recovered and even now doesn't know how it tasted. . . .

Ed Calahan of Artists Service taking bows for coordinating 140 television shows in KDKA demonstration at Allegheny County Free Fair. . . . Ed Schaugheny, popular announcer, showing off to his *Musical Clock* fans who came from miles around. Working under television lights, Schaugheny lost five pounds during week—went on vacation—gained ten. He's thinking of starting an "I'm fat and I don't care who knows it" club. . . .

Slim and Roy, Doc Pratt, and others of early morning shift, started their own coffee club in KDKA's Home

(Continued on page 15)



From the KDKA staff picnic at South Park. Find the man who isn't smiling.



# WASHINGTON

by Marian P. Gale



The NBC House of the Future on the day of its official opening.

According to Kenneth H. Berkeley, WRC-WMAL general manager, approximately 30,000 people have viewed NBC's House of the Future since its official opening Sunday, October 1st. It is estimated that 100,000 will see the model home, which exemplifies the type of dwelling people will own five years hence, within the first month it is on display.

One thousand invitations were sent to high government officials and other prominent Washington citizens to attend the preview held in the morning of October 1st at 9:30. At noon the doors were thrown open for the general public. L. E. Brueninger and Sons, of Washington, were the builders. The house is located at Massachusetts Avenue and Jamestown Road, one block beyond the District line in Maryland.

Mary Mason, director of the WRC *Home Forum*, acted as hostess at the official opening. She has broadcast her daily programs from the interior of the NBC House of the Future ever since it neared completion, informing her listeners of the many housekeeping innovations the building contains. Some of the features of the six room house are: Fluorescent tubular lighting recessed in the walls, flexible composition floors, extensive use of plate glass and glass brick for light and trim. The exterior of the modern building is painted brick.

Since the ground breaking ceremonies last May, WRC and WMAL listeners have been kept advised from time to time of the development in construction. Since that time also, tremendous interest has been evidenced by national manufacturing companies in construction work.

## Baukhage Checks Out of Berlin

Baukhage, NBC Washington commentator and international observer, is back from the wars—back from Berlin

and the various difficulties he encountered going and coming.

He left this country on his NBC mission August 24th, via the Clipper ship. He had visas for England and France but none for Germany. On his return trip around the first of October, Baukhage recalled he had spent a lot of time in Germany, just a little in France, and none in England. As soon as he arrived in Washington he reported to the studios and recounted his trip on September 15. During the night the train was halted for two and a half hours—he had the exact time recorded in his vest pocket diary which he consulted. Although he didn't know it then, at that moment German troops from the Polish front were headed for the Siegfried line.

At length the train reached the Swiss border at Basle, and Baukhage showed his passport which had been marked the previous day by police officials in Berlin. "This is no good," the border guard said, "It's expired." Baukhage tried to persuade the officer that he had stood in line only the day before and had it checked. "But it reads 1937," Baukhage was told. Sure enough, the Berlin police official's "9" in the written "1939" resembled a "7." Our Washington commentator and international observer was plenty wor-



House of the Future's living room, showing new polarized glass mantle and fire place.

## NELSON TRANSFERRED

A. E. Nelson, formerly Blue Network sales manager, has taken over his duties as manager of KPO-KGO, San Francisco.

Founder of Station WIBO, Chicago, in 1923, Mr. Nelson was its principal owner until 1933. The following year he joined NBC as manager of KOA, Denver. He remained there until September of 1937, when he was transferred to KDKA, Pittsburgh, which station he advanced to a position of leadership in national spot and local sales advertising. He became Blue Network sales manager in July, 1938.

In his new position, Mr. Nelson will report to William S. Hedges, vice-president in charge of stations.

ried, being in Germany with a presumably phony passport. Luckily in the midst of their conversation an officer arrived and agreed with Baukhage that it must have been a "9."

At Basle he took the train for Spain, intending to go from there to Lisbon and get aboard the Clipper. While the train crossed France the French government ruled that nobody could take more than 500 francs (\$10) out of France. When he reached the Spanish border he learned that he would have to give up about \$100. He debated whether to smuggle his francs into Spain via his socks and decided against it. When he entered

(Continued on page 15)



Baukhage (center) checks out of Berlin.

## KYW PHILADELPHIA

by J. A. Aull

Leslie W. Joy, general manager of KYW, again has been appointed chairman of the Radio Committee of the Southeastern Pennsylvania Chapter of the American Red Cross. Joy also has been appointed to the Founders Day Committee of the University of Pennsylvania for the season 1939-40.

The electric organ of Art Hinett, KYW's swing king and staff accompanist, and the antics of Leroy Miller, KYW's Musical Clocker, teamed up at Norristown's Senior High School on October 19th for a special entertainment of students in the new high school auditorium. Apparently it's getting to be an annual affair with the boys as this is their second appearance in as many years.

Miller continues to be in much demand for personal appearances. Three more requests for his one-man acts were added to his October engagements. These include the Bond Stores, the Young Republican Club of Lansdowne, and the E. J. Lavino banquet in Norristown.

Sammy Kaye, veteran orchestra leader who was appearing with his band in Philadelphia last month, paid a visit to KYW's Musical Clocker, Leroy Miller, during that program. Miller promptly put the leader on the air and let him introduce his own orchestra which was about to be broadcast via the turntable.

Kerby Cushing, KYW's sportscaster, entered a new field this month with a special 15 minute news program at 6:45 p.m. Heretofore Cushing has confined his broadcasts to a daily sports resume. The Sunday programs will feature last minute news delivered in Cushing's individualistic, rapid-fire style of presentation.

As long as the Dr. I. Q. broadcasts remain in Philadelphia, five KYW announcers will have permanent berths on the program. They are Don Heyworth, Bill Lang, Leroy Miller, John Throp, and Dan Munster. Each passed the audition without question. The reason Harry Wood, the only remaining announcer at the station, was not selected, is because he was sixth in line and the program needed only five men.

Dan Munster, KYW spieler, was detailed to broadcast at the Villanova game this month. He motored out to the field with Kerby Cushing at the wheel and little enough time to spare.

(Continued on page 15)

## WGY SCHENECTADY, N. Y.

by W. T. Meenam



"The inter-city softball game . . . didn't prove a thing."

The inter-city softball game, at Totem Lodge on Burden Lake near Troy, between the pick of the NBC-New York Athletic Association and WGY, didn't prove a thing. For the record, the score at the end of the seven inning contest was 12 to 11 in favor of the visitors. However, so many unexpected factors entered into the result that it cannot, in fairness to either team, be called conclusive.

For example, six of the runs scored by the New Yorkers were actually tallied by WGY's second string men who were playing with the visitors. You see the chief unexpected factor was a New York State policeman down in the neighborhood of Poughkeepsie. Six of the thirteen members of the New York squad were trying to make up time at Hopewell Junction. They attracted the attention of the highway patrolman who alleged that he had to travel better than 60 m.p.h. to deliver the bad news. The athletes, with a rendezvous 100 miles away, were forced to cool their heels in the office of a Justice of the Peace.

Part of the heavy scoring might be charged to the pitching of Leo Bolley, sports commentator of WGY, who had nothing but seams on the ball with the seams visible all the way up to the plate. When Peter Narkon went into the box, scoring automatically stopped and the WGY batters began to go to town.

Even apart from the softball game the outing was a great success. Following the game, many of the WGY staff enjoyed a little golf; others took to swimming, riding, and the various other sports the place afforded. An

excellent dinner was served in the early evening, followed by a floor show, and music by Bruce Baker's orchestra for dancing.

W. J. Purcell, Howard Tupper, and Virgil Hasche were largely responsible for the success of the fall outing.

With the waning of the golf season, WGY enthusiasts of the pastime are engaged in an elimination tournament to decide the top-flight player of the staff. Peter Narkon and Chester Vedder promoted the tournament, which calls for 36 holes of golf per day until the end is reached.

The 1939-40 bowling season is under way and the WGY staff has organized a league for the third successive year. John Howe is again president, secretary, and treasurer. The teams include the Ripples, Faders, Whistles, Squeals, Howls, and Statics.

Silvio Caranchini, a member of Control Staff of WGY, has been transferred to New York as engineer in the Recording Division. Mrs. Caranchini, a former member of the WGY staff, will join her husband later.

Waite Hoyt, pitching star for many years with the New York Yankees, arrived at WGY to begin a local series of sports broadcasts. Hoyt is assisted in the broadcasts by Gene O'Haire.

Jack Keane, head of WGY's Guest Relations Section, has been making a name for himself as a comedian. Jack is playing the part of Philosopher Flaherty in the half hour *Autumn Breezes* show.

Among WGYers who have recently visited the World's Fair in New York were Mrs. Caroline Osan, Virgil Hasche, and Allen Taylor.



## KOA DENVER

by Mack Switzer

The new NBC Blue Network outlet at Denver, KVOD, was saluted by KOA on Saturday night, September 30, when KOA's "Old Opry House" program was dedicated to KVOD and simultaneously broadcast over a three-station (KOA-KVOD-KFEL) hookup. KVOD becomes a sister station of KOA, carry-

wait for in Montana."

Betty Winn Stulla, not so long ago of KOA dramatic, vocal, and continuity departments, and 2-year-old Alice Stulla, visited KOA in October on vacation from Los Angeles. Mrs. Stulla's mother lives in Denver.

Albert "Pappy" Stephens, former dramatic star of "Light On The West" program, sponsored by the Public Service Company of Colorado, was also a recent visitor.

Engineer Stan Neal had a 45 minute streak of luck on Maroon Lake recently and came home with this fine mess of fish. That's how good fishing is in Colorado.

All too briefly, past-KOA-manager

A. E. Nelson stopped in Denver on his way to San Francisco and his new post as manager of KGO-KPO. We wish him the best of luck and wish he could have stayed a while.

A farewell party for two of KOA's General Office employees, Jane Weller'd and Martha Krueger, was given at the home of Mrs. Lucien Morgan on Oct. 1. Everyone enjoyed themselves to a fare-ye-well, even Jane and Martha, whose sorrow at leaving was assuaged by the lovely gifts they received. Jane, who is now Mrs. Parsley, and Martha, now Mrs. Foss, will be succeeded by Virginia Anderson and Mary Mortimere.



Salute to KVOD, Denver, from KOA's Studio A.

ing the service of the Blue Network to Denver listeners, while KFEL will bring programs of the Mutual Network to radios in this territory. W. D. Pyle, president, and Tom Ekrem, manager of KVOD, and Eugene O'Fallon, president of KFEL and NAB director, were honored at the "Opry House" broadcast in which the histories of both stations were traced and the personalities of the men responsible for their development were eulogized. Robert H. Owen, manager of KOA, congratulated these gentlemen on their achievement, and KOA's "Men of the West," singer Elsa Kaurez, 12-year-old songstress Patty Wirth, the KOA orchestra, and KVOD's Captain Ozie Waters dedicated their numbers to this latest step forward in Denver radio.

The studio picture shown above was taken in the midst of activities at the *Opry House* program.

Mrs. Dale Newbold, wife of KOA's officer manager, is in Mercy Hospital recovering from a major operation.

Bob Young, formerly of KGVO, Missoula, Montana, is the new announcer at KOA. Bob's following has caught up with him, for he made "air-friends" during his three years at KGVO who had moved to Denver and were glad to hear his voice again, one letter asking if "that could possibly be good old Bob Young, whose voice we used to

## WTAM CLEVELAND

by Bob Dailey

Jane Weaver, who looks after women's programs and organization activities at WTAM, is gaining considerable attention through a new weekly inspirational program.

The program is named after Mary K. Browne, nationally known tennis and golf champion of a few years ago, who also appears on each broadcast with an inspirational talk. Every program dramatizes the highlights in the life of a well-known person and illustrates how that man or woman overcame obstacles and hardships to achieve success.

It is only logical that a sports announcer should never forget his calling—even while on his honeymoon. That is what Mrs. Tom Manning realized after the honeymoon was over. She is the former Hazel Finney, of WTAM staff.

It happened this way: WTAM's red-headed sports announcer and Miss Finney were married on a Saturday afternoon. They left for New York City that same night—just so Tom could be on the scene for the first two World Series games. And then, on the following Saturday, Mrs. Manning found herself in Columbus where Tom was covering the Ohio State-Missouri football game. The next day, the couple was at home in Cleveland for the Cleveland Rams-Chicago Bears pro football game. Oh, for the life of a sports announcer's wife!

*WTAM Glances:* Wade Barnes, chief announcer at Canton's WHBC, joining the WTAM announcing staff . . . Herbert DeBrown resigning after seven years with the station to enter new fields . . . Esther Beaverstock taking Hazel Finney's position at WTAM reception desk . . . Salesman Harold Gallagher off to Chicago with his family for a belated vacation . . . Librarian Bob Oatley entertaining his niece from Florida . . . Production Manager Fred Wilson, who several years ago was a well-known network tenor, again stepping before the mike to sing on Jane Weaver's morning program . . . Tommy Carter, staff musician, taking bows all over town for his take-off on Hitler and Mussolini at a bachelor party for Tom Manning. Ditto Bill Kennedy as Lionel Barrymore, and John Hicks as President Roosevelt . . . May Draxell, head of the Stenographic Department away on a vacation, and Helen Forsythe taking over her duties.



Engineer Stan Neal with "... a 45 minute streak of luck."



# NBC HOLLYWOOD

by Noel Corbett



(l to r) A. E. Nelson; Jim Hartzel, assistant supervisor of pages; Harry Sosnik, musical director of the Hollywood Playhouse; and Don E. Gilman.

"... he (Nelson) was lunched at the Brown Derby by old friends."

Establishment of three new positions and co-ordination of the duties of two department executives were announced October 1 by Don E. Gilman, vice president in charge of the Western Division.

Walter C. Baker occupies a newly created position as office manager of Artists Service, under the direction of Alex Robb.

William J. Andrews is manager of Guest Relations Department, in charge of tour guides, receptionists, and ticket distribution.

Walter Davison, who came out from New York a few months ago to set up the Tour system, is transferred to Sales Promotion Department. He will act as assistant to Charles Brown, Western Division Sales Promotion manager.

The Program Department, under John W. Swallow, was rearranged so that Marvin Young assumes the duties of Night Program supervisor, meanwhile continuing as assistant program manager.

While Young takes charge of Night Program, Andrews, formerly night supervisor, will continue to direct Guest Relations activities of that position.

The post of General Service manager, formerly held by Baker, will be subdivided, and the various sub-department heads will report directly to Lew Frost, assistant to the vice-president.

Things have been happening all at once for the Walter Davisons. Hardly had it been announced that Walter was

made assistant to Charlie Brown in Sales Promotion. Then Walter came out with an announcement of his own—that Mrs. Davison had presented him with a 7 pound, 7 ounce baby girl, on September 28 at 8:32 a.m. at the Good Samaritan Hospital.

One of the last persons to leave on vacation was Walter Baker, new office manager in Artists Service.

Walter spent his time in the Pacific

Northwest, where he renewed many old friendships in Marshfield, Oregon, and chased the elusive salmon from one end of the Rogue River to the other.

The recently formed NBC Camera Club, with Charlie Smith of Artists Service as president, is taking field trips these days under the able tutelage of Gilbert Morgan.

The boys have also showed they plan to follow through in a big way with their clubrooms in the Olesen Building (across the Radio City parking lot).



(l to r) Elinor, Barbara, and Matt Barr, "Hollywood Press Department's first baby."

Members of the club include Ted Sherdemen, director; Sidney Dixon, Western Division sales manager (One of his shots, "Hollywood Radio City the day war was declared," appears on this page); "Miv" Adams, Engineering field supervisor; Bob Moss, director; Paul Gale, Western Division traffic supervisor; Jack Hall and Stan Radom, pages.

Wednesday evenings finds the ice skating group hard at it again, following the pastime which was broken into by summer vacations. They ice skate twice a month and roller skate the



Sidney Dixon's "Hollywood Radio City the day war was declared."

other two Wednesday nights.

Blanche Davies, secretary to Lew Frost; Kay Harris, Auditing; Carolyne Gay, secretary to Buddy Twiss; Eddie Lippert, Bob Morris and Stan Radom, pages, are some of the regulars.

Quick Pix . . . Joe Parker sold his song, "Holdout for Heaven," which was featured on his *Idea Mart* musical comedy, to Whitmark . . . Don E. Gilman helped familiarize A. E. Nelson with San Francisco the first week the latter arrived there to take over management of KPO-KGO . . . Helen Aldrich played the second lead at the Pasadena Playhouse in *Ultimate Islands*.

Page Supervisor Norm Noyes took a turn for the worse a while back. Too hurried an entrance into the Noyes' kitchen caused him to slip on a grease spot, and Norm, dishes, and strawberry jam landed happily together in the middle of the floor. He was a little late for work, some time being required to comb the jam out of his locks.



**LIBRARY EXCHANGE PLAN***(Continued from page 4)*

organized arrangement, however, the volumes of all the libraries will be readily available to any one of them.

While here, the group made inspection visits of each of the New York collections of the Company, and went on to make tentative plans for a visit to the Camden and Harrison libraries. In this way, each one of the librarians will keep in mind a general picture of the layout and the volumes available in the other units.

Miss Lugscheider for the promotion, and the other librarians for their co-operation, are to be congratulated, since the plan will certainly result in added convenience to all concerned.

It might be well at this time to remind the New York employees that the General Library is now firmly entrenched in its new location—room 463, which was made by joining and remodelling the client's booths of studios 3E and 3G.

Miss Frances Sprague, still very capably in charge, has extended a general invitation to come in and get acquainted. She will be glad to show around anyone interested and explain the new arrangement.

And to the uninitiated, let it be said that the collection is really worth investigating. The subjects covered are too many to enumerate but the door is open and everything is well catalogued. And Miss Sprague is a nice person to know.

**KDKA PITTSBURGH***(Continued from page 10)*

Forum Kitchen. Club members made such a mess in the kitchen Evelyn Gardiner gave them a putsch. Members now make coffee in studio repair shop with their own equipment (bought on easy payment plan and being paid for by 10¢ weekly dues). . . . Coffee clubbers resented new candidate Jim Luntzel's offer to pay 9¢ weekly on grounds that he uses no cream or sugar. . . .

Friends of Charley Uguhart, Production, are giving him the laugh. Charley, an old circus man, proudly introduced the bearded lady, an acquaintance of his saw-dust days, around the studio. Pittsburgh papers next week ran picture of said bearded lady—"She" was a man. . . . Joe Baudino is reported to have taken only one puff of his pipe recently when someone spoke to him. . . .

Lynn Morrow dubbed "Mr. Television" after escorting "Miss Television" all over Allegheny County Free Fair

**AA ACTIVITIES**

*Congratulations* to Henry Rudick of the Service Staff and to Mary Lou Irvine, chairman of the NBCAA membership drive. On October 5, Mr. Rudick received his card as 500th paid member of the NBCAA. And with this recruit, the membership of the AA has reached an all-time high. It is of interest to note that when Miss Irvine took over the membership reins in April, it totaled but 315. The work she has done in a few short months merits the thanks of the Association.

Anyone interested in learning more about the AA can get complete information from Miss Irvine in the Cashier's office.

**Bowling News**

The bowling season is off to a flying start, and although only two bowling nights have "rolled" around, this year's competition promises to be keen. Already several scores of over two hundred have been chalked up, and last year's winning engineering teams face no easy path in their try for another championship.

There is one all-girl team in the competition, and two other new ones, Press and Program. The rest of the teams lined up as two each from Engineering and General Service; one each from Guest Relations, Treasury, Traffic, Auditing and Sales.

**Riding News**

The riding club's latest contribution to the entertainment of our more hardy NBCites took place on October 7 at Closter, N. J. Eleven riders participated in the paper chase held on the trails in the vicinity, and with the weather just about perfect, everybody had a great time.

Wilber Welsh, of Traffic, won first prize, which consisted of a small statuette desk-piece.

Movies were taken by Al Patkoev at various points during the chase, and will be shown after the moonlight ride to be held later in October.

After the exercise of the day was finished, the group adjourned to an old Dutch inn nearby and had lunch. All in all it was a most successful day, and our expert and embryo equestrians are looking forward to the moonlight ride to be held shortly.

grounds. Everywhere "Miss Television" went, Lynn was sure to go—the lamb. . . . Staff members returning from N. Y. Fair singing praises of cordiality extended at Westinghouse exhibit. . . .

**NBC WASHINGTON***(Continued from page 11)*

Spain the search amounted to only the revelation of the contents of his billfold.

At Irun, Spain, he boarded a train for Lisbon, but when established in his compartment he learned that his car was going to Madrid. Ahead of him was a first class car which later would be sent to Lisbon. He grew more and more concerned at the prospect of arriving in Madrid with scarcely any money. Yet he had so little money then that he could not afford a first class passage. However, he took a chance and moved forward to the Lisbon carriage, and after a while arrived in the Portuguese capital. There he caught the Clipper.

At the recent Harvest Moon Ball held in Griffith Stadium here, an all-star local orchestra was selected to play a battle of music with Glen Gray's Casa Loma Orchestra. The members of the all-stars were elected by a ballot among all the orchestra leaders in Washington. Each leader was asked to vote for the men he thought the best in town.

Over 400 Washington musicians were eligible to make up the 13 piece orchestra. Because of the instrumentation required in the 13 piece band, NBC men were eligible to fill only 11 positions. But NBC Staff Orchestra members walked off with placement honors when 9 of them were elected to the orchestra. This was a ratio of 9 positions filled out of 11.

NBC's first trumpet, Charlie Frankhauser, polled more votes than any musician in town—practically unanimous.

**KYW PHILADELPHIA***(Continued from page 12)*

Due to go on the air at 1:45 and 15 minutes from the field, the car blew a tire at 1:22. Munster hailed the first passing motorist and asked to be taken to the nearest cab stand. When the motorist heard the circumstances, he looked at his watch and decided there was no time to waste with anything like that. He drove direct to the field. Arriving just in time for the broadcast, Munster learned that his benefactor was William E. Lingelbach Jr., of general counsel for Esso Marketers (Standard Oil Company of Pennsylvania in the Keystone State), sponsors of the Esso Reporter broadcasts. Mr. Lingelbach had saved the day for listeners to a football game—sponsored by Atlantic Refining.

## ROVING REPORTER

An information sheet of by-gone days was turned up recently, requesting the guides to use both the terms NBC and National Broadcasting Company when referring to the Company during their tours. And therein lies a story.

She was a timid old lady who was quiet during most of the tour. While the guide welcomed his group to NBC, and NBC'd this, that, and the other thing most of the way around, she took it all in with amazed interest. But finally a questioning expression appeared on her face. Still she was afraid to speak, so the guide, looking directly at the lady, requested his group to ask any questions that they might have in mind. Gathering courage, she finally piped up, "Are you going to show us where you make the fig-newtons?"

We might call it America's number one inhibition — that desire to go to Hollywood and bring out those latent histrionic powers that we know exist. Fortunately for most of us, we subjugate our longing for the blue horizon to the hum-drum drive of existence, but we do follow the paths of those who take their chances with a great deal of interest.

Those knowing Buddy Roberts, who left Commercial Program Division on a six months leave of absence to try his luck in Hollywood, will be interested in learning that from all reports he is doing well. A picture recently received shows Buddy on stage 5 of the Paramount lot, where he was working on *Emergency Squad*, being ably assisted by Carl Krueger, head of the Radio Department of Paramount Pictures on the coast.

Congratulations are in order for V. J. Gilcher, head of the General Service Department. On October 1st he became the proud father of a baby girl, Linda Sue. From all reports, Mr. Gilcher weathered the ordeal in fine shape (Mrs. Gilcher and the baby, incidentally, are fine), and when last spotted was passing out cigars to friends in and about his office.

Latest reports from Europerovers Ned Payne and Steve deBaun place them in Sweden, selected as being a safe distance from the fuss and the furor. They plan to spend the winter there, having covered Holland, Germany, and Switzerland to date. However, they are looking forward to Italy where jobs await them both. Their address, incidentally, is c/o American Express, Stockholm. You know . . . news from home.

Guest Relation's Jacques Biraben isn't saying much lately, but if you've noticed that contented smile of his, you must have realized that the world is treating him very nicely. And the excuse for that smile is la petite Mimi Kave, who on September 18, at City Hall, changed her name to Mrs. Jacques Biraben. It was all done very quietly. In fact, so little was said about it that it's taken the TRANSMITTER a whole issue to catch up with the news. But here it is, and that makes it official, so here's wishing the

couple bon voyage.

The summer-vacation season is just a memory, but from the reports we've been getting, it was quite a session.

We've often wondered what happens to those who must, during working hours, check and double check our NBC programs. We can easily picture their vacation spent far from the sound of chimes and loud speakers. Now we know. Ray Diaz and George Hays pronounce their two-weeks vacation in Havana perfect . . . save that the Havana reception of this country's programs is poor, and they had much trouble getting the NBC stations.

The war caught Adelaide Bucheister, secretary to George Engles of Artists Service, at the beginning of a six-weeks tour of Europe, and she found it necessary to hurry to Italy in order to get passage back home. Luckily a cabin on the *Rex* was free—for anyone who would pay double fare. Terms were accepted with alacrity, and vacation chalked up as short, but not so sweet.

Grace Hellerson, also of Artists Service, had a trip planned to Bermuda, but was informed the night before sailing that the boat was going to England instead. And to spoil the vacation entirely, they told her that only the crew would be making that particular trip.

Word has finally been received from John Baxter, former publicity man in Artists Service. His friends have been a little worried because he has failed to answer letters and wires, but it seems that his duties as program manager of the new Youngstown, Ohio, station, WFMJ, have been so heavy he can't get out from

behind the desk. The first thing they showed him, he says, was a desk full of work. And it's been full ever since.

We apologize for another late entry, but must claim circumstance as an alibi on this one. It concerns Marinette Fernandez Boucas, mentioned in the September issue as a new addition to the International Division, and actually occurred in September. Returning early in the month from what had purported to be the usual vacation, her friends were happily surprised to learn that she had been secretly married in the meantime to Edward Brown Tomkins, who is associated with the advertising agency of Cecil and Presbrey.

But grass grows not under the feet of the International Division. An informal luncheon was immediately arranged

for her by friends in that department, and was held on Friday, September 15th. The table was decorated with flowers selected by Matilde Portela; a commemorating jingle written by Samuel Massingill was read by Raymond Gerard; and the luncheon was good.

Mrs. Tomkins, as told before, comes from Brazil and an old Spanish family. Her husband descends from the line of the Daniel Tomkins who worked with James Monroe as United States vice-president, an old American family.



Buddy Roberts  
"To my New York fan club . . ."

### NOTICE

#### ASSOCIATED HOSPITAL PLAN

Those interested in joining this plan, or in changing their coverage, see Miss Bradley in Personnel before November 10. This will be the only notice—no brochures are being issued. Once again . . . before November 10.