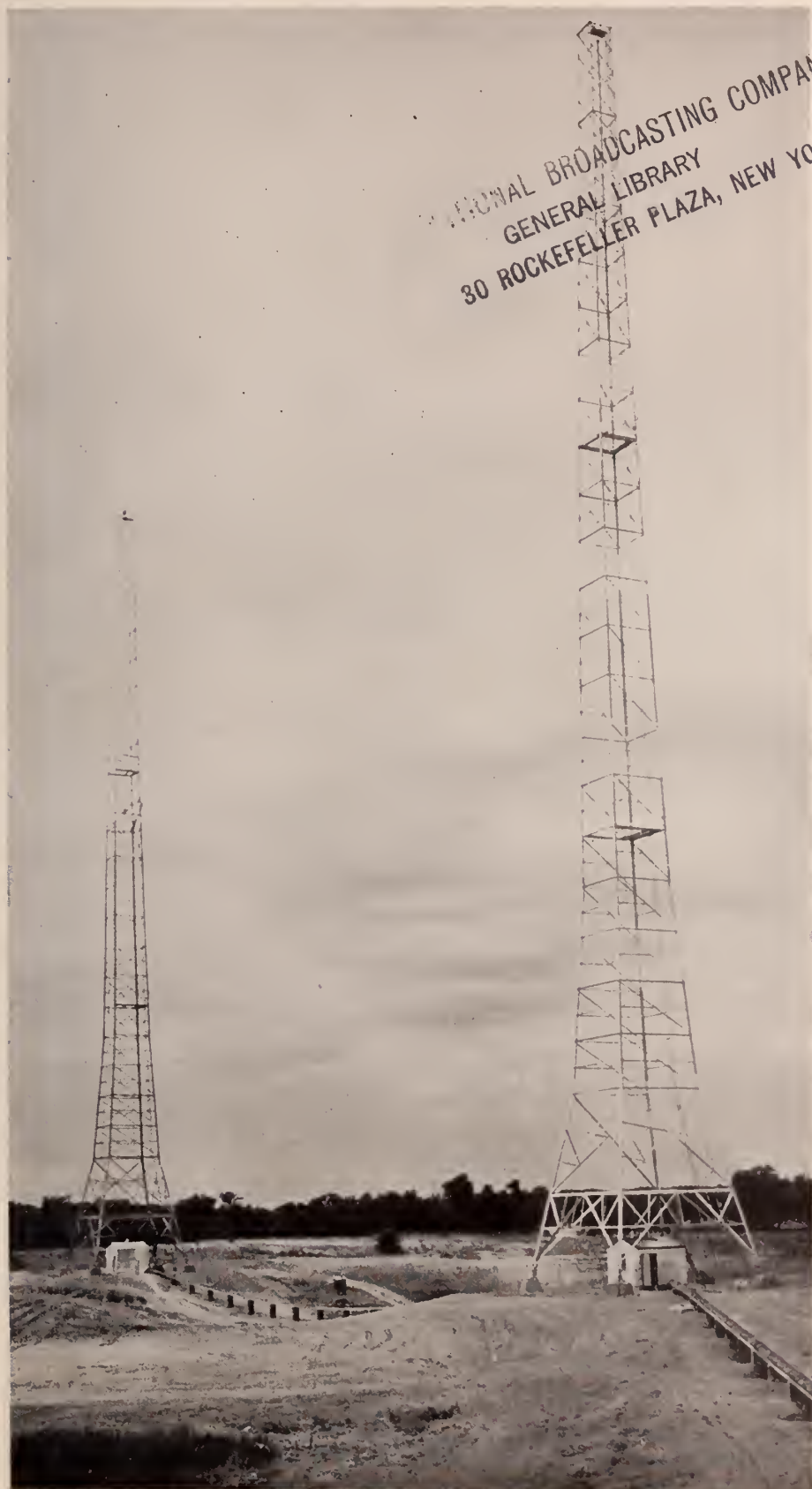


NBC TRANSMITTER

VOL. 6

OCTOBER, 1940

No. 5



WEAF MOVES TO PORT WASHINGTON

After thirteen years of broadcasting from the historic transmitter at Bellmore, New York's pioneering 50,000 watt station, WEAF will, within a few weeks, take possession of its new and up to date equipment which is now under completion at Port Washington, Long Island.

Never in the history of radio have such difficulties been encountered in the selection of a site for a transmitter nor has such a price been paid for the essential twenty or so acres needed for the buildings, towers, and burying of ground wires. However, Mr. Raymond Guy, of the Radio Facilities Division of NBC, seems to have borne the brunt of these difficulties with sly good humor.

When WEAF's transmitter was built in Bellmore in 1929, it provided a hitherto unattained standard of reception throughout the New York metropolitan area. However, standards of broadcasting have changed in the past 13 years, and all stations built since have profited by WEAF's experience. Early investigations were begun many months ago to establish what location would provide the best possible facilities for placing the old champ back into its former outstanding position. These investigations pointed to a section of Long Island around Port Washington as being most desirable, after which, the search narrowed down to a plot by plot investigation by engineers turned real estate hounds. The problems, far too numerous to be detailed here, include the subdivision of the land under consideration, the zoning laws, the regulations of the Civil Aeronautics Committee of the Department of Commerce concerning tall towers in locations endangering air travel, the irreducible utility requirements such as power and water connections and, finally, adequate roads.

It was found that the roadway leading up to the proposed site was all public except for a small stretch one foot wide which was held by some party apparently for the express purpose of barring the extension of the road. NBC entered negotiations to acquire some land by which it might by-pass this legal red herring, but the

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MEGACYCLES

TELEVISION NEWS

by Noran Kersta

On July 31 the NBC completed 15 months of regularly scheduled public television broadcasting in the New York City area. During this period approximately 1300 individual programs, comprising over 800 hours, were broadcast on a schedule of between 10 and 15 hours per week. Some weeks considerably more hours were transmitted such as the week when over 33 hours of the Republican National Convention was coaxial-cabled from Philadelphia to the New York City area for broadcasting.

Since August 1, NBC has discontinued television broadcasts. The shutdown was necessitated by a revision of the television regulations by the FCC. Under these new regulations the NBC was required to shift its operating channel from 44-50 to 50-56 MC. To do this required considerable alterations in the Empire State transmitting equipment. At present these changes are well along, and upon completion, test broadcasts will be made to facilitate final adjustments before the resumption of regular service.

Other than the changes in FCC regulations requiring a shift in transmitting frequency, the question of all television transmission standards is being further analyzed and surveyed by a newly formed group called the National Television Systems Committee, which is working with the sanction of the FCC. The Committee is composed of representatives of all manufacturers who have expressed intentions of participating in television manufacturing. It has been stated by the FCC that it will be guided in its final action by the decisions of this standards committee.

A recent statement of the National Television Systems Committee held that the tentative goal of January 1, 1941, has been set for the completion
(Continued on page 6)

85th FLOOR, TELEVISION

Ever since it was completed, the Empire State Building has housed at its topmost reaches a small group of NBC and RCA engineers who have conducted research in short and ultra-short wave transmission. Early in 1939, W2XBS, America's first scheduled television transmitter, began its service. This was not interrupted until the recent Federal Communications Commission order which assigned the station to a new frequency and caused it to go off the air about August 1. In the interlude, however, the 85th floor transmitting room has been equipped with the first frequency modulation



Empire State Transmitters—85th Floor

transmitter to be put in regular operation by the National Broadcasting Company. Further studies have been made of the relative advantages of different systems and equipment for the new field of ultra-high frequency broadcasting.

Mr. Buzalski and his five assistants share a bare-walled and rather crowded office on the top floor of the building. Desks piled high with charts, blue prints, slide rules and other engineering impedimenta accentuate the austere purposefulness of the place. Brilliant light admitted by a window seems reflected from the haze that covers the city below. Another window opens onto the monitoring desk of the television transmitter where the incoming signal sent from the NBC television

studios in the RCA Building is controlled, and any loss in signal strength is regained.

A door leads out of the office into a long corridor-like equipment room with the right wall taken up by the familiar black instrument panel of the transmitter racks. It is here on the left that two, large, grey enclosed transmitter racks house the new revolutionary FM transmitter, now in operation every Monday through Friday broadcasting pick-ups of the highest fidelity programs of both the Red and Blue Networks of NBC.

Though little publicized, this new activity promises to loom ever larger in the future development of the Company and it is fortunate that, with the Empire State Building, we take advantage of the outstanding transmitter location, both for high fidelity radio and for television programs sent into the homes of nearly ten million people, in the New York area.

Just across the aisle is the audio modulator of the television transmitter, and not only has it been retuned in conformance to the FCC's latest edict, but certain modifications have also been brought to it which a year and a half's constant use has shown to be desirable. Thus, within a few feet of one another, here on the top of the world's tallest building, stand two of the most advanced and most perfect radio broadcasting stations in the world.

The remainder of the room contains the various stages of the audio and video equipment of W2XBS, which, since last Fall, has been the only scheduled television transmitter in the world. Each stage of this equipment, on its individual chassis, has undergone complete overhauling, modification and retuning. Overhead, through all the length and breadth of this room, hang large groups of assorted copper pipes that seem to be part of some vast organ. Mr. Buzalski, who

(Continued on page 6)

EXECUTIVE ELECTIONS



Frank E. Mullen

Recently elected into the position of Vice-President and General Manager of the National Broadcasting Company is Frank Ernest Mullen, until August 12, Vice-President of the Radio Corporation of America. In his new capacity, Mr. Mullen becomes right-hand man to President Trammell.

"For seventeen years Mr. Mullen has had an outstanding career in radio," Mr. Trammell said in making the announcement. "He has been identified with broadcasting, and particularly with network operation, practically since its inception. He has been closely associated with every phase of the conception and progress of broadcasting as a national public service."

Big, broad-shouldered, good-natured Mr. Mullen has long been known for his agricultural tie-up with radio. One year out of college he was conducting a farm news page on the Sioux City, Iowa, *Journal*. In 1923 he was offered a newly conceived and undefined job as radio editor of the *Stockman and Farmer*, a well-known agricultural weekly published in Pittsburgh. Instinctively radio-wise Mr. Mullen sensed the significance of the new art as a public service. The new radio editor of the *Stockman and Farmer*, among other things, produced a radio program dedicated to the farmer over the infant KDKA which had made radio broadcast number one just a year and a half before. His program included

ORRIN DUNLAP JOINS RCA

Orrin E. Dunlap, Jr., has joined the executive staff of the Radio Corporation of America as Manager of the Department of Information, it was announced last week by David Sarnoff, President.

In this position he succeeds Horton H. Heath, who has been appointed RCA Director of Advertising and Publicity. For the past eighteen years Mr. Dunlap has been radio editor of the *New York Times*. He is the author of seven books, including the biography, "Marconi: the Man and His Wireless," and "The Outlook for Television." Associated with wireless since 1912, when he built an amateur station, he served as chief operator in the United States Navy, graduating from the U. S. Naval Radio School at Harvard as one of the three honor men in the class. Mr. Dunlap was graduated from Colgate University in 1920, after which he attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with the Hanff-Metzger Advertising Agency he joined the staff of the *New York Times* as radio editor. Also for several years he was corresponding editor in charge of radio for the *Scientific American* and *Boy's Life*. As a pioneer in amateur wireless, Mr. Dunlap was an early member of the American Radio Relay League, and has been a member of the Veteran Wireless Operators' Association and the Institute of Radio Engineers.

market reports on grains, poultry produce, citrus fruits and livestock, as well as weather reports for all sections of the country.

When, in 1926, the National Broadcasting Company was formed, Frank Mullen became Director of Agriculture. He was sent to KFKK in Hastings, Nebraska, to make a survey of the possibility of originating a farm program from that point, the geographical center of the United States. A quick appraisal convinced Mr. Mullen that the idea was not a sound one.

He was ordered to Chicago to open and operate offices for NBC in that city. Mullen was the first to establish relations with the advertising agencies and clients in Chicago in developing NBC's business in the Middle West. While in Chicago he established the

(Continued on Page 8)



C. Lloyd Egner

Niles Trammell announced last month that C. Lloyd Egner was elected a Vice-President of NBC by the board of directors at its regularly monthly meeting. Egner's elevation to the Vice-Presidency marks the growing importance of the NBC Radio Recording Division.

Egner was manager of record and recording sales for the RCA Manufacturing Company in Camden before joining NBC. He has made NBC's Radio Recording Division one of the world's largest transcription services. Under Egner's management NBC's transcription service has grown until today the Radio-Recording Division's Thesaurus, a library service of recorded music, is used by more than 225 stations in the United States, Canada and countries throughout the world.

Egner, born in Philadelphia in 1895, started his career in the record business in 1917 as a salesman with the Victor Talking Machine Company. After a year in the army he returned to Victor in 1918 as assistant manager of salesmen, becoming manager in 1923, and district sales manager in Chicago in 1925. From 1927 to 1929 he served as assistant general sales manager. After two years as president of the Chicago Talking Machine Company, from 1929 to 1931, he became manager of record and recording sales for RCA Manufacturing Company, the position he held before joining NBC.

NBC SAN FRANCISCO

—by Kay Barr—



Mr. and Mrs. Frank E. Mullen, Niles Trammell and Manager Al Nelson



KGO-KPO goes to the convention.

NBC played such a prominent part in the NAB Convention, August 4-7, that San Francisco newspapers and even *Daily Variety* carried headlines calling it the "NBC Convention."

Niles Trammel was easily the most-photographed man at the conclave. Frank E. Mullen dished out some of the best interview copy. O. B. Hanson was besieged by folks who wanted to see and hear his tricky new portable receiver.

But the home-guard had a hand, too. Through the personal efforts of Al Nelson, General Manager of KGO and KPO, the *Chronicle* and *News* covered the convention so completely that the other San Francisco newspapers were forced to assign reporters and photographers to the job.

Nelson and his crew had been making hotel reservations for visitors since early last May. Every one of the "visiting firemen" was met at train or plane. Specially printed Information Folders awaited them in their rooms. KGO-KPO men were on duty at the convention hotel 24 hours a day to render any and all possible service to the guests.

On the social side, the outstanding item was the 52 course Armenian dinner at Omar Khayyam's Sunday evening, August 4.

President Trammell spoke briefly to thank Nelson and the KGO-KPO crowd for staging such a remarkable party.

Governor Culbert Olson designated Saturday, September 7, as Radio Day at the California State Fair. KGO and KPO were represented by a bus-load of staff people and artists.

* * *

Three times daily KGO-KPO personalities have been appearing at the exhibit of those stations at the World's Fair on Treasure Island.

This routine hit a climax Sunday, September 15, which was "KGO-KPO Day" at the Exposition. From 1:30 to 10:00 p.m. there was continuous entertainment. Four regular broadcasts were staged from the exhibit. Other periods were filled with interviews, sound effects demonstrations, special shows, etc.

Milt Samuel, press chief, engineered the traffic-blocking stunt.

* * *

Carrying out the division of Red and Blue sales departments, Gene Grant has been placed as head man on the Blue side and Harry Bucknell on the Red for the NBC stations in San Francisco.

* * *

Duncan McCall of KOA Sales, Denver, visited Al Nelson, San Francisco, July Fourth.

* * *

Mary Kenney, secretary to the program manager at KDKA, Pittsburgh, spent the last two weeks of August with the Kay Barrs in San Francisco.

King Harris is a new member of the KGO-KPO sales staff.

* * *

Proctor Arnold "Bud" Sugg, plant supervisor of KGO and KPO, was elected president of the NBC Athletic Association. Joan Peterson of Auditing was elected secretary and Stan Smith of Guest Relations, treasurer.

* * *

Floyd Wright, outstanding organist of the Pacific Coast, has joined the staff at KGO and KPO.

* * *

June wasn't long enough for all the weddings at KGO and KPO so they spread over into other summer months.

Wanda Woodward, supervisor of Audience Mail, celebrated 12 years with NBC by marrying Jack Watson.

Robert Edmund Dwan, producer, married Lois Smith August 7, climaxing a Stanford University friendship.

Frances Wiener, violinist on Staff Orchestra, married Lew Shoor, cellist, formerly with NBC.

Ruth Peterson, dramatic actress, married Charles Patrick Breen of the Recreation Commission, July 3.

Florence Larsen, mimeograph department, married George Alfred Siren, June 29. Doris Mathisen of the Promotion Department was bridesmaid.

Judy Deane, whose theme song for years has been "A Good Man Is Hard to Find," found him. His name is Corday Cather.

NBC GENERAL SERVICE DEPARTMENT

It may seem strange that the largest department in the largest broadcasting plant in the world, the General Service Department, is composed of 330 employees whose voices are unknown to the air waves. But this is not so much of a paradox as it might seem to the average radio listener, for behind the turning of a dial or the casual pressing of a button on a receiver is an enormous amount of silent efficiency. NBC produces 55 hours per day in unduplicated network programs; esprit de corps and cooperation are a vital necessity in order to maintain continuously a schedule of this kind.

The concept of a General Service Department grew with the needs of the Company. As its title implies, it serves the needs of all departments. The activities of General Service are coordinated by Vincent J. Gilcher who has been with the Company since 1927. Mr. Gilcher came to NBC as an engineer and in 1930 was made Plant Engineer, concerned and designed with the Company's technical apparatus. Four years later he succeeded to the managership of Technical Services in the Engineering Department, and was appointed to his present position as manager of General Service in August, 1938, succeeding Walter G. Preston, Jr. The General Service Department has four divisions with a manager in charge of each. One of the principal characteristics that impresses a visitor on a tour of General Service is the flexibility of all operations.

Guest Relations

The largest division in General Service is Guest Relations, under the managership of W. G. Martin. Besides the administrative staff there are about 140 men employed as Pages, Guides, Set-up Men and Studio Patrolmen. Over half a million visitors annually take the NBC tours and in a single day over 8,000 visitors have been on tour. On this past Labor Day week-end there were more than 17,000 people who came to NBC to have radio and television explained to them. The Studio Tour has been in operation ever since the opening of the NBC Studios in 1933. It began as a result of the many requests made for a tour of the Broadcasting Building. Ever since the inauguration of this system the uppermost thought has been the efficient and courteous treatment of the guests. Since the majority of our tour traffic is com-



Vincent J. Gilcher

posed of people from out of town, constant contact is maintained with travel agencies, hotels and transportation companies. The Television Tour is by far the younger of the two attractions; it began September 1, 1938. The annual attendance of guests at broadcasts in our Radio City Studios and outside theatres totals one and one-half million people. Guest Relations is the headquarters for the distribution of broadcast tickets. Last year approximately 50,000 letters were received asking for these tickets. The requests varied in size from one person to an occasional request for groups as large as 500. The Division is proud of the fact that it has been able to fill 50% of these requests. All these functions place Guest Relations in continuous and amiable contact with the general public.

Office Services

D. B. Van Houten, who has been with NBC for eleven years, is Manager of Office Services. This Division is comprised of five specialized service sections.

Central Files

In Central Files a written record is kept of all programs and correspondence used in connection with broadcasting. The general correspondence filed there amounts to about 38,000 letters a month although this does not include such special items as scripts,

reports, auditions, and logs. The most important records in these files are what is known as the Master Books which comprise the official record of every program that has gone out of the New York Studios since the inception of WEA and WJZ. Lucille Claus, supervisor of this section, is in charge of a staff of nine file clerks, whose duty it is to file all material received promptly and accurately so that any paper sent to Central Files can be produced at a moment's notice.

Duplicating Section

The Duplicating Section under the supervision of Alfred Patkocy is a harbor of amazing facts. All the mimeograph paper used in Duplicating over the period of a year would stretch 4,786 miles—which is quite a stretch. In this section there are a number of different kinds of duplicating machines operated by a staff of nineteen people. Some of the machines include mimeograph, hectograph, addressing equipment, and Hooven Automatic Typewriters. The Hooven machines have a capacity of 400 individually typed circular letters a day. This section prints, among other things, nearly two million broadcast tickets annually besides mimeographing and binding scripts, recordings reports, program schedules studio assignments—to mention just a few. Last year the Duplicating Section ran off about 20 million mimeograph copies, most of which was script. Mailing lists totaling 60,000 names are maintained.

Central Stenographic

Working hand in hand with Duplicating is the Central Stenographic Section usually employing about fifty people. This section is in operation from eight o'clock in the morning until midnight. In the neighborhood of 430 miles of continuity are typed each month in Central Stenographic or about 200,000 lines per week. The Section is divided into four groups. There is the Secretarial Group of girls available for loans to various executives whose secretaries might be ill or on vacation and who also assist during fluctuations of work volume in other departments. Vacancies in stenographic and secretarial positions throughout the Company are filled by transferring experienced employees from this group where new stenographers are

(Continued on page 14)

NBC TRANSMITTER

Published for and by the employees
of the National Broadcasting Com-
pany from coast to coast.

VOL. 6 OCTOBER, 1940 No. 5

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Address all correspondence to: NBC TRANSMITTER, National Broadcasting Company, Room 465, RCA Building, New York, N. Y. Telephone: Circle 7-8300. Extension 220.

85th FLOOR, TELEVISION

(Continued from page 2)

very kindly showed us around, seemed a bit put out by our question when we inquired about these pipes; he hesitated, then advanced the tentative information that some people called the whole thing a "residual band filter." Having looked up the word residual in a dictionary, however, he said he questioned whether this cognomen covered the object. With several small diagrams, he explained the function of the object and advanced another, more precise if less literary, designation. This whole matter having been referred to our standing committee on titles and designations, we need only add that this "filter" is a part of the antenna lead that has had to be retuned along with the rest of the equipment. Each of the pipes has been shortened and retuned, while at the same time, several basic improvements have been incorporated into its design.

Above the transmitting room, an elevator ascends the few remaining stories of the tower and opens out on an observation platform just below the metal cone-like roofing. From there on, up a narrow ladder through the crown of the building, it is every man for himself. The ladder stops half way up and we must follow Mr. Buzalski very carefully as, climbing over and under girders, we skirt the high voltage equipment with all its "danger" signs. This dimly lit tangle of girders and equipment seems like the setting for a Frankenstein horror picture, while the memory of King Kong's last stand atop this very building, gives an added feeling of unreality to the scene. This was dispelled, however, when opening a

trap door above our heads, we emerged 103 stories above New York City on a platform twelve feet in diameter.

Above us is the long, chrome plated cone with a small circular sound transmitting antenna at the top and lower down four olive shaped projections to transmit the video signal. These point in the four cardinal directions making strong patterns in the sky. All this, too, had to be dismantled and readjusted to the new wave length: neat welding scars show where the job has been done. Damage to the radiator, caused by the accumulation of hundreds of pounds of ice on the structure during a north-western sleet storm last February, has also been repaired.

Today the Empire State Transmitting System stands ready to radiate to every New York home the pictures of the National Broadcasting Company's television service.

The FM transmitter has not yet received its definitive aerial. At present it operates from rod aerials installed at the lower transmitter lever.

TELEVISION NEWS

(Continued from page 2)

of its recommendations for the FCC. It is believed this report and agreement of the majority of television manufacturers in the United States will be the last remaining step to settle the transmission standards problem. There are further indications that should the FCC accept the standards as set forth by the NTSC, full commercialization of television broadcasting will be authorized by the FCC in the near future. With the standards problem settled and with the possibility of commercialization we look forward to a busy future.

NBC DISCUSSION GROUP BEGINS

The Discussion Group, part of the NBC Employees' Training Plan under the direction of Ashton Dunn of Personnel, this month begins its third consecutive year of operation.

Mark Woods, Vice President and Treasurer of NBC, will open the series. Other speakers for October will be Wilfred S. Roberts, Production Manager; Ray Kelly, Manager of Sound Effects, Developments and Maintenance, and Ernest LaPrade, Director of Music Research. Other speakers will be announced soon.

Because of the popularity of the Discussion Groups over the past two years, it will be necessary to hold the meetings in one of the larger NBC Studios. Previously they had been held in the sixth floor Board Room.

If you are interested in this year's series and have not yet indicated the same, stop in and see Ash Dunn, Room 321.

RCA DRAWING POWER

The enlarged RCA exhibit at the New York World's Fair has been a decided hit. It works nearer to capacity at all times than any other exhibit at the Fair. It has also the second largest attendance among the industrial buildings. Considering that the exhibit represents all the various divisions of the large RCA Family we should take notice of its excellent record. It is evidence of radio's rapidly expanding horizons and a credit to each and every employee of RCA and the Subsidiaries. In case you haven't been there yet, closing day is Oct. 27th.

TWO GREAT FILMS ALL QUIET ON THE WESTERN FRONT

with Lew Ayres, Louis Wolheim

IT HAPPENED ONE NIGHT

with Clark Gable, Claudette Colbert

IN A SPECIAL FALL SERIES of the
NBC FILM SOCIETY

CHARLES L. TURNER

ROOM 465

RADIO CITY — NEW YORK



W. G. Martin

William Gerald Martin has been appointed to the position of Manager of the Guest Relations Division of General Service succeeding Charles H. Thurman who resigned Friday, September 6th.

Mr. Martin joined the Company in October, 1935 and now moves up from the position of Executive Assistant Manager.

Old friends, people who are already new friends, welcome Miss Evelyn Hale back to the National Broadcasting Company. She returns trailing clouds of glory as the secretary of Mr. Frank Mullen, whom you have met on page 3, if you didn't know him before. She has been with him since the pioneer days in Pittsburgh where Mr. Mullen originated farm service programs. She picked up her typewriter and went with him to Chicago in 1926, when he opened NBC's new studios. It was there that Mr. Mullen put on the first production of the famous *Farm and Home* hour. In fact, you might say that that Hour was Mr. Mullen and Miss Hale. Somewhat like Atlas's old job, she supported it on her capable shoulders all during its early years. She picked the talent, scheduled the show, checked scripts, for a while even wrote the scripts. At that it was only an incident in the work that made Chicago a keypoint on the networks.

One testimonial to her ubiquity and popularity is her collection of miniature animals (all kinds) which she made while in Chicago. She has more than three hundred of them given to

her by radio people (all kinds) from all over the world.

In 1935, she packed up her typewriter again, and the midget zoo, and came to the executive offices of RCA, still with Mr. Mullen. While there she rose from being secretary to the manager of the Information Department to being secretary to a vice-president, all without leaving her old boss.

Seriously, we suggest you run up to the sixth floor and say hello and we're sure you'll enjoy it as much as we did.

Alice Martens is the latest arrival to the Red Sales Office. She is employed as receptionist therein. At present, Miss Martens is living in Manhattan after moving from Lafayette, Indiana, where she attended Purdue University.

Corinne Dobson has tendered her resignation as file clerk in our Legal Department in order to spend this coming year with her parents in South Carolina. Connie has done excellent work with our legal files, and we send her our "bon voyage" and best wishes for the future! Beulah M. Scott will succeed her on September 11th.

Richard Porter Leach brought NBC considerable publicity recently when pictures and stories of his wedding to Katherine Sands Thatcher were featured by the New York press. Dick's residence in the Script Department has been a productive one, and he brought to his work a rich background gained at Dartmouth and the Sorbonne in Paris. It Happened One Afternoon in the chapel of St. Bartholomew's Church.

Almost at the same time Mr. McElrath's office lost part of Edgar Kahn's allegiance to Frances Klim of the Bendix Aircraft Company. That makes it another RCA Building romance. A great many of Ed's NBC friends gave him a bachelor dinner which was not only a great success, but a complete surprise. NBC was

also well represented in the party that saw them off as they sailed for a Caribbean honeymoon.

Warren R. Williams has joined the NBC Press Department handling mostly the publicity for special events. He is a Sigma Nu and Colgate was the university. He worked on the Wilkes-Barre, Pennsylvania, *Record* for several years, and followed this with Associated Press assignments in New York, Indianapolis, Chicago, and Philadelphia. His hobby is Wire Hair-ed Terriers. As for sports—the customary ones.

The Photographic Section is under the capable management of Tommy Weber. He studied at Columbia University. Ten years of service are chalked up with the Hearst organization, then he spent a year and a half as head of Standard Newpicture Service. He is married and has two boys, who have a swell set up because their dad's hobbies are photography and airplanes.

Frank Barber comes from New York State, Westport to be exact. He's Tommy Weber's right hand man and has an enviable record for laboratory work. He was with Edwin Lavick for eighteen years. Following this he went with Standard Newpicture Service. He spent two seasons at the New York World's Fair before coming to NBC. He and Tommy make a perfect team for turning out top notch pictures.

Measuring from his first day at NBC Tom Pedler would be only a month or so old, about the age of his baby girl; actually, however, he is

(Continued on page 16)



WASHINGTON

by Marion P. Gale



© Underwood & Underwood
John Marshall Dinwiddie

Here's the latest at WRC and WMAL. General Manager Berkeley announced the appointment of John Marshall Dinwiddie as Merchandising and Sales Promotion Manager of the two stations effective September 1. Mr. Dinwiddie was formerly a member of the executive council and advertising manager of Macy's store in Atlanta. In 1929 he was advertising and merchandising counselor of the Washington *Evening Star*, and later was rotogravure editor of the paper. He started his career in 1923 in Washington as assistant advertising manager of the Hecht Company, and since then has done special promotional work for many of the nation's leading organizations. He was associated with Alco-Gravure, a division of Publication Corporation in New York and Baltimore. Mr. Dinwiddie also has taught advertising in the University of Pittsburgh's famed Research Bureau of Retail Training. Until recently he was special assistant to the Director of Public Relations of the Federal Housing Administration.

Plans for a farewell party are taking shape for Mrs. Helen K. Mobberley of the Sales Department. She has been with the Company since 1933 and is leaving to accept a position of Sales Manager of Washington's newest radio station, WINX, effective September 15. Martha Cosgriff of Sales is scheduled to take Mrs. Mobberley's place as secretary to Commercial Manager John Dodge.

The new addition to the announcing

staff is Donald Fischer of Quincy, Illinois. For the past two years he has been Assistant Manager of WTAD, and announcer there. At one time he worked on Capitol Hill as secretary to former Congressman Adair of Illinois.

More Time

Beginning September 30 Mary Mason, Director of Womens Programs here and also Mistress of Ceremonies of the WRC Home Forum, will be on the air six days per week. Heretofore her program has been heard Mondays through Fridays. Beginning Saturday, October 5, and each Saturday thereafter, Mary will also be heard at 9:15 a.m.

Golf Tournament

Gordon Hittenmark, early morning mikerster on WRC is holding his third annual radio golf tournament for the golden putter award at Kenwood Golf and Country Club, September 17. The tournament will be open to men and women amateur players. Besides the first prize for the best score there will be more than one hundred other prizes.

It's good to see News Editor Bill McAndrew back at his desk after several weeks absence. McAndrew contracted typhoid fever sometime during the political conventions this summer and has been ill ever since.

FRANK MULLEN

(Continued from page 3)

National Farm and Home Hour which has been on the air continuously since it began.

Mr. Mullen was born in the little town of Clifton, Kansas, on August 10, 1896, attended grammar school from a homestead home in the broad farm belt of South Dakota, where his father was a lawyer and a county judge.

Henry A. Wallace originated the plan of settling husking arguments by actual competition in the game field during an allotted space of time, and it was about then that Mr. Mullen started the idea of husking contests over the air. In 1928, the first husking broadcast from Missouri proved so entertaining that the Cornbelt Derbys have been continued each year.

In Mr. Mullen's collection, there is a gold key emblem of honorary membership in the select group of American Farmers, highest distinction of the Future Farmers of America organization. Mr. Mullen is a national director of the Izaak Walton League, nationally famous because of its work in fostering the development of natural resources and the protection of wild life of the nation.

It is interesting to know that while in Chicago Mr. Mullen composed a song dedicated to the Izaak Walton League and suggested as a theme for Uncle Sam's Forest Rangers, then part of the *National Farm and Home Hour*. The song, an Indian ballad, was known as "Trail's End."

A MEMORABLE MOMENT

from "It Happened One Night" NBC Film Series.



ATHLETIC ASSOCIATION ACTIVITIES

Riding Group

An interview with Mr. Van Houten of General Service revealed many interesting things about saddle activities for the Fall and Winter. Although there was riding done by individual members of the NBC AA, there was no organized riding during the Summer months of July and August, vacations and other Summer activities too much disorganizing the group. Ah, but the evening ride and corn roast held at 7:00 p.m. on Friday, September 13, when some twenty persons set out from the Oliver Stables in New Jersey. It was quite a party, lasting into the wee, small hours of the morning. It was a grand evening. Ask the man who went. The enthusiasm displayed by the members is without doubt its most distinguishing feature, and if you don't think they have fun, I suggest you take a ride sometime.

As for the Fall and Winter activities there will be groups every Saturday afternoon in New Jersey, and two things that you can count on are the moonlight ride in October, jumping and riding classes indoors at the Ardsley Academy here in New York. It all adds up to good exercise, good mounts, good instruction, inexpensive riding, as well as fun and the best of companionship.

If you are interested and would like to learn anything more about the group, just pick up the phone and dial for Mr. Van Houten.

Dancing

Mary Coyne, chairman of the NBC AA Dancing Group, announces that plans are under way for a renewal of last year's highly successful step-and-slide activities. A review for the old members of the Tango, Rhumba, Fox Trot, Conga, and Waltz is the first item on the schedule.

Last year's group comprised fifteen couples, which my lightning calculator tells me makes thirty people. All new (you really ought to be a couple) and old members are welcome for the sum of five dollars for the ten very profitable supervised shindigs, which are held on prearranged nights at Arthur Murray's. Madame LaZonga is out of business because she could not meet the prices or the competition.

Softball

Steere Mathew, Traffic, explains that there has been no softball since the

highly successful June outing at which NBC New York demonstrated the high caliber of its team, defeating Schenectady 1-0. Mr. Mathew is working on league games with the larger corporations about town.

Skating

Mary Zostant, Research, was busily planning roller skating parties for various days of September. Come October, the rollers are being doffed in favor of slithering slips of steel; surface, of course: ice. If you find you are not a graceful, gyrating grimus when you begin the exercise you'll find yourself sort of like that before too many spills are past. If interested, check with Miss Zostant, ext. 698.

Tennis

Racquet swingers extraordinary began their matches, the first of August, to determine the recipients of the winner and runner-up tennis trophies.

The favored finalists are Merkle of Set Up, last years winner, and Paul Rittenhouse, last year's runner-up to Merkle. The only person to reach the semi-finals so far this year is yours truly, Jim McConnochie, who gained his position by default over Kel Keach, Announcers, but only after splitting two hard fought sets, and by winning over Norman Cash in straight sets 6-3, 6-3. McConnochie meets the winner of the Rittenhouse-Mayer match. Keith Gunther failed to supply the expected opposition to Rittenhouse, and Mayer advanced with a win over Jim Sawyer. In the upper half of the draw, Merkle has yet to play his second round match, having drawn a bye in the first round.

Unless there are unforeseen defaults by Messrs. Rittenhouse and Merkle, it looks to the writer as though the two finalists of last year should meet again.

Bowling

Of all the NBC AA activities, the

most popular, at this time of year as judged by the number of participants, is bowling. Twelve different departments contribute approximately 120 men to the activity. There is, wherever possible, one team for each department. And, in case you think it's an entirely long pants affair, let me inform you that there is a ladies team which asks for no quarter and gives none.

There is a league of twelve teams. The winning team in last year's league series was General Service I, captained by Dwight Wallace. Frank Heitmann, of Building Maintenance, walked off with the prize given for the best average of the season. His average was 173.74, a scant half point ahead of Nikol who maintained an average of 173.24. The prize offered for the best three consecutive frames in one evening was won by George Fry with a total of 660.

The balls thunder down the Radio City alleys regularly every Thursday night from 5:00 p.m. to 8:00 p.m. propelled by the NBC artists. Each evening is league competition, teams bowl three games apiece.

There were no outside meets last year, but the future looks bright for a meeting with the best bowlers of RCA Manufacturing in Camden.

Baseball

NBC baseball is captained by Jack Wahlstrom and plays in the Motion Picture League which it led a year ago.

New additions to this years team include a Villanova College battery, Knickolas and Flood, and a Manhattan College infielder, Bill Little.

As last year, NBC scheduled two games this year with RCA Victor in Camden, New Jersey. Out to seek revenge on the two defeats suffered last year, NBC's team won the first game with Camden, played on George Washington Field, with a score of 5-4. September 14 is the date of the second game, and at this date of writing it has not been played. The games with the smart playing Camden outfit are always closely contested.

League games are played during the week and on Saturday afternoons, from 6:00 to twilight. The two games played at the Polo Grounds were close ones but the American Legion team, which subsequently lost some of its players to the Yankee farm system, won 2-1 and 5-4.

IF you haven't received your NBC AA Membership Card yet, call Al Protzman NOW — Ext. 286.

WTAM CLEVELAND

by Bob Dailey



Rance Valentine—"Do You Remember?"

Notes About WTAM People

Al Orrick, of the News Department, has just returned from a vacation during which he took his newly-won wife to visit friends in New York and his family in Washington, D. C. The bride is the former Helen Forsythe, who for five years was a staff member at WTAM, first in the Stenography Department and later in the News Office. Orrick was just transferred to Cleveland from the New York News Department last January.

Manager Pribble took his wife and two daughters on a vacation trip through Yellowstone National Park and the western states after attending the NAB convention at Los Angeles.

Other vacation trips took Program Director Metzger through the New England states with his wife; Edith Wheeler, Program Traffic Manager, to New York City; Musical Director Lee Gordon and his family to Detroit; Announcer George Hartrick to northern Michigan; and Switchboard Operator Lois Faulhaber to Canada.

Sports Announcer Tom Manning and Manager Pribble spending a weekend with Cleveland Grotto members on a lake cruise.

Announcer Wade Barnes dividing his vacation time between a cottage on Lake Erie and New York City. Announcer Harry Burge oiling his guns

and preparing for the hunting season in Michigan. Jane Weaver, director of women's activities, having her vacation interrupted by a severe throat infection. Salesman Russell Carter also came in for a bit of the same kind of tough luck on his vacation.

Organist Dorothy Crandall flying to New York with her husband to see their daughter married. The wife of Engineer Henry Gowing also made the trip, and for the same reason . . . to see the wedding.

Ten bright candles shine over the heads of 32 members of the WTAM staff this month. For it was just ten years ago, on October 16, that one of the midwest's most important radio stations became a part of the National Broadcasting Company. And 32 men and women who formed a vital part of the staff in 1930 are still proud to be working for WTAM and NBC in 1940. These 32 veterans comprise more than a third of the station's present staff. And six others who were at WTAM in 1930 are now employed by NBC at other key points.

Manager Vernon H. Pribble, himself a veteran of six years with WTAM and NBC, announced the names of the ten year staff members in a message of congratulation. "WTAM has become a broadcasting institution," he declared. "largely through the loyal and inspired efforts of its staff members, past

WEAF TRANSMITTER

(Continued from page 1)

search for the owners of the necessary land lost itself in the Italian east side of New York into which the deed holders had vanished without a trace. Reluctantly returning to the owners of the small strip, NBC was fortunate in finding them most obliging and willing to part with the small plot in question. Had they balked, however, some fifteen or twenty thousand dollars would have had to be spent in building a new approach road leading up to our new transmitting station.

Except for a large sign reading: "The National Broadcasting Co., WEAF," there is little at Port Washington yet that the layman could conceive of as able to send the *NBC Symphony, Information Please, the Chamber Music Society*, and other famous programs winging through the air. The building housing the transmitter looks at present like your house or mine just after the plastering has been done. Vast tangles of wires, gauges and frighteningly lethal looking switches have no effect on the serenity of the engineers and construction men, who, we were told, would have the whole

(Continued on page 14)

and present. And I especially congratulate each and every one of the 32, ten-year members of the NBC Family."

Ten-Year Employees Named

Here are the names of the veterans, many of whom came with WTAM even before the station became a part of NBC in 1930:

Mildred Funnell, Secretary to Mr. Pribble; Hal Metzger, Program Director; Thomas Manning, Director of Special Events; Chester Zohn, Night Program Manager; George Hartwick, Singer and Announcer; Harold L. Gallagher, Salesman; Donald G. Stratton, National Sales Representative.

Many Engineers included S. E. Leonard, Engineer in Charge, and John D. Disbrow, Alvin M. McMahon, Jesse J. Francis, Harry B. Caskey, Thomas C. Cox, Bert Pruitt, W. C. Pruitt, Clayton Russell, Arthur H. Butler, Harold V. Brandt, John A. Cheeks, Chester D. Pay, Albert B. Stewart, Hugh A. Walker.

Robert Oatley, Music Librarian, and the following Staff Musicians: Dorothy Crandall, Charles Avellone, George Scholle, Erwin Goetsch, Earl Rohlf, Sam Willis, Ben Silverberg, Ted Rutenberg, Arthur Stefano, Robert Morris.

NBC HOLLYWOOD

by Noel Corbett



It's in the bag for Messrs. Dowson, Dellett, Baker and Boone.



Hollywood Brown Derby—Lew Frost, Lloyd Yoder and William Andrews.

Following NBC's Sales policy of separating the Red and Blue, Sydney Dixon was recently made head of the Coast Red and Tracy Moore, of the Coast Blue. Dixon was formerly Western Division Sales Manager, and Moore was a member of the Sales Department. Both men came from the Pacific northwest. Dixon started his radio career in Seattle, and Moore came from KGW, Portland.

After Edgar Kobak installed Moore in his new position, Tracy celebrated by vacationing for a few days at his home at Ocean Park, Washington. On his way home he bumped into Division Press head, Hal Bock, at Portland. Bock has always insisted that Moore's famous inland route, Highway 395, to the northern states, is a fizzle. In short a roadway reminiscent of the one traversed by Father Junipero Serra, back in the days of the Spanish Padres.

Moore claims the highway is one of glass, but Bock says its only connection with glass is of the broken variety. So when the two met in Portland, and the discussion was renewed, Tracy told Hal to travel any way he pleased, but that he had his carburetor adjusted for mountain air along 395, the highway that knew no traffic and where hospitality grew along the wayside in abundance.

That night Moore and family arrived in Reno, Nevada (Labor Day Eve). The natives and folks in from the hills were working up for the next day's festivities, which was to consist of four rodeos, a horse show, three conventions, the hoss races and a championship prize fight. The Moores looked

eight hours for lodgings, finally chugging out of Reno at dawn. Tracy says he saw nothing but "No Vacancies" signs for the next two hundred miles. Finally Tracy parked his car on the side of the highway, and all went to sleep.

When the NAB closed in San Francisco, many of the broadcasting industry's headmen paid Hollywood a visit. Frank E. Mullen, in company of Don E. Gilman, spent several days looking over the studios. A. A. Schechter was here, as were Sidney Strotz, Lloyd Egner and Lloyd Yoder.

Wedding bells. Joe Alvin of Press and Judy Brown, who met on a bridge trail at Griffith Park a few months back, took the vows at Nogales, Arizona, the end of August.

Frank Pittman, Sounds, and Helen Germaine Lewis were married in Beverly Hills the first of August.

Myron Dutton, Director, and Claudia Pierce were also married in August. Later, honeymooning at Dutton's ranch at San Luis Obispo.

More vital statistics: Ralph G. "Denny" Denechaud, passed the smokes July 30. Edward Barton is the laddie. Mrs. Deneshaud was formerly secretary to Harrison Holliway at KFI-KECA.

That terrible strep throat which kept Frank Dellett's Michael at the vet's for so long has finally cleared up. So Mike, a rangy Kerry Blue, goes on vacation with the Delletts.

Dorothy Hayden, new to Music

Rights, spent eight years in the broadcasting business in New Zealand, where she worked in a Wellington station.

Hollywood Radio City's one-man police force is again in action, now that Officer Jim Cannon has had his vacation. Jim spent his time in New York visiting.

Here's some more stuff from the Pacific Northwest: Dave MacPhail, Auditing, vacationed there, and Hal Bock dragged a 30-pound salmon out of Puget Sound when he went fishing with Bob Nichols, former producer of the WMA in San Francisco. Jack Parker of Artist's Service sailed the Columbia River.

Parker says he returned via San Francisco where he visited the Fair. The first person he spotted sitting in the front row of the Aquacade was Murdo MacKenzie—with a beard. We thought maybe Mac had grown that things to enhance his chances of understudying one of the principals of the Pilgrimage Play. But Murdo says he did it just for fun. Wonder what the Aquabelles thought of the zitz.

Here's a story that would make the average Eagle Scout roll over and say "uncle". A baby sparrow did a nose dive out of that "read your contract" sign on the parking lot, and landed in Paul Crawley's car. When Paul arrived, Mama Sparrow really read the riot act. Paul peeked in the rumble seat, and sure enough, there was Junior, smiling up like one of those Disney creations. So Paul risked life and limb, and shinned the pole and tucked baby back in nestie.

WGY SCHENECTADY

by W. T. Meenam

John Howe, general chairman of bowling through three seasons' activities, is enrolling old and new members and this year expects to expand the league from six to eight teams. Alley space has been contracted for at a new 32-alley bowling casino and the boys who have alibied misses and splits on faulty boards, will have to find another explanation for their sins of execution. The season is tentatively scheduled to begin October 15.

There have been two marriages on the WGY staff during recent weeks. First was that of Robert Warner of Press to Evelyn Jane Kline, daughter of Mrs. Marion B. Kline of Gloversville, New York. The gift of the staff to Bob and wife was a well-filled ESSO coin bank.

The second wedding was that of Veronica Layden, one of WGY's receptionists, to Gene Darlington, until recently engineer in charge of General Electric's short wave stations.

Mayor Mills Teneyck of Schenectady has named Manager Kolin on the City's National Defense Committee. Extra-curricular activities of the Boss during recent weeks was the chairmanship of an American Red Cross golf exhibition which netted the Schenectady County Chapter a substantial amount.

On a recent remote job, when time was a factor, Victor Campbell undertook to tote some of the heavier so-called portable equipment. When he attempted to lean over to set it down he couldn't bend, nor could he straighten up. A chiropractor wrestled with him for a few minutes and got him bending forward but he couldn't stand straight. It was a case of a misplaced vertebrae. Vic's O.K. now and, for one of his avoirdupois, can bend quite well in any direction.

In the first soft ball since the 1 to 0 thirteen-inning defeat by the New York NBC Athletic Association team, the WGY players went at it hammer and tongs on



Caroline Osan, Veronica Layden and Betty Donahue

the Endries Grove Diamond, Friday, September 13. Practically the entire male contingent of the staff—excepting those necessary for operation of the station—participated in the first Fall outing. A second outing, which will include the girls of the staff and the wives of staff members, is planned for a later date.

Chester D. Vedder, senior announcer of WGY, celebrated eleven years service with the station September 3. Just at present Chet, who operates a large farm on the outskirts of Schenectady, is harvesting a bumper crop of free-stone peaches.

A. O. Coggeshall, accompanied by wife and son, Robert, passed his vacation bathing and fishing in the Atlantic off the New Jersey and Maine coast. While driving on a Maine highway, he overtook Chet Vedder, who was accom-

panied by his mother on a motor jaunt through New England. Caroline Osan, secretary to Manager Hager, passed her vacation at the Thousand Islands and in Chicago, the farthest west she has traveled since she visited Niagara Falls. Her one ambition was to visit a Don McNeil broadcast, but the convention she attended with her husband kept her too busy. Al Zink, who helped handle NBC's Saratoga race commentaries, is vacationing with Mrs. Zink at Buffalo. Ed Bryant, formerly of WFBL, performed as vacation replacement on the

announcing staff. Harold Kent, who broke into radio at WNBF, Binghamton, replaced Philip Brook on the Announcer staff. Phil is now at WTAG, Worcester, Mass. Gertrude Peeples passed her vacation at Buffalo, the old home town. Virgil Hasche, accompanied by the entire family, traveled by car to the home of his parents in Inwood, Iowa. Dorothy Rice, daughter of Edward A. Rice, who conducts the Red Network Sunday *Silver Strings* Show, succeeds Veronica Layden Darlington on the reception staff. Kolin Hager is boasting a 92 in a recent golf match, which isn't bad for one who hits from the port side. W. J. Purcell, another golf enthusiast, carries an 88 for Winter days' reverie, but still isn't satisfied. Bill recently scored 390 out of a possible 400 in a rifle match at Pittsfield, Massachusetts. Betty Donahue, of Sales, passed her vacation camping and at Detroit, Michigan. Mrs. Betty Foy, formerly secretary to A. O. Coggeshall, Program Manager, is the mother of a son, Robert. Howard Wheeler, of Engineering, carried camera and fishing gear to Moosehead Lake, Me., and reports some fine pictures. Bernard Cruger continued construction of his Summer camp on Wappingers Creek, outside Poughkeepsie. It was Ogunquit, Maine, that profited by the vision of Chester Rudowski in his Summer wardrobe of many colors.



WGY poses for a picture.

K O A D E N V E R

—by Evadna B. Hammersley—



Virginia Anderson and Mountain Stream

H. V. Kaltenborn's entrance into Denver recently was humorous even to him, and a bit dramatic as well. In order to make Denver in time to handle his network broadcast Friday morning, it was necessary to charter a plane at Sterling, Colorado. A suspicious constable mistook him for an escaped bank robber. After confirmation of his KOA appearance by General Manager Yoder, he was permitted to proceed on his flight to Denver.

Manager of Local Sales A. W. Crapsey was recently elected president of the Denver Ad Club.

The 475-foot KOA vertical antenna tower recently was struck by lightning. The same lightning bolt damaged the land lines from the studios but Russ Thompson, engineer on duty, resumed broadcasting by electrical transcription until the land lines had been repaired. His shortwave "ham" experience came in mighty handy when it was necessary to start ad libbing at once.

"National spot and local business on KOA for July this year," reports General Manager Lloyd E. Yoder, "shows the largest July volume in the station's history. It is 12.4% ahead of July, 1939, and 39.7% over July five years ago."

Art Kassell, famous dance band conductor of "Castles in the Air," called on an old friend, James MacPherson, at KOA on arrival in Denver for a week's engagement at Lakeside Amusement Park where he followed Ted Weems' "Beat the Band" orchestra.

Miss Mary Keller of Chicago has joined the staff of KOA, Denver, in a secretarial capacity to fill the position vacated by the transfer of Miss Thelma Erickson to the Receptionist's post.

The ranks of the Guest Relations Staff have yielded a new singer in the person of Andy Gainey, who hails

from the deep South.

KOA Continuity Editor Bill Ratigan, did a magnificent job of pinch-hitting during the vacation of the News Editor, Jack Fern. Emergency illness of Assistant News Editor Don Martin, called for emergency treatment and Bill Ratigan stepped into the breach.

Helen Oldheim, Metropolitan Opera star; Madam Rosina Lhevinne, the world famous pianist; and Mrs. Lloyd E. Yoder, concert violinist, wife of the KOA General Manager, gave an outdoor concert in the famous Red Rocks natural theater on which the City of Denver has expended large sums of money to develop a "Hollywood Bowl" in Denver. The concert was for the benefit of the Central City Play Festival Opera Stars cast.

Lloyd G. (Bucky) Harris, Assistant Production Manager of the Central Division in Chicago, while vacationing in Colorado this Summer was made a Laramie County, Wyoming, deputy sheriff.

The wife of T. Ellsworth Stepp, KOA Program Department, presented him with a fine baby daughter on the morning of July 26.

Wendell Willkie, Republican Presidential candidate, made two unique broadcasts over KOA. One of these broadcasts was from the balcony of the famous Central City Opera House in the old mountain mining community where Mr. Willkie attended "The Bartered Bride." Then again from a luncheon in the Denver Stockyards Stadium, KOA broadcast remarks by Mr. Willkie addressed to the stockmen and cattle growers of the West.

Paul Bartlett has joined the KOA announcing staff, coming from New York NBC headquarters where he did some work following his graduation from Harvard University in June.

KOA's Production Manager Jack Lyman (a former aviator) recorded some sort of a "first" in the broadcasting of the Denver Air Show this Summer, resulting in one of the most unique collections of aviation sound effects ever broadcast. In order to bring KOA listeners the maximum thrills, entertainment and information from the first annual Denver Air Show, Jack Lyman conceived the idea of recording the highlights of the show in three to five minute spots for airing later in the day. These short spots were recorded in such a manner that they were played back on the air as a full half hour of continuous, rapid fire descriptive commentary. With this unique handling, KOA gave full coverage of the entire show. Knowing the dangers of attempting a scheduled broadcast from the scene of action, because of stalling while the ships are maneuvered into place. Mr. Lyman was thus able to record only the events of primary interest and direct action.

KOA staff members met in the General Office of the station recently to form an employees' recreation group and elect officers. Newscaster Torland was made president. Transmitter Engineer Russ Thompson was elected vice president. Edward Sproul became secretary-treasurer, and Mary Mortimore chairman of Women's Activities. Plans are under way for some real fun this Winter.



Mrs. McPherson and family on the Denver farm.

GENERAL SERVICE

(Continued from page 5)

engaged and given training in preparation for transfer to other positions. The Dictaphone Group mainly types machine-dictated correspondence and recordings of different programs such as news comments or foreign broadcasts. Stenographic also has electric recording machines that record broadcast talks which are later transcribed so that a complete copy of a talk can be available almost immediately after the completion of a broadcast.

Mail-Messenger Service

Another section of unusual facts and figures is the Mail-Messenger Service with Thomas Tart as supervisor. Our Mail Room is as large and handles as much mail under normal conditions as a post office in a town of 20,000 people. During the busy seasons, the amount of mail handled is comparable with the volume distributed in a town of 50,000 population. As much as ten million pieces of mail have gone through the Mail Room in a single year. Mr. Tart and his thirty-two associates have to be experts on postal requirements as well as calligraphers of no mean ability in order to decipher some of the handwriting on the envelopes. Up to 3,000 errands per month have been run by the Mail-Messenger Service and it has been calculated that NBC Messengers travel nearly 116,000 miles a year or more than four and one-half times around the earth. Besides sorting and delivering incoming and sending out-going Company mail, this section receives and sorts all audience mail including responses to offers and contests. The Mail Room is open from 7:30 in the morning until 11:00 at night every day except Sunday. During working hours the visitor might be amazed to see a machine three-folding as many as four hundred and fifty sheets a minute or another machine sealing, stamping and counting letters faster than the combined speed of four men or a letter opener clipping off the ends of 500 letters a minute. Perhaps the most unusual machine of all is the one on which wrapped packages are placed ready to be tied. The operator presses a foot pedal and instantly the package is bound in cord, tied and knotted very neatly.

Supply and Receiving Section

To insure the quick filling of all requests for stationary and office supplies (and for receiving and shipping), General Service maintains a Central

Supply Room under the supervision of Walter Hawes. For regular consumption, 1200 different items are carried in stock. A less routine operation of the Central Supply Room is the care and feeding of numerous specimens of domestic flora and fauna such as watermelons, chickens, fish, rabbits, geese and the like sent to NBC executives and artists by their vacationing or practical joking friends.

Building Maintenance

The Building Maintenance Division under the managership of Edward Lowell has to maintain in good repair nearly 400,000 square feet of space or about nine acres in Radio City alone, in addition to space at 711 Fifth Avenue and the Empire State Building. A large staff of carpenters, painters and electricians is needed to make repairs. Indeed, there is one man whose time is completely taken in replacing electric light bulbs—2,000 every month. We discovered, too, that 15 tons of waste paper are discarded each month. The Building Maintenance Office is open and operating 24 hours a day every day in the year. The curiosity shop in this division includes a duplicate key to fit every lock in the NBC offices and studios. Felix Ghirlando is custodian of the keys.

On several occasions Building Maintenance has been called to transform offices almost overnight. Between 5:00 at night and 9:00 in the morning walls or partitions have been torn down, old communications ripped out, new systems installed, and offices created where none existed before.

PBX

The Telephone Section, more familiarly known as the PBX (Private Branch Exchange), under the supervision of Margaret Maloney, is also a part of Building Maintenance and a very important one. The telephone switchboard operates continuously day and night. Every time an employe picks up a telephone in the New York Offices to place either an inside or out-going call, automatic equipment is set in motion. The work of dozens of operators is thus obviated by this system. There are two groups of telephone lines, one for the out-going and incoming toll calls routed by the operators and another for the calls that go through the mechanical switchboard. Miss Maloney, who has been with the Company for eight years, says that it is impossible to predict when the board will suddenly get busy. All the operators hold themselves in readiness at all hours of the day or night and

WEAF TRANSMITTER

(Continued from page 10)

thing untangled, set in place and connected in two weeks. On the ninth of September, when we called on Mr. Looney and his five colleagues who are in charge of the construction and installation, we found the ground still opened up with a long herringbone pattern of grounding cable ditches. The two 370 foot towers are completed and the two coaxial antenna lines in place but not yet covered. Beneath each tower a copper sheathed tuning house was a busy hive of activity. Four or five men were trying very hard to put some smooth bends into a small piece of thin walled copper pipe and others were putting up a safety fence around the base of each tower.

When the final landscaping touches are done on WEAF's new home, and grass will have grown over the scarred fields, the small, trim building with its cooling basin before it playing a continuous and rather solitary little fountain, will present a pleasant picture. We hope our readers within range will be tuned in on 660 kilocycles the day of our inaugural program some weeks hence, and will listen in on the old champ as he fills his assigned frequency band with a new, reinvigorated voice.

are frequently called upon in emergencies to handle unexpected floods of phone calls. Some times the calls are the result of catastrophes and on other occasions of less disastrous occurrences, for example, the cancellation of the Jenkins-Armstrong prize fight, or an offer over the air encouraging listeners to call NBC for a chat with Charlie McCarthy.

Personnel Division

NBC's consultation agency is the Personnel Division where records of the 1300 employees are kept. D. B. Van Houten is Acting Personnel Manager. This division is equipped to service all offices and departments of the Company.

It is one of the aims of the Personnel Office to build good will for the Company through the thousands of applicants who apply for positions.

Regarding once more the General Service Department as a whole, we find it is an outstanding example of the efficient administration of the entire Company, proving that there is more to broadcasting than meets the ear.

NBC CHICAGO

by Bob McCoy

Dear Editor:

And looking over that salutation I wouldn't be surprised if you expected this to be signed "Indignant" or "Irate Taxpayer". But you needn't worry, it's just the quarterly report on doings in the Chicago area. So . . . let's have to it.

At the convention we spotted Harold Royston and Tom Gootie extremely busy with the pack transmitter. Announcer Durward Kirby was dashing about with a portable, while Engineer Jim Thornbury sported earphones. Dan Thompson of the Press Department was in even more places at one time. Just as if you and the rest of the world didn't already know, Chicago was host to the Democratic National Convention in July. The Convention took over Chicago and in the process just about completely absorbed our Engineering Field Department. Engineers Rife, Lanterman, Moore, Limberg, Harold Royston, Cummings, Sturgis and Gootie were some of the boys into whose gain-grinding fingers fell the task of bringing the nation every delicate nuance and tone of the five-day session. And you know what a job it is to get a nuance to come out pear-shaped.

At this writing we're in the midst of WENR promotional activity. In conjunction with the Balaban and Katz theatres, WENR is sponsoring a city-wide Hi-Li contest. You know Hi-Li, boss. You hit the ball with the paddle and it's supposed to come back here, so you can hit it again. But it goes there, instead. Very baffling to anyone over 12 years of age.

Emmons Carlson of Sales Promotion and Bill Ray of Press are the chief guiding spirits behind the contest. They've tied in drug-stores, 5 & 10 cent stores and even newsstands. Those are the places the kids buy their Hi-Li paddles (. . . be sure it has OFFICIAL stamped on it). They get their entry blanks at B. & K. theatres—along with a double feature—then proceed to a city playground and get in some hot licks with the Hi-Li paddles. We've been helping the cause along with Hi-Li plugs during the day and night and booking pickups at the elimination contests held at the theatres. In his professional zeal, Emmons Carlson has even gone so far as to hire a skywriter who neatly plasters "WENR HI-LI" across the blue Chicago sky. Even goes in for art work and loops around gracefully making a reasonably accurate facsimile of a Hi-Li paddle and ball. Neat trick, if you can do it—and he can.

So, boss, you can see that WENR publicity is covering the city like a blanket of blue. If you want to take that to mean a blanket of Blue network, why, go ahead. Though I can't imagine how you could.

Gene Rouse who is Night Supervisor of Announcers has been indulging himself in a burst of paternal pride. And well he might. His daughter Carole Lee, is one of the group selected by Merriel Abbott to dance in the forthcoming Benny-Allen picture "Love Thy Neighbor" (adv.-free). The lithe and light-footed Miss Rouse has been in Hollywood for about three weeks now and celebrated her sixteenth birthday on the Paramount lot.

Alex Robb, West Coast Artists Service Chief, old friend of Pop Rouse, thrilled Carole by presenting her with her first orchid and taking her to dinner at the Cocoanut Grove. To add to the trip's experiences, Carole was selected as mascot of the Union Pacific's Los Angeles Limited. And Father Rouse just sits back with a grin, getting a vicarious thrill from Daughter Carole's triumphs.

We've had a separation here since you last heard from us, but a very amicable one. Effective July 1, the Network Sales Department was quite definitely divided. Harry Kopf is Central Division Sales Manager of the Red, and his assistant and Sales Traffic Manager is Jimmy Neale. Over on the Blue side of the office, Paul McCluer is Sales Manager, aided and abetted by Floyd Van Etten.

Boss, here's the picture of one of our stations you requested me to send along to you. As is pretty obvious, it's the WENR-WLS transmitter, brand new, located at Tinley Park and pretty darn fancy looking if you ask any of us. Go ahead, just ask us.

Architects might call it functional design, but to the boys in the back room it's "a pretty smooth layout". Well, Ed, that's the quarterly report from Chicago. Of course, it doesn't touch everything that's happened. Let's keep some things sacred from the public prints. All this should fill up the three columns you promised us, and Mr. Editor, if we don't get them the next dispatch probably *will* be signed, INDIGNANT, or IRATE TAXPAYER

Signed.



WENR-WLS Transmitter, Tinley Park.



"Hi-Li" Ennis and Messrs. Ray, Carlson, Sirotz and Boyd.

RADIO CITY

(Continued from page 7)

built on a scale designed to keep people from engaging with him in serious combat, that is, without giving the matter serious thought first. His experience in general elective sales promotion has been gained from radio representatives Howard H. Wilson Co., and if there is a suspicious scent about him as he hurries past you into Radio Recording it's only because his pockets are abulge (no, not gum, Mr. Stack) but with sample vials of perfume, the free distribution of which has already endeared Mr. Perler to the hearts of the secretaries in the office. He is scrupulous about his little personal expenses, and keeps the office in suspense as he tries to balance his budget at the end of the day. He is from New York, and Yale, two places that one hears about from time to time, and he's married, having two boys, and that baby girl we mentioned before. Mr. Pedler says that, after NBC, he likes swimming and long week-ends—and we still won't quarrel with him.

Promotions

James Stack started his career in radio way back in 1929 in the early days when he produced physical culture programs for Bernarr McFadden of *True Story* and the *American Weekly*. He worked for Ruthrauff and Ryan in 1934, selling and producing *True Detective*, and *Billy and Betty*. Having arrived at NBC on July 15th, new-comer Stack is busy selling recordings. His office companions describe him as a whirlwind who is well nigh impossible to catch for a minute, as we who have chased him, note book in hand, well know. Like it or not, Mr. Stack has all Radio Recording chewing gum, since his pockets are always abulge with free samples which he distributes copiously. Cornell's red and black are ever rampant on the person of otherwise conservative Mr. Stack, and we're told that during business lulls he can even be heard avidly defending the Syracuse country-side—as though either needed it.

Henry Hayes comes to Radio Recording after three years in General Service, where Joe Jenkins holds down his old job. He now does order work for Radio Recording and reports to Mr. Friedman of Sales. He took his last vacation to Havana via Florida in a sea plane. Back here he relaxes from the rigors of NBC by bowling, that is, when he doesn't go straight home to his wife. His old friends in

General Service were unanimous in judging him one of the more brain-some people in this vicinity. All in all it's a record not to be sneezed at; nope, no one said *gesundheit*.

Mr. Morris Wetzel is a radio recording sales promoter from NBC in Chicago, who has just had his pay roll switched from the windy city to this one. However, he only blows into the office every two weeks, types furiously for a few minutes with both fingers, and rushes out again to Montana or some such distant clime to spread the recorded work through the wilds for NBC. He ought to be back soon, though, and maybe we can catch up on him then.

Joe Jenkins was just a name back in Penn State, until his sweet tenor voice trice landed him the lead in the Mask and Wigger's annual musical comedy bust-out that tours around the country at Christmas. Starting with NBC last year in Guest Relations, Joe figured in the Pages' and Guides' television shows as a drummer and singer, a job he knew well from the days when he toured road houses in Pennsylvania with a pro band. Joe worked at the RCA exhibit this summer, doing announcing and production work, but that tan he's wearing is good old Flushing Sol, not indelible "tele" make-up. Now with General Service, Joe functions as the guy you blame for recalcitrant butt and coke juke boxes. When your nickel brings you a gush of coke with no cup around it, it's a little matter betwixt you and Mr. Jenkins. By the way, there is a feeling in the office that Joe is engaged—it's a look in his eye. . . .

Intra-International Division Happenings

The International Division has had quite a number of changes and eventful happenings during the past few weeks.

Claude Barrere was added to the French Section less than three months ago after spending some fifteen years in the travel business here and abroad. Mr. Barrere learned French from his parents and speaks it fluently. He had considerable radio experience before joining NBC International.

Kenneth Smith, after having extensive experience on staffs of leading Mexican and American radio stations, has come to International's Spanish Section. He has been a scientific commentator for General Motors, lecturing in Cuba and throughout the United States. The Spanish Section has also

taken the services of Francisco Lara.

Carlos Lee was the third addition to the Spanish Section, coming with NBC in May, 1940. Traveling extensively in South America and educated in Chile, Mr. Lee also studied in Georgetown University at Washington, D. C. He is a lawyer by profession and was appointed by Honduras to settle a hundred-year-old boundary dispute between Guatemala and Honduras.

Raymond Girard, former Guest Relations Staff member, and now in the Traffic Section of International will leave NBC and take up his new duties as assistant to the purchasing agent at his Alma Mater, Rutgers University. Mr. Girard will also be working towards his Master Degree in French. He is a member of the Stagecrafters, having appeared in their last production, "Kind Lady".

Dan Cupid has also been working in the International Division. Thomas F. Carey said those "two words" to Miss Irene Whitla on June 22nd at Ridgewood, New Jersey.

Alan Newham was another victim of Cupid's arrows when he married the former Miss Betty Edwards at East Orange, N. J. Mr. Newham is employed in the German Section.

On May 8th, Mr. Stork left Frank Nesbitt, Assistant News Editor, a bouncing son who has been named William Burgess Nesbitt.

On visiting the International Division we made the acquaintance of Ary R. Moll, Production Manager. Mr. Moll was one of the three members of the Guest Relations Staff to found the NBC TRANSMITTER. . . . By the bye, he spent his honeymoon this past July at "Openacres", located at Mount Washington, Mass.

The TRANSMITTER received the following communication from "somewhere in the Research Division":

NEW YORK, N. Y. . . . "H.M.S. GOTTHARDT" CRIPPLED IN NAVAL ENCOUNTER. A usually reliable source reports that the 180-pound cruiser "Gotthardt" has been laid up in drydock for repairs after a disastrous running fight with a raider, believed to have been the SS. Ulcer.

Reports of the battle indicate that the "Gotthardt" was struck squarely amidships, in the vicinity of the boiler-room and was towed to port by the light-cruiser "McFadyen".

That roseate aura of good will to be noted in Electrical Maintenance these days may be attributed to the recent fatherhood of Walter O'Meara.