

JANUARY, 1936

## Contest Winners

■ The winners of this month's contest for the best news story and most humorous anecdote concerning NBC life are Fred Kirkland, former managing editor of the REVIEW and now in Press, for his resume of the REVIEW's history to date, appearing on page one of this issue and Guide Bill Garden for his and Don Mercer's experience with the man from North Dakota, also printed herein.

Contributions to the anecdote contest have been received from Pages Eldred, Brennan, Rittenhouse, McCullough and George Malcolm, our Main Haller; Guides Sullivan, Mercer, Brown and Garden. The second pair of passes to the Radio City Music Hall goes to Bill Garden.

The winners are going to see an old friend on the screen for the Music Hall assures us that none other than Eddie Cantor's new picture, "Strike Me Pink," is slated to be the feature presentation starting January 16th.

## Can't Get Away From It!

By BILL GARDEN

*First Prize Winner for the Best Anecdote of the Month*

*Ed. Note:* One Wednesday afternoon Guides Mercer and Garden having a day of respite from the trials and tribulations of touring, hid themselves down to see a show. Here's the tale Bill Garden unfolded to us:

■ During intermission an elderly gentleman on our right struck up a conversation.

"Say!" said he, "I'm from North Dakota. I've been attending a dental convention here in town. Got three women with me, but they're shopping so I'm trying to amuse myself. Oh! by the way, I just been over to them broadcasting studios in Radio City. Say, they're wonderful!"

For the next 15 minutes, gentlemen, so 'elp me, he regaled Don and me with a description of NBC which would have done credit to any guide!

Our friend left for the hills of North Dakota with this admonition, "You boys go right down now and buy a 40c ticket, and you'll see the greatest wonder of the world." To which Don and I answered in chorus, "Yes, sir! we will—tomorrow!"

P.S.—The contest is still open to any page, guide, or hostess who wishes to contribute the most unusual or most humorous incident from his or her own NBC experience. Those two passes to the Radio City Music Hall are waiting for the bester of the best.

## A Message from Our President

*IT GIVES me pleasure to have the opportunity of wishing the readers of the RECEPTION STAFF REVIEW a Happy New Year through its columns. Upon entering my new duties, one of the first impressions received has been of your alert interest and attention to duty. In anticipating the future, I look forward to being a part of an organization which has such a wide field for public service.*

LENOX R. LOHR.

## A History of the Reception Staff Review

By FREDERIC M. KIRKLAND  
*First Prize Winner for the Best News Story of the Month*

■ On September 10, 1934, the first issue of the RECEPTION STAFF REVIEW took form; on the 9th of January, 1935, this edition, six times re-written, was distributed to an amazed and unbelieving group of NBCites. The paper, which was the work of three guides and a hostess, was dedicated to Mr. John R. Carey who had shown himself to be the one man outside of the Reception Division really inter-

ested in the development of such a project. The first edition received a reasonably warm reception but was universally criticised for the fine print which indeed was *fine* enough to make it scarcely legible.

The second issue, which was everywhere but on the newsstands, came out in February. Readers noted two things in particular; the type was so large that there was no room for the contents; and double the space so allotted in the first issue was devoted to the activities of guides and pages.

The salient feature in the third issue was the continuation of Ruth Keeler's "History of NBC" which was the harbinger of a valuable editorial policy. From the idea born in Miss Keeler's column the editors adapted a maxim which served as a real criterion—"To know NBC is to know how NBC functions." A definite editorial objective thus was adopted. The executive interviewed that month was the new vice president and treasurer, Mr. David Rosenblum.

The fourth edition of the REVIEW was noteworthy because of the inclusion of an all-NBC cross-word puzzle. "The Spotlight of the Month" also dates its beginning to this issue. The editors were chiefly worried at this time about two things: first, how to gather news without the cooperation of those for whom the paper was intended, and second, how to determine what opinion of the paper was entertained by the personnel about and for whom it was written.

The solution to problem number one took form in an intensive internal promotional campaign to make everyone  
*(Continued on page 4)*



"ROBERTS KELANI"

# RECEPTION STAFF REVIEW

Official organ of the Reception Staff of the National Broadcasting Company, 30 Rockefeller Plaza, New York City. Published monthly throughout the year.

VOL. II JANUARY, 1936 NO. 1

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 BRUCE MAGILL

## To Mr. Lenox R. Lohr

■ The Reception Staff wishes to convey to you its warm good wishes upon your coming to NBC as our new president, and to promise our earnest cooperation in performing diligently our function as NBC's direct personal contact with clients, agencies, and the general public.

## House Rules Committee

■ Congratulations are in order! At last an effective check has been found for the untidy Locker Room situation. Mr. Carey's order calling for the formation of a committee to deal with this problem was the solution. A group representing all divisions of the Page and Guide staffs hereafter will be held directly responsible for the appearance of the Locker Room at all times. Heretofore, fine furnishings were as out of place within the "inner sanctum" as a ribbon "mike" on the *Vox Pop* program, but with the allocation of responsibility and authority in a Page and Guide unit to deal directly with this problem the many planned and executed improvements can be appreciated, enjoyed, and protected. The representatives appointed to serve on this committee are: Walter Wiebel, Chairman (Day Guides); Thomas McFadden (Evening Guides); Adam Gayeck (Day Pages), and Edward Blainey (Evening Pages).

## Greetings, West Coast!

■ We've heard about our new Hollywood Radio Studios—and the NBC Reception Staff at Radio City wants to get acquainted. The RECEPTION STAFF REVIEW extends heartiest congratulations to the Hollywood Reception Staff and hopes it already has started a memorable and enjoyable New Year. To our former comrade-in-arms, Charlie Young, now Captain of Pages, Hollywood—special congrats. Let's hear from you!

## Review Circulation Jumps

■ The RECEPTION STAFF REVIEW has a total circulation of 1200 copies each issue. If you do not receive this publication regularly and would like to, notify the REVIEW Office, Room 297, by mail or call EXT. 220 between 11 A.M. and 5 P.M.



## Chatter

☞ As this is the first column of *Chatter* for the new year, it is most fitting and proper to start out on the right foot... So—we present our New Year's Resolutions. We realize that they probably will be forgotten in a week or so but still—we give you NEW YEAR'S RESOLUTIONS.

### RECEPTION RESOLVES...

- ☞ BILL COLLINS... to get out his old clarinet and play it as he used to years ago.
- ☞ BOB ELDRED... to bowl a better game than last year (which isn't very difficult).
- ☞ ERNIE CLARK... to continue to be the best dressed man in Reception.
- ☞ JOHN BAKER... to cut his lunches down to a mere six sandwiches, four apples and two quarts of milk.
- ☞ "JACKIE" BRENNAN... to get up a new routine—finally.
- ☞ "HAPPY" WAGENMAN... to stop wearing those loud ties.
- ☞ ED HAYES... to hit high "C" without being hit.
- ☞ ED LOLLEY... to show the fellows how to make model airplanes, a hobby which has won him many medals and wide recognition.
- ☞ MRS. JUDGE... to continue to give a smile with each tour ticket she sells.
- ☞ "CAPT. BLIGH" MOCARSKI... to get a bigger whip with which to hagle his mutineers.
- ☞ JIM GIBNEY... to write another song and sing it on the next *Brass Buttons Revue*.
- ☞ PAUL RITTENHOUSE... to buy a new suit just as he does every leap year.
- ☞ HARRY WEIR... to get a new soap box.
- ☞ TILDEN BROWN... to get a shorter hair-cut, if possible.
- ☞ WALTER MACOMBER... to trade his hat for a later model.
- ☞ DONALD CAIN... to be posted on the eighth floor for one year more and then retire on a pension.
- ☞ ALL THE PAGES AND GUIDES... to make all penalties unnecessary.
- ☞ ALL OFFICERS... to cease all unnecessary penalties.
- ☞ And so it goes... till next issue. So long.

## WE TAKE A BOW

**Mark Woods, Assistant Executive Vice President:** I think you and your associates have done a splendid job on the present issue of the "Reception Staff Review." I like the layout of the publication and find its contents interesting and well written. Also, I think it has done a great deal to promote good will among the members of the organization. I wish you every success in the continuance of this work.

**A. L. Ashby, Vice President and General Counsel:** Congratulations on your first anniversary. Congratulations also on the changes which have been evidenced during the first year of the RECEPTION STAFF REVIEW. This indicates initiative, progress and constructive planning, which, in turn, reflects the same things in those who are responsible for the publication of the REVIEW. I believe the REVIEW to be a goodwill builder for our Company and if it continues to grow as it has, it should fill a real place. The best of good things for the new year to all those who are contributing to the success of the REVIEW.

**Edgar Kobak, Vice President in Charge of Sales:** Congratulations on the December issue of the RECEPTION STAFF REVIEW. You have made a real publication. It is well edited and full of human interest and plenty of facts. Keep up the good work. It is worth while.

**Franklin Dunham, Educational Director, NBC:** This is the day of news. When the stentor in ancient Greece was provided with news he gave it to an anxiously waiting world within hearing of his vocal loud-speaker. When the town crier shouted his news in the little villages of England, there were crowds to gather around him to catch his breathing words. When Caxton pressed the first copies of news from movable type, there must have been quite a few interested people to read it even though reading was then an accomplishment limited to scholars.

People haven't changed.

Now newspaper extras and radio bulletins at frequent intervals bring the latest news to millions who, by virtue of a democratic system of education, have learned to read and understand what they read.

I look upon your splendidly conceived venture in journalism as our own NBC newspaper. I know of no group in this company who could edit such a paper so effectively as those in the front-line trenches—those who meet and greet the public.

It is your opportunity and our gain. Let us both use it.

## Dramatic Training School Planned For Pages and Guides

■ Members of the uniformed staff who are interested in radio dramatic work are happily looking forward to the formation of an NBC dramatic training school for guides and pages. Mr. A. H. Morton, Program Manager, and Mr. William S. Rainey, Production Manager, have expressed their interest and have kindly offered their cooperation in this new movement to uncover, train, and if possible, use dramatic talent in the Reception Staff. Revealing his usual enthusiasm in all progressive ventures of his staff, Thomas Tart readily granted his permission, and offered his support and cooperation.

It is hoped that one or two NBC production men will offer their services as instructors, and that classes will be arranged so that both night and day men will be able to attend without interfering with their regular duties. A brief survey revealed that a large number of men are sufficiently interested to attend dramatic classes on their own time. Dom Davis, instigator of the movement, is soliciting the support of those interested in radio drama, asking that they give their names to him.

## Spotlight

### Shines On:—

■ **Otto Philip Brandt**, who after two years of progressive work in Reception as page, office man sergeant, and finally as Assistant Reception Supervisor, has earned a promotion to the Station Relations Department. He is now in charge of broadcast tickets for that department, handles good-will contact letters, and makes entertainment arrangements for the visiting NBC station managers and their guests.

**Ted Thompson**, our new Assistant Reception Supervisor, now assisting Mr. Tart in day operations. His new promotion was due mainly to the efficiency he displayed as an evening page officer in reorganizing studio-floor operation. Ted's ability to get along exceptionally well with the men under him has already proved a considerable asset to him in his new supervisory capacity.

**John Mills**, who deserves a bouquet for the rapidity with which he oriented himself in NBC as a page and gained a comprehensive knowledge of staff functions. This, coupled with his past experience in handling large groups similar to our studio audiences, has made him the newest night page officer.

## We Wonder

■ Whether Adele Fort's suggestion that a certain Special Eventer be supplied with a portable 'phone wouldn't save the Maloney "children" a lot of headaches after all?

Whether the "Continuity Acceptance" department will be joined by an "Artist Acceptance" to check on the appearance of the program when television steps in?

If Mr. William Le Roy Marshall's endurance will last to knock out the remaining flaws in the Reception Glee Club's singing? He has continued his voluntary coaching after the Brass Button Revue broadcast and is doing a fine job assisting us.

How we can coax the sound effects department not to sit on the hostess' desk during its free time between programs?

If one of our readers couldn't devise some means to deaden the noise of closing elevator doors on the fifth studio? The guides explaining the transmitter model at that point have a difficult time overriding the noise.

If Mr. Tuthill's letter to Service and Reception setting the Artist Service Department lectures for Reception on January 6th, 13th, 20th, and 27th was prompted by the query in this column? If so, we wish to thank him and state that other places are still open.

How much the elevator operators would appreciate a "hanging chair" from the elevator rails so they could rest a couple of seconds on the 9th floor and thus improve their daily efficiency?

## Guides in Danger

■ It's getting so that our NBC guides aren't safe any more! Without warning the most harmless looking tourist pipes up with an offer to YE GOLDEN-VOICED GUIDE to accept a position as an announcer on some station down South. St. George goes to WLVA, Virginia, and now John Newhouse goes to Maryland's WFMD at Frederick. It's an epidemic!

## Let's Get Acquainted

■ You ought to know Thomas (we think of him as Tommy) Tart of the Bronx.

— because it was through his effort and cooperation as Reception Supervisor that the very REVIEW which you now are reading was established and has grown to its present size.

— because he is fully deserving of the progress he has shown. From the "littlest shaver" in a small Italian village he has come to be Reception Supervisor at the NBC. He has arrived via Evander Childs High School, a time at Fordham University, six months as a page, a sojourn in the old Concert Bureau and as Mr. Almonte's representative at the old Times Square studio.

— because he, too, likes to have four coat hangers in his locker.

— because he shows more than a mere academic interest in the problems of "the men in blue," we give you Thomas Tart. And he is the "Tops."



## Static

■ Definition of a town crier: A guide who can't take it.

\* \* \*

### TOUR TOPICS

Leaving the Radio Tubes exhibit a woman asked Jim Goode if sound came in any other color but green.

\* \* \*

*Ed. Note:* For Facts and Figures see Foster.

\* \* \*

### MAN ABOUT TOWN

Over the holidays Tony Faillace happened to take a tour into a rehearsal of a girls' choir. One of the tourists asked who they were. Don Juan replied, "I don't know the girls, so they must be from some college west of the Mississippi."

\* \* \*

### Aftermath of Christmas—

Link the name of a motion picture with that of one of our potential executives. e.g.

"The Littlest Rebel"—Leak.

"I Dream Too Much"—Gibney.

"Crime Without Passion"—Davis.

"Death Takes a Holiday"—Mercer.

—How many can you think of?

\* \* \*

### Short Short Story—

The Boones were an old Kentucky family. But we never heard of the Doggle before.

Boondoggling means: making something *useful* out of *odds* and *ends*.

### Famous Finales—

Characters that are used in this column are fictitious. If the name of any living person is used, it is a coincidence . . .

\* \* \*

## EMERGENCY EXIT

### A History of the Reception Staff Review

(Continued from page 1)

conscious of the REVIEW's purpose and function. This netted results. Contributions soon overflowed the REVIEW copy drawer, showing that the majority were interested and willing to do their share in helping to make the RECEPTION STAFF REVIEW a more accurate and authentic reflector of life in the NBC studios.

The article by Mr. E. P. H. James dealing with the functions of the Sales Promotion Department was the most significant story of the fifth number. It demonstrated how the REVIEW was fulfilling its purpose of mirroring Reception life as well as practicing what it preached—"To know NBC is to know how NBC functions." The idea of encouraging lectures on inter-departmental activity which Mr. Burke Boyce had inaugurated was taking form.

In the sixth issue Mr. A. L. Ashby, Vice President and General Counsel, not only described the activities of the Legal Department at length, but was one of the first executives openly to recognize the feasibility of promoting pages and guides to positions within the company which would otherwise be offered to people outside.

In September, 1935, with an editorial staff of thirteen, the RECEPTION STAFF REVIEW proudly announced its seventh issue—which was legible, compact, pertinent, and well-organized. It contained a scoop on television (as outlined by Mr. O. B. Hanson), and a new column called "Let's Get Acquainted."

The eighth edition carried on with the editor's policy of boosting the Reception Staff under the very capable guidance of Mr. Tart and the endeavor to simplify the mechanics of publication. Many of the problems of making head-lines, setting up copy, getting the paper back from the printer in less than two weeks, and keeping within the budget, had meanwhile been solved. Mr. Frank S. Reynolds, manager of the Drafting Department, helped with the head-lines; Mr. Wayne Randall of Press made valuable suggestions as to the make-up; Mr. Patterson, Mr. Kobak, and Mr. Rosenblum saw to it that the paper was financially possible. Mr. Carey helped to eliminate most of the obstacles which the paper had to hurdle on its way from the editorial office (which was then more of a dream than a reality) to the readers.

Through the cooperation of Mr. Roux of Advertising, and Messrs. Chizzini and Bullard of Sales Promotion, No. 9 proved to be the best-looking issue to date.

Finally, instead of the usual four-page edition, the December and last issue of the REVIEW for 1935 blossomed forth as an 8-page, printed journal, reaching, for the first time, the high standard of presentation which the staff had long sought to achieve. Letters of commendation poured in from all quarters. It seemed from all indications that the REVIEW definitely had set the proper course and was bound for a pleasant voyage. The editors hoped that perhaps the time would come soon when our little paper would be something more than a luxury.



FEBRUARY, 1936.

## NBC Dramatic School Inaugurated

■ The plans to offer radio dramatic training to talented guides and pages have materialized. Mr. Edwin R. Wolfe, production man, has mapped out a thorough course covering all phases of radio dramatic work. The course will be given over a period of six months, and includes lectures on "The Fundamental Principles of Acting," the theater, motion pictures, and radio; practical class work with and without scripts in hand, ad libbing and script writing; lectures and practical class work on stage direction and management; and finally the presentation of a radio play to be written, directed, announced, and acted by the members of the class.

The first meeting was held in Studio 3E, on Monday, February 3. Until further notice, the class will meet every Monday morning at eleven. Mr. Wolfe is one of the leading authorities on the production of radio programs, and at one time was associated with the American Academy of Dramatic Arts.

## Who's the Guide Staff's Best News Hawk?

■ If Gordon H. Mills' plans materialize, we'll soon have an active contest under way to discover the guide with the best news sense. Each recording turned in will be classified according to its news value and contents. The winning record will be forwarded to the Press Department, which will rewrite the story

and release it to newspapers from coast-to-coast. Credit will be given to the guide responsible for collecting the information as well as an additional prize as yet undetermined.

Due to the added interest in radio, NBC, and the tour, the new recording apparatus in the ABC exhibit affords us an excellent opportunity to study the reactions of our visitors while adding greater appeal to the tour as a whole. Further developments will be printed in another issue of the REVIEW.

### Davis Wins News Prize

This month's winner of the RECEPTION STAFF REVIEW's first prize for the best news reporting is Guide D. Caldwell Davis, whose alertness, efficiency, writing ability, and willingness to cooperate have won him the right to the REVIEW's highest award.

## Don Meissner Wins Recognition on Major Bowes Amateur Hour



Photo by Ray Lee Jackson, NBC Studio

Guide Donald Meissner is shown with Major Bowes after the performance in which Don sang himself into prominence by winning third prize on the Major's Amateur Hour.

(Story on Page 4)

## Pat Kelly Keeps Promise

■ With sincere enthusiasm we write of recent developments in Pat Kelly's Announcing Division. He has fulfilled—to the unqualified delight of all impatiently ambitious guides and pages—his promises of a year ago. He has executed his policy of giving everyone a chance to prove his worth; none of us ask more than that.

Last year announcing classes in elocution, foreign languages, and mike technique were inaugurated under Commander Cusachs. Ten guides were admitted to the first group of lectures. This year, Mr. Kelly revised the procedure and thought that it might be wise to select a few of the more talented aspirants to act as announcers' assistants during this period of training. Four men were selected from the ranks—Leak, Cook, Roberts, and Mc-

Carthy. They practiced pushing buttons, working "standbys," and occasionally announced sustainings.

Consequently, when an opening occurred last month, the Reception Staff representatives were given auditions and were able to perform more like professionals than amateurs; they knew what it was all about.

The first audition resulted in the selection of Page Alvin Robinson from far-away Oklahoma. At the age of twelve he captured his first oratorical wreath; later, he showed talent as a singer. The "Mikado" of Gilbert and Sullivan, and the "Red Mill" by Victor Herbert are listed among his high school dramatic ventures. Perhaps most valuable of all, however, was the experience he derived from a year and a half on the announcing staff at Tulsa's KVOO.

On Lincoln's Birthday a second audition was held. This time Jack McCarthy ran off with top honors. Jack has been an NBC page since August 2, 1933. He was valedictorian of his class at Commerce High School and has served his turn in local minstrel shows, chorals, church affairs, and miscellaneous parties, giving him much valuable training in delivery, diction, and cultivating a good clear voice. He admits that his elocutionary powers were developed and enriched during his page days when arguing himself out of penalties with the officers afforded him the best opportunity for developing strong lungs, good articulation and to think standing up.



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VOL. II

FEBRUARY, 1936

NO. 2

FRANK C. LEPORE, *Editor*ARY R. MOLL, *Managing Editor*WALTER A. WIEBEL, *Circulation Manager*

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## Bitterly Contested Locker Room Chess Championship Reaches Finals



Photo by William Hausler, NBC Studio

Guide Jack McGhie, chess finalist, is shown capturing one of Page Ralph Brown's men in the elimination playoffs while Guide Alwin Foster (in mufti) is offering "Mac" some confidential advice on strategy while the interested onlookers, reading from left to right, are Guides Stanley Heeb (seated), and Bill Hoffman, Page Roger Von Roth, Guide Ed Lolley, Pages James McCullough, Gordon Logue and Philip Crosbie. This scene is an every-day occurrence in the Locker Room, what with the chess fever hitting a new high for the month.

## We Are Deeply Grateful

■ Even our constant association with NBC operations in this busy whirl of broadcasting fails to acquaint us with the intricate workings of our vast organization. But the informal chats we've had on the functions and operations of our various departments did much to give us a closer insight into their set-up and part they play in the NBC picture.

We wish to express our sincere gratitude and warmest regards to Messrs. Daniel S. Tuthill, Business Manager of Artists Service; Wayne L. Randall, Manager of NBC's Press Dept.; and O. B. Hanson, Chief of our Engineering Division. Our appreciation never ends for the interest shown by those executives who have found time to talk to us informally on their respective duties. It has been through these lectures that we have increased our knowledge of NBC.

## Opportunity Knocking

■ The new recording device on the studio tour offers tremendous possibilities for every wide-awake guide to exercise his creative ability and originality, display personality, show initiative, and develop voice culture. Here's the chance to gather valuable and vital information for Guest Tours as well as increase your opportunities for recognition.

## Contest Winners for February

■ A new month . . . two new contest winners in the REVIEW's contests for the best news story and for the most humorous incident of the month. Dom Davis and Dick Diament receive the four passes to the Radio City Music Hall, where they will see "Follow the Fleet," the new musical show with Fred Astaire, Ginger Rogers, and Harriet Hilliard, which starts Thursday, February 20th.

? ? ? ?

Listen! all you good people of NBC. There's something you must know. We're going to ----- but wait a minute!! Don't miss the March issue of the RECEPTION STAFF REVIEW for this announcement of vital importance to everyone affiliated with the NBC. Will you be on the lookout for it?

## Chatter

☞ GO AHEAD AND SUE ME BUT . . . Paul Rittenhouse has once again donned the winter flannels . . . and incidentally they look like last year's repeats to us . . . Why does Leon Leak insist on wearing a size sixteen collar when he can only boast of a size twelve neck . . . and that's nothing to boast about.

☞ Bob Eldred wants it known that on the day that all the lights went out, NBC presented its regular weekly drama entitled "Lights Out" . . . Bill Collins almost passed out recently when a woman, inquiring about the tours said, "Is it necessary that we watch a broadcast? I'd rather not" . . . Bruce Magill has deserted his usual Broadway interests and has decided to try his hand at writing poetry, which explains why he's letting his hair grow . . . Dom Davis is now out of circulation. He was married last month to Miss Rosemary Brush and the best man, literally speaking, was Reid Jorgensen, former guide . . . And just a tip, drop in to Room 297 and see the most curious donation we have ever received—*The horse with his tail where his head ought to be* . . . Who is the culprit who insists on mixing up Miss Beck's three phones so that she can never pick up the right one when it rings? . . . There's no sense to this one but "Speed" McCullough

remarked one day last week that he wished NBC pages had uniforms like the fellows in the Music Hall, because he looks so swell in a beret . . . and so, with this friendly thought, I'll sign off . . . Keep your head up . . . your chest out . . . and your stomach in or first thing you know, they'll be putting you in one of those gym classes.

## We Wonder

- When the Page and Guide Library, introduced and made possible by the splendid gesture of Henry Weston in donating fifty books for this purpose, will be available for use?
- How many people know that the chap who's been acting as interpreter for our various departments is none other than Dom Davis, one of the Guide Staff's Spanish-speaking guides?
- Why the members of other departments who like to blossom forth as "amateur guides" in taking their friends through the building can't realize that a really good job can usually be done best by one who is used to taking tours and knows how not to inconvenience the guide group coming up behind?
- If any of the readers of last month's item on contributions to the NBC General Library have just put off bringing in their unwanted books and then forgot about it? The library still can use them to good advantage.

## Believe It or Not

(With Apologies to Mr. Ripley)

By RICHARD S. DIAMENT

First Prize Winner for  
Best Anecdote of the Month.

■ While working at the Third Floor Desk on the evening of January 9th, I received an important phone call for Mr. Warburton of our Production Dept. I located him in one of the studios, working with Tom Powers, monologist, on the S. C. Johnson show. As I leaned over to speak to Mr. Warburton, I was startled to hear, "No, you must not interrupt. You cannot speak to Mr. Warburton . . . Can't you see, he is *in conference*." Mr. Warburton also was surprised at this outburst and excused himself.

It seems that by the most freakish of coincidences the quoted passage was part of the script which Mr. Powers was rehearsing at the very moment I entered the studio to call Mr. Warburton to the phone. A further coincidence revealed that the Mr. Warburton in the *script* was *not* our production director, but one of the characters Mr. Powers was impersonating. After the rehearsal amiable Mr. Powers presented me with a copy of the script, pointing out the trick passage.



Lewis Julian

■ Back in November, Russ Morgan heard Page Lewis Julian sing. He liked the voice and surprised Julian by promising him a job to sing with his orchestra as soon as they found a steady employer. At that time Morgan had a sustaining program on the NBC Blue network.

Russ Morgan did not forget his promise. On February 1st he called Julian at NBC and offered him the job as soloist with his orchestra which had just signed a contract to play at the Biltmore Hotel. A week of intensive rehearsing followed; and on Thursday, February 6th, Russ Morgan and his "Music in the Morgan Manner" made his debut in the Supper Room of the Hotel Biltmore, with Julian as male soloist.

Thus did the proverbial "break" land Lew into the vocation which had been his secret ambition. He now sings nightly to a smart, discriminating audience which often includes such celebrities as Rudy Vallee and Paul Whiteman.

Lewis D. Julian was employed by the National Broadcasting Co. on April 22, 1935. He had just received his A.B. degree from the University of Wichita, Kansas. The first two years of his college education were spent at Washington State University. While a college student he was on debating teams, played basketball and tennis (his only regret concerning tennis is that he has never succeeded in beating Rittenhouse), sang in glee clubs, and took part in dramatics. During the nine months he has been employed by NBC he has had two promotions—to the position of guide in September, 1935, and as assistant to our friend, Bill Marshall, in the Music Library late in December. We always knew Lew to be a hard worker, a swell companion, and a true friend to all who have had the pleasure of knowing him well.

Listen to Russ Morgan presenting, "Music in the Morgan Manner" and to Lewis Julian singing your favorite songs on

Mondays at 10:30 P.M. over the NBC-WJZ network and on Thursdays at 12:30 A.M. on the same network.

## Next, We Present . . .

■ WINDY CITY TOPICS or *The Country Cousin Talks Back*, a line of Chatter devoted exclusively to the extracurricular activities of our fellow Chicago Receptionists, written and directed by our able Chicago correspondent, "The Loophound." The March issue of the REVIEW will have complete information on Page 2. Look for it there!

## Reception Music Guild

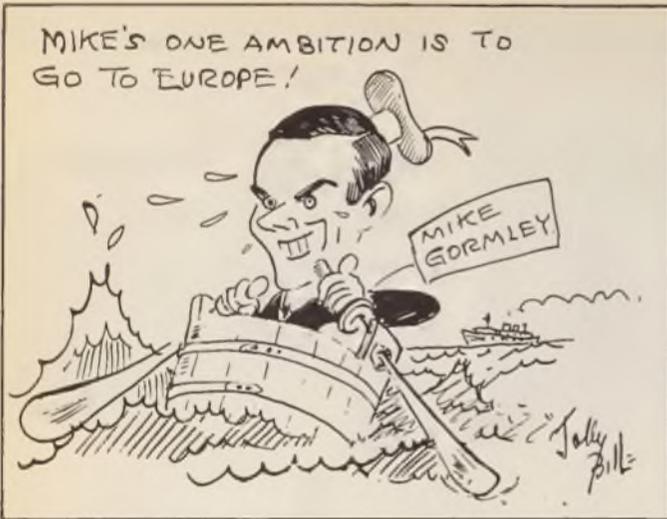
■ Preparations are now in full swing to present on the air the first of a series of fifteen minute programs by the Reception Staff Music Guild. In answer to a call for scripts, our budding script writers have showered Mr. Phillips Carlin with enough librettos to keep the Guild busy for weeks, that is, provided all the manuscripts are accepted.

Thus far it has been revealed that the first program will include songs by Dick Diament, Ray Sullivan, the Reception Staff Glee Club, and a still-to-be-discovered trio of blue uniforms. The Glee Club is being thoroughly reorganized and trained by Bill Marshall of our Music Library.

The Reception Music Guild has an audition board, headed by Mr. Carlin, and it has been stated that only good talent will be accepted. Several auditions already have been held. If this venture proves successful, Mr. Carlin promises to have a show on every other week.

## Al Walker's Gym Classes

■ The coming of Misses Lee, Sniffen and Crawford enlarges Al Walker's NBC Girls' Gym Class to almost a score. Present members are Misses Irvine and Kohl of the Treasurer's office; Sheridan and Hassman of Guest Tours; Slater of Press; Trueblood of Reception; Nelson of First Aid; Weightman of Audience Mail; Britten of Artist's Service; Barbour of Sales; Hensman of Office Management; Howard of Stenographic; and Parker of Music Library.



■ MICHAEL J. GORMLEY, newly appointed First Lieutenant of Guides; because his rapid rise to his present position of responsibility indicates the esteem in which he is held by his associates.

[ED. NOTE: The author of this series, Major Donald Davis Millikin, Manager of the Telegraph and Code Office of the Radio Corporation of America; has had a long and distinguished career in the field of codes and ciphers. He was graduated from the Code and Cipher School of the Riverhank Laboratories, Geneva, Illinois, in 1918. During the World War, Major Millikin served in the Radio Intelligence Section, G-2 A-6 of the General Staff at G. H. Q., A. E. F., Chaumont, France. After the Armistice he was detailed as interpreter and translator in French and German at Advance G. H. Q., Trier, Germany. For the past four years he has been conducting classes in Military Cryptography for the Military Intelligence Reserve under the auspices of G-2 Headquarters, Governors Island, and is regarded in military and civil circles as being one of the foremost code and cipher experts in the United States.]

Cryptography is the art of secret writing and a cryptogram is a message having a secret meaning. Codes and ciphers are the two principal systems employed.

Ciphers are divided into two main classes, transposition and substitution. In a transposition cipher the letters or words of the plain text retain their usual meanings, but their relative positions in the message are changed around in the cipher text.

The order of frequency in which letters appear in the English language, for literary text, is:

E T O A N I R S H D L U C M P F Y W G B V K J X Z Q.

The vowels constitute about 40%, consonants L N R S T 30%, J K Q X Z 2%, and the remaining letters 28% of the total. If the count of letters in any cryptogram gives approximately these percentages, it may be assumed that a *transposition* cipher has been used.

MILLIKINK No. 1.

A sentence from the July, 1935, issue of the RECEPTION STAFF REVIEW:

T O D T O A N I C E C I C E D D S T O  
H O W E F P Y P T H O H H I I N O S M  
E G I S A M I T U T M W I R N I F U E  
R L L S N O S A R F P Y S R T M I C R  
E A L A Y C T H E O A N C A H E T S S

## Meissner Wins Place on Major Bowes' Hour

■ The spotlight shines brightly on Guide Don Meissner for polling enough votes to win third place on Major Bowes Amateur Hour, Sunday, January 26, 1936. The Goddesses of Fate were kind to Don when they led Major Bowes into a small studio where Don happened to be singing by himself. The "king of the gong" heard him and immediately offered him a spot on the Chase & Sanborn Hour.

Meissner is twenty-one. He lives in Jamaica, Long Island, where he sang with the high school glee club for three years. After spending a year at Catholic University in Washington, D. C., he gave in to an old urge to go to sea. A year at sea as an able-bodied seaman took him to all the corners of the world. After his sea-going venture, he went back to college at New York University, and took lessons in singing. Another year later found him looking for a job. After several months of what seemed a hopeless search, he landed his present position as guide at NBC.

Don is athletic; he enjoys boating and swimming, in which sport he won several championships in school and college. He doesn't smoke nor drink, but he has a tremendous appetite for raisins, dates, and figs. He still has a craving for the sea, but now he intends to resume his vocal lessons, and hopes, some day, to make singing his vocation if opportunity will leave the door open to him.

## Static

The best in a long time comes from Don Mercer:

*Man:* Can you tell me what type of elevators you use in the building?

*Mercer:* Mr. Otis regrets but they're Westinghouse.

We'll wager our next pay check he had that prepared for a long time.

» » « «

Our candid camera missed a good shot of Bob Eldred's face on the second floor when a lady asked him if she had to go down to reach the ground floor !!!

» » « «

"Papa" Kinbacher avers that the guides' rotating day-off schedule is like the music—it goes round and round—only, he doesn't know where it comes out.

» » « «

Why, oh why, did they write that song?

» » « «

Ask Hancock sometime what a "sailor's bible" is. The new carpet sweeper reminds him of old times.

» » « «

Anent the Locker Room—

We can remember when "Pretty Boy" Gayeck was just a page and not an illustration !!!

» » « «

If you've read this far, thank you.



MARCH, 1936

## Guide Staff's Best News Hawks

■ Guide Instructor John Hancock, Guides Frank Koehler and Andrew Kinbacher are the first three winners of Guest Tours Gordon H. Mills' weekly contest to select the guide submitting the best recorded interviews. These selections are based on an A (Best) B (Usable) C (Poor) rating system. Press' Richard Spencer daily selects the newsiest records based on its sectional news value and writes a story submitting same to the local paper. The guide having the best average for the week is dined, wined, and taken to one of a series of instructive and pertinent lectures conducted by Dale Carnegie, noted authority on Public Speaking, each Thursday night at 8 P. M. in the Grand Ball Room of the Hotel Victoria, 50th Street and 7th Ave. Their comments were enthusiastic.

*John Hancock:* "It was the most worthwhile evening I have spent in my life."

*Frank Koehler:* "An evening of genuine pleasure; company—the best; dinner—delicious; lecture—most educational."

*Andrew Kinbacher:* "A very interesting and educational evening."

## Chess Tournament

■ Sometime last December a box of chess men mysteriously made its appearance in the locker room. In a short time there developed a considerable group of good players. This led to the idea of holding a tournament. Thanks to the energy of Thomas Tart, Ary Moll and Bob Eldred the boards were set and a prize (two tickets to the Music Hall) was secured. Since then the bouts have seen progress. So conducive are they to quiet, that it is hoped on

all hands that they will continue long. It is truly a pity that the finals have already been reached. After fighting their way through the various rounds, Ary Moll and Jack McGhie are now at it tooth and nail. So far, out of three games played each has taken one and the last has resulted in a draw. Before the battle has done this issue will have gone to press. Time will reveal the winner—and so will the *Review*. Will you watch next month's issue for the results?

Guide Alwin D. Foster merits the Reception Staff *Review's* March News Award for his consistently splendid series of biographical sketches published under the title of "Let's Get Acquainted".

## NEW NEWS SERVICE

EARLY in April a daily information service containing a pertinent collection of articles, illustrations, and facts of value to all guides will appear in the Locker Room. This service, edited and published by the editors of the Reception Staff *Review* in collaboration with Guide Instructors John Hancock and Carl Cannon, will be called "You". Watch for it!!

## Make a Note, Please ANNUAL DANCE FRIDAY, MARCH 20.

■ NBC's outstanding social event of the year, a dance sponsored by the Reception Staff, will be held in the Hotel Great Northern's beautiful Crystal Room on Friday evening, March 20th. Rudy Vallee's Connecticut Yankees with their able and versatile leader will provide music for this semi-formal affair. The bids, which are limited to the capacity of the room, will cost \$3.00 per couple. They may be obtained by calling extension 542. Delivery within the building will be provided.

The array of talent for the evening comprises some of radio's most outstanding entertainers. Fred Allen, Jack Benny, Morton Downey, Fields and Hall, Frank Fay, Lewis Julian, Russ Morgan, Tom Powers, Lanny Ross, the Twin City Foursome, and others will be there. Howard Petrie, winner of the 1935 BBD&O award for excellence in announcing, will act as master of ceremonies. These attractions make it imperative for everyone to don his best "bib and tucker" and drop over to 118 West 57th St. There will be hours of enjoyment and pleasant associations. Many of NBC's biggest executive names are included in the list of patrons and they have all agreed to oust the first to talk shop during these, our own five hours. Circle *MARCH 20th* in red on your calendar! This is a "hop" you cannot afford to miss.

## News Briefs

■ Philatelically minded NBCites are invited to call Mr. Quinton Adams' office (Ext. 339) and register their names as possible members of the new NBC Stamp Club. If this venture is successful, an exclusive NBC exhibit will find a place at the Third International Philatelic Exhibition to be held at the Grand Central Palace from May 9 to 17, 1936.

■ The millionth tour guest to visit NBC will make some Page, Guide or Hostess \$5 richer. The holder of the number representing the state or country the guest is from will receive the award. See Dom Davis (Ext. 366) for more information. We expect MR. MILLION sometime in April.



"We wanna see Cheerios boidies."

# RECEPTION STAFF REVIEW

Official organ of the Reception Staff of the National Broadcasting Company, 30 Rockefeller Plaza, New York City. Published monthly throughout the year.

VOL. II MARCH, 1936 NO. 3

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# Windy City Topics

or

## The Country Cousin Talks Back

■ Let us begin our little column by thanking the Reception Staff and the editor of this paper for giving us the opportunity to air some of the opinions and observations of our little station out here in the hinterlands. May we take space here to debunk some of the ideas many of the New York personnel have about us. No, the pages don't wear uniforms similar to Kit Carson's buckskins and our hostesses stopped wearing bustles at least three years ago. We haven't had a single scalping unless you want to count the song plugger who persisted in pushing that "Music Goes Round" number. We no longer have a hitching post in front of the building and we've forsaken the cigar store Indian for a real doorman in a store-bought uniform. You don't have to be a champion hog caller from the stockyards to get announcer's audition (but it helps) and we've stopped trying to sell the original Floradora Sextet to a would-be client.

In all seriousness we've been following the columns of the "Staff Review" for a number of months and we all agree that you're doing a swell job.

TEAR ALONG THE DOTTED LINE . . . Russell Sparks, captain of the pages is planning on installing a merit system such as the N. Y. boys are "enjoying" . . . Night manager Edward Cunningham's interest in golf has diminished considerably since he put two divots in a new rug while winter golfing in his living room . . . Checkroom boy Alfred Schweitzer came thru with the prize faux pas of the season when he sent announcer Bob Brown home in Sylvia Clark's galoshes during the recent thaw . . . Thomas Casey, nimble tongued guide whose main ambition is to be an announcer, practices two hours a day speaking into an empty oat-meal box . . . Lyle Collett, special officer is coaching one of the ranking swimming teams in the Middle West . . . Willa Graff, one of the most beautiful girls ever to adorn a hostess' desk, resigned to loll on Miami Beach sands . . . Edwin Bailey, Chicago's best dressed page boy, has finished buying last year's overcoat and is now starting to pay for that Palm Beach suit he was sporting around last summer . . . Anne Courtney, our charming head hostess, is receiving many compliments on the excellent manner the two new hostesses have fitted into the picture . . . How do you like our first attempt at column conducting. (What! you still prefer the dentist's drill.) See you soon.

THE LOOPHOUND

## Personals

■ Some say the three ladies listed below have qualified for honors accorded only to females and the Northwest Mounted—they got their man.

Leonia Jochum, Hostess  
 Joan Hensman, Office Management  
 Virginia Baldwin, Hostess

. . . But we know definitely that Adam Yung, former Page Captain now in Statistics, has definitely gotten himself married. Harbingers of Spring, eh what?

Subtle Jasher Bob Torney, erstwhile guide lieutenant, has been rewarded with an important niche in the Music Department for his conscientious effort as a guide and guide dispatcher.

(Continued on Page 4)

# Worms Make Better Bait Than Strawberries and Cream

■ Dale Carnegie tells the story of an unsuccessful fisherman. The angler in question, in an attempt to be different, baited his hook with strawberries and cream. After hours of waiting in vain, he was still surprised that no fish would bite. Was not this delicacy as tempting and as healthful as the ordinary diet of worms?

We believe (and we rest firm in our opinion until it has been proven otherwise) that many of our guides are comparable to this fisherman. The common garden variety of human is interested in other humans. Does it not follow, then, that the best way to interest humans is to use the material that concerns them? An attempt to tie in common experience in everyday life makes a more palatable dish than the intricacies of radio technique which are very attractive to us. Can you offer anything to the contrary?

# We're Betting On It How About You?

■ The following conversation between Rudy (and his Connecticut Yankees) Vallee and a Reception Dance Committeeman took place last Thursday night after Mr. Vallee's broadcast.

R. D. C.: "... and can we count on your being there definitely Friday night, March 20, Mr. Vallee?

Rudy Vallee: "You bet you can. What time did you say? 9:00 P. M. See you that night. So long."

*Can the dance help but be a success?*

## Prize Awards

■ The passes awarded as prizes for the REVIEW'S two contest winners will be used to witness Hollywood's five newest stars in "The Country Doctor," the current attraction at the Radio City Music Hall which features none other than the world's most celebrated babies—the Dionne quintuplets—and the prize winners, Guides Alwin Foster (News) and Andrew Kinbacher (Anecdote) have already aired their intentions to be "up in front," witnessing the newest in screen entertainment.

1936

## We Wonder

■ If whoever conceived the idea of having ticket callers sign receipt blanks for their ducats at the Main Hall desk shouldn't be complimented for eliminating a widely abused vulnerable point in ticket distribution.

■ If the Better Speech Institute of America's generous offer of a \$7.50 set of books for \$1.85 of *Practical English and Effective Speech* to any individual employee of NBC who desires to purchase them isn't worth looking into. A sample set is on display in Mr. Quinton Adams' office (605) and you're invited to run up and take a look-see if you're interested.

■ Some musicians will ever stop getting two nickels for a dime from our cashiers and stand holding hands for time on end. It just doesn't look right.

■ It shouldn't be compulsory for NBC employees to take a studio tour (with a guide) just as employees of RCA do.

## True Story

ANDREW KINBACHER

*First Prize Winner for  
Best Anecdote of the  
Month*

■ Guide Kinbacher came walking jauntily through the ninth floor foyer, unsuccessfully attempting to twirl his swagger stick. He pushed the elevator button lightly and then, with his twenty-two tour guests, stood waiting for the special car to arrive.

Soon it did arrive and the doors slid noisily open and half the party stepped in and were promptly dispatched to the mezzanine. In the remaining group there was a rather heavy-set gentleman, with dark horn-rimmed glasses and a heavily lined, weather beaten face. His hair, rather sparse on top, was not too well combed, and his dress indicated that he was anything but a dapper man-about-town. Moreover he was *chewing* vigorously.

After the first elevator doors closed and the car had sped away this gentleman approached Guide Kinbacher and said, "Mr. Guide, which way does that elevator go?"

Kinbacher scratched his head and with an inward chuckle replied, "Why, sir, it goes—down. This is as far up as they go."

"Well, that's all I wanted to know," he countered. "I want to make sure I don't swallow my chewing gum when we start."

## CARLTON McNAMEE



■ Guide Carlton McNamee's death from rheumatic heart on February 29th shocked all of us who knew and respected him. "Mac" as he was more affectionately known to everyone will be missed more than words can express.

When he died, he was senior guide in point of service having been affiliated with NBC since March 11, 1930. Many remember him as "the young man with the big smile and the swell disposition". These characteristics were always his and he never once lost possession of them right up to his last moments with us. We shall always remember him as "Mac" and revere his memory as a symbol of a personality who made our human relations easier and more pleasant. In tribute to his memory we can find no news equal in importance to us to occupy the remainder of this column so we leave it blank.

Ed.

## More News Briefs

■ Charming Hostess Alice Wood must be "kinda" proud of hubby Howard Petrie's walking off with Batten, Barton, Durstine, and Osborn, Inc.'s 1935 award for the announcer possessing best evidence in his voice of "sincerity, accurate diction, naturalness, persuasiveness, and lack of mannerisms". *Confidential*: We're all wondering why it took the "powers that be" so long to recognize a good announcer when they saw one?

■ Guide Don Meissner, playing Fort Pierce, Florida, with a Major Bowes Amateur Hour unit, dropped us a line to say he's getting along great and finding the life of a "trouper" interesting but hard.

Gateway's Lunch Deliverer Larry Saratore gets his big chance in Big League Baseoall when on March 21st he entrains for Philadelphia where the famous Connie Mack of the *Athletics* will put Larry through the paces as rookie catcher. We're wishing you the best, fella!

■ Script Writer Page Bill Gartland jumped out of bed late one Friday night and scratched the idea for his fourth radio script on the back of an old envelope. Synopses, revisions, and dialogue required four days. By Wednesday, an original 20-page manuscript portraying the legend of St. Patrick (455 A. D.) woven into an interesting mythical romance was submitted for Continuity Editor Louis Titterton's perusal.

■ RECEPTION INVADES THE ADVERTISING FIELD: Notice the ad on pages 61 and 62 in the March 14th issue of the *Saturday Evening Post* as it includes Page Roger Von Roth in the role of the contented country shopkeeper radiating much contentment.

■ Guide Ary Moll woke up one bright Thursday morning to find recognition had come to him via his appearance in the Arnold Constable ad on Page 12 of the March 7th *New Yorker*.

■ To rate your ingenuity in comparison to your friend's see how long it takes you to re-arrange the letters in the word "CHESTY" to form another six letter word. Call EXT. 220 if you can't solve it.

# Let's Get Acquainted



You ought to know Gerard "Jerry" Wolke our guide captain—

because—his progress rates your recognition. In two years he has successfully filled several officer-ships on the reception staff to finally arrive in his present office last October.

because—his education was found in the Woodrow Wilson High School of Weehawken, N. J., Marquand Prep. of Brooklyn and the University of North Carolina.

because—his activities in college sports have gained him three letters, two minor and one major. He only regrets that there was no marble team on the roster of the U. N. C. Athletic Association. When he was a youngster he was the "knuckle down" champion of every town he lived in. Only last year he got into a neighborhood game and won two handfuls with five. Because he was wont to leave his winnings scattered hither and yon about the house his mother still entertains a gnawing fear of stepping into an unlighted room lest a loose marble result in her assuming involuntary "horizontalty."

because—his travels (California is the only state in the Union he has missed and he spent eleven months in Colombia, South America) have made of him a very interesting conversationalist.

because—of his previous experience as salesman, usher, Wall Street clerk, and railroad dispatcher—

We give you (if he will sit still long enough for the photographer to snap him) Jerry Wolke.

## Millikink No. 2

■ This month's Millikink is a phonetic cryptogram. How long does it take you to decipher this message? Please forward your solutions to Room 297, with any comment you wish to make on this series as a whole. We'd be very grateful.

"A SCOTCHMAN'S TELEGRAM"

BRUISES HURT ERASED AFFORD ERECTED  
 ANALYSIS HURT TOO INFECTIOUS DEAD

Here's the solution to last month's Millikink No. 1 which was an Alternate Vertical type of Route Transposition Cipher.

THE REAL GOOD WILL ASSET OF ANY COMPANY IS THAT PICTURE OF THE COMPANY WHICH IS CARRIED IN THE MINDS OF ITS CUSTOMERS.

(Continued from Page 2)

Silent David Roberts is now proudly displaying a new pair of second lieutenant's silver bars on the well-padded shoulders of his blue jacket.

Anthony Jiminez has been transferred permanently to Music Rights Department.

Harry Wightman of whom a guest once said, "He looks like Rudy Vallee", is now in the Music Library.

# Static

*We aim to Please:* Quartermaster McCarthy, to a shirt-seeking Guide: What size do you want—too large or too small? Wow!

• • • •

We learned that after only two years of employment in Radio City Bill Hoffman managed to get around to seeing a show at the Music Hall.

• • • •

And then there was the Guide taking his first tour; who faced his party on the fourth floor, eyes aglow, knees knocking, and was heard to gurgle: (Breathe) "Now that we are all here physically and some mentally . . ." "Sa fact!!"

• • • •

D'jever hear of "nomenollogy"? Neither have I, but it seems to fit this case. Mr. Kuster of our stock room received a request for supplies addressed "Miss D. Custa". Bet it was the Center wit.

• • • •

Bob Eldred sends us this! "I escorted Mrs. Herbert Hoover through the studios the other day.—No, not the ex-President's wife, but a woman from Monkton, New Brunswick, Canada".

• • • •

"Ol Sportin' Life" Al Walker bought the first ticket for the Pages and Guides Dance. P. S. He payed cash!!

• • • •

Oh! by the way, have you seen the white citation cords the Radio City Music Hall Ushers are wearing ('round their shoulders). Seems to me, I've seen them somewhere before.

• • • •

And this one kinda got me—The doors had just closed on the *Eno Crime Clues Show*. A little lady came tearing up to the hostess desk. "Oh dear!", she gasped, "I'm late for my Eno, can you suggest anything else?" And so 'elp me, folks, there appeared before our startled and unbelieving eyes, a vision of Fred Allen, passing down the corridor. Without the flick of an eyelash he droned, "Wait till Wednesday lady, then try Sal Hepatica!"

• • • •

With which—we'll cut the switch—  
 So long Static!!



**DON'T MISS IT!**

Everyone Will Be There!

**RUDY VALLEE  
 WILL PLAY!**

at the

**RECEPTION STAFF'S  
 ANNUAL DANCE**

**FRIDAY, MARCH 20, 1936 at 9:00 P. M.**

at the

**GREAT NORTHERN HOTEL**

GUEST STARS GALORE FROM RADIO AND STAGE

Subscription \$1.50 per person Semi-Formal



APRIL, 1936

## Mr. & Mrs. Million

■ Guide Bob Kennedy switched his regular late afternoon tour for an earlier one so he would be able to keep a date Saturday evening, March 28, but as luck would have it, he was neither able to keep his date nor receive the benefit of his early schedule for fate intervened and selected him as the guide to escort Mr. and Mrs. Millionth Tour Guests (Mr. and Mrs. I. V. Goodman of Ardmore, Pennsylvania) who happened to be in New York celebrating their twenty-fifth wedding anniversary.

After they were officially greeted and presented the key to Radio City by Graham McNamee, Bob escorted his guests on a partial tour of the NBC Studios but was unable to cover much ground as Mr. and Mrs. Million were scheduled to visit backstage at the Radio City Music Hall.

Having seen part of the Music Hall's current stage production from a vantage point in the wings, Mr. and Mrs. Million were escorted to the Taft Hotel by Mr. and Mrs. Mills and Miss Virginia Blachly of Guest Tours where they were entertained at dinner. Later they went to the Rainbow Grill where they were royally received and entertained at a banquet planned in their honor. The lovely Pickens Sisters, Raymond Knight, Graham McNamee, Vox Pop's Jerry Belcher and Parks Johnson, and many other NBC celebrities were present. While there, a special broadcast was made as a tribute to the lucky ticket holders. The participants were Mr. and Mrs. Goodman, the Pickens Sisters, Raymond Knight, Ruby Newman's Rainbow Grill orchestra, Ted Lewis' and Benny Goodman's bands from Chicago, Gordon H. Mills, Parks Johnson and Jerry Belcher with Graham McNamee as master of ceremonies. Following this a special group consisting of Mr. and Mrs. Goodman, Mr. and Mrs. Mills, Mr. and Mrs. McNamee, Don Wilson and William Lundell continued on to the French Casino where the festivities in the most exciting day in the lives of Mr. and Mrs. Million were brought to a temporary close, to be resumed on the morrow.

Sunday dawned bright and clear supplying an ideal setting for the last precious hours of Mr. and Mrs. I. V. Goodman's stay in New York as the honored guests of NBC. The REVIEW prevailed on Guide John Hancock to recount the Sunday itinerary of the couple, as he received the honor of making their last day in New York as perfect as the first. His account follows:

### TIME

10:00 A.M. Met Mr. and Mrs. Goodman at the Hotel New Yorker and returned to NBC. Gave them a complete NBC Tour, saw several rehearsals, and made a phonograph record of their voices. Following this we went to the Radio City Tour lounge, Lower Concourse, where we were welcomed by the party in charge and placed under the direction of Mr. Martin, a very capable and interesting young man. From the Observation Roof, we were escorted to the Future House and placed in the hands of Miss Hood, a charming young lady who did much to make our visit of interest. From the Future House we repaired to the Mu-



Mr. and Mrs. MILLION (the I. V. Goodmans) of Ardmore, Pennsylvania are shown above having the studio construction exhibit in the air conditioning plant explained to them by Guide Bob Kennedy. Nice picture of Bob's bark, isn't it?

## Vacation Stories

■ How good a story teller are you? After seeing how those vacation stories, both the tall and truthful variety, have been wasted because of a limited locker room audience we've decided to find out. We're inaugurating a new contest with suitable prizes every month for the best vacation "tall" story or best descriptive story of those two weeks of paradise. So sharpen up your pencils, wits, and imagination and bring out the old thesaurus. Address your story to the REVIEW, Room 297. Story limit is 150 words.

Contest judges will be Messrs. Wayne L. Randall, Willan C. Raux, and Frank C. Chizzini. Contestants must submit typewritten entries not later than April 24.

## Engineers Challenge Reception Chess Team

■ The REVIEW's announcement last month of the progress of Reception's Chess Tournament has resulted in the issuance of a challenge by the Engineers' Chess Team.

Guide Gordon Logue rounded up the four semi-finalists in the tournament and as manager of this newly created Reception Chess Team, eagerly accepted the challenge and made contest arrangements with Mr. E. P. Kampf of Engineering.

Messrs. A. A. Cooper, E. P. Kampf, J. Rogos, and F. A. Wankel of Engineering are playing against Bob Eldred, Ary Moll, Jack McGhie, and Bill Garden in that order. Initial possession of a cup to be contested for annually is the goal of the two four-man teams.

The match has stirred up a lot of excitement in Reception and the team members have gone to the front line trenches with fire in their eyes and the will to do or die. Whether or not the match will have any mortal results, however, only time will tell.

---

seum of Science and Industry where we were greeted and made welcome by Mr. Dye who intrigued us for an hour and fifteen minutes with the story of modern art and science and its place in the economical and social world of today.

1:30 P.M. Press Department, NBC: For the next hour and a half, Mr. and Mrs. Goodman retold in detail the complete story of their lives from a point beginning back in 1909 when he graduated from school until the moment he walked into our arms at NBC. In order to save time we had luncheon served in the Press Department while the interview was being written.

3:00 P. M. Radio City Music Hall: From the reserved seat section of the Mezzanine, we saw part of the picture, but unfortunately, it was necessary for us to leave before we had witnessed the complete show in order to return to NBC to witness a broadcast.

(Continued on Page 4)

# RECEPTION STAFF REVIEW

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VOL. II APRIL, 1936 NO. 4

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## Mr. and Mrs. Million Express their Thanks

*ED. NOTE: Below reproduced in full is a copy of the letter received by Mr. Gordon H. Mills from Mr. and Mrs. I. V. Goodman, our "One Millionth Tour Guests."*

2907 Rising Sun Road  
 Ardmore, Pennsylvania  
 April 2, 1936

Mr. Gordon H. Mills,

Dear Friend:

You would think that by this time the wonder of being the Millionth Guest to visit NBC would have somewhat abated, but to the contrary. I think that both Mrs. Goodman and myself are just beginning to appreciate the fullness and completeness with which you received us and made us one of your wonderful company for a season.

We have been greatly surprised and gratified upon our return to note how many of the host of friends who have congratulated us upon our good fortune have either been a guest on the NBC tours or desire to be. The expression which is often used is "Oh! that tour is well worth taking." We agree, but the expression used is not half strong enough to cover the way we feel about it.

It is with a feeling of absolute futility that I will try to express my appreciation for all that RCA and NBC have done for us in our stay at New York. The wonderful radio, the magic key which is a delight and envy of all to whom we show it, the two days' entertainment so abundantly filled with experiences of the nth degree, the records which arrived safely today; and above all Mrs. Goodman and myself wish to thank Mrs. Mills and yourself for a day which will stand out in our memories as the greatest day in our lives and we feel that we have been privileged to experience that which it is the lot of but few to enjoy.

I will consider it a great favor if you will express to Mr. Lundell, your Guide Staff, your Miss Blachly and to all those who so willingly and courteously helped to make our stay so pleasant, our deep appreciation of their part in the reception to Mr. and Mrs. "One Millionth."

In closing I say simply thanks, but one full million of them and may the NBC tour prosper even more so than it has in the past.

Sincerely yours,  
 I. V. GOODMAN

## Contest Winners

■ This month, PAGE CLARENCE McCOLLOUGH (Anecdote) and GUIDE DON GARDINER (best cartoon idea) win the REVIEW's prize of two passes each to the Radio City Music Hall where "Mr. Deeds Goes to Town" with Gary Cooper and Jean Arthur will play starting April 16th.

Frank Capra, who directed such outstanding hits as "It Happened One Night," "Broadway Bill," and "Lady for a Day" has included in the supporting cast a familiar radio actor, ex-Town Hall-ite Lionel Stander.

## And a Good Time was Had by All



VALLEE sang—we listened; Vallee's band played—we danced. A more perfect evening we never did have. Reception's Annual Dance held at the Hotel Great Northern on Friday evening, March 20th came to a close in the wee sma' hours bringing to an end a much heralded occasion which was successful in every respect.

## Chatter

■ GO AHEAD AND SUE ME BUT . . . the biggest thing ever held by NBCites (outside of the time that UNCLE AL WALKER held TWINKLETOES MOCARSKI on his lap) was the dance at the Hotel Great Northern on Friday, March 20th . . . You really had to be there to appreciate—RAY SULLIVAN actually knockin' 'em cold with his "County Down" . . . JACK MILLS tripping the light fantastic, and I mean tripping . . . MICKEY McFADDEN constantly seeking his sweet little cousin and usually finding her in the clutches of RITTENHOUSE, RYAN or McGHIE . . . BOB ELDRID sportng a new haircut . . . BILL MEAD staying oh-so-close to his girl friend all night, much to the disappointment of the Wolves of Room 264 . . . People standing on tip-toes on chairs and tables in order to see JACKIE BRENNAN do his stuff . . . "SAWLTAN" PEPPER waiting at the bar for two full hours before anyone offered to buy . . . with BARRY ELDRIDGE finally buying . . . HENRY WESTON pocketing a spoon as a souvenir to add to his huge collection . . . JO-JO MARRIN being stared at by three nifties and not noticing them . . . BILL GARDEN wandering about the lobby as a self-appointed welcoming committee . . . TILDEN BROWN leaving the bar and four people getting into the space he vacated . . . ED HAYES blushing violently when a certain blonde asked him for a dance . . . A streak of light rushing around hither and thither and later being identified as TOMMY TART . . . A certain editor scooping the boys with a special edition of 72 point type . . . in other words, some girl . . . Everyone being unanimous in their opinion that the dance was a real big league affair, which in big league language means . . . no RUMS, all HITS, no ERRORS . . .

## We're Grateful — to Say the Least

■ It was the hit of the season and folks are still talking about the Annual Reception Dance. However, many of us wonder what the reaction would have been had not Rudy Vallee and our many other guest stars graciously supported our affair with their time and talent.

We are grateful, Mr. Vallee, for your thoughtfulness and to your Connecticut Yankees for their splendid cooperation. We are likewise indebted to Frank Fay (whom we hope will make a huge success of his new show), Manny Klein, Senator Fishface, Lewis Julian, Lucille Manners, Howard Petrie, Tom Powers, Lanny Ross, the Songsmiths Quartet, the Twin City Foursome, Alice Wood, Ray Sullivan and Jack Brennan. To Bill Haussler of Press who took pictures for us on his night off, many thanks. We're looking forward to next year's dance already.

## News Briefs

■ Newly elected NBC Stamp Club officers are: Announcer Nelson Case, president; Press's Walter E. Koons, vice president; Press's Frederic Kirkland, secretary; Mail's George Nelson, treasurer; and Auditing's Frank Johnson, stamp exchange. These men will guide the destiny of the present membership of 40 NBCites which includes Stamp Enthusiast NBC President Lenox R. Lohr, Engineering's George Milne, Traffic's Frank Reed and many others. Interesting activities are planned for the club's future. If you're a philatelist, call Secretary Kirkland (495) for more information and membership blanks.

■ Mr. Tart announces that soon the ninth floor will have permanent guide posts to prevent confusion on "breaks" when the studio audience charges the elevators and an oncoming guide party tries to go upstairs to Air Conditioning. This new system will prove more effective than the old method of separating program from tour guests.

■ Mezzanine Lt. Bud Faillace has not fully recovered from the paternal urge inspired by his experience in personally conducting Mr. and Mrs. Dionne of Quintuplet fame through the NBC Studios on special tour not long ago.

■ NBC Chicago's Sidney N. Strotz, Program and Artists Service Manager, offers a free course in radio announcing to Reception members there, with the possibility of future promotion to the regular staff as the reward. It looks like the beginning of boom times for aspiring Crosses, Petries, Havrillas, Grauers, and Ilickes. NBC New York's Pat Kelly started something when his School for Announcers turned out four full-fledged and two junior announcers to set a precedent which has insured a steady supply of capable young men to the networks to carry off the announcing duties on programs.

■ February, 1935. RECEPTION STAFF REVIEW'S front page. Headline: "Bigger Business for 1935 states Guest Tours Head, Gordon H. Mills." And so it was, for 1935 ended with a total paid traffic of 470,068 paid guests—an 8% gain over 1934. This was made possible by continued promotional activity resulting in a 68% gain in directed\* traffic which is today 42% of our total traffic.

■ Guides Bill Garden, D. Caldwell Davis, and Stanley Heeb are the three recent winners of Guest Tours' Gordon H. Mills' contest to select weekly the guide averaging the best recorded interviews with tour guests. To the victors will go the just rewards—dinner and lecture as personal guests of Mr. Mills.

■ Guides will now have set hours off each week with the inauguration of the new

## General Service



WALTER G. PRESTON, JR

■ Our new department head, Walter G. Preston, Jr., in charge of the General Service Department established by Mr. Lohr on March 30, was asked if he had a message for the Reception Staff, and whether there was any information to give out regarding the operations of the unit.

Mr. Preston stated he was much pleased with the fine cooperation received from the department staff. His first official order was to have each of the units within the department report directly to him, believing this will make for the highest degree of working harmony among the sections.

Mr. Preston, who came to the National Broadcasting Company in January 1935 was formerly Assistant to the President of the University of Chicago and has served in executive capacities with two large life insurance companies.

Mr. Preston stressed the fact that the Reception Staff has an important responsibility in making friends for the National Broadcasting Company and stated that he hopes the staff will continue to keep this in mind in their relations with the public.

seniority system which assigns each guide a set hour corresponding to the length of time he has been employed by NBC. For example, the guide employed longest but not on school schedule is assigned the 10 to 5 shift, etc.

■ Guide Joe Cook elicited the following praise from a lady tour guest residing in Shanghai, China who has crossed the Pacific 22 times, the Atlantic 18, and has been around the world 5: "I cannot remember when I have heard a clearer exposition of radio's intricacies than I have heard here this afternoon."

## Personals

*Vacation:* JIM BORST is still riding the high seas aboard the Grace liner, "Santa Lucia" visiting South American ports.

FERDINAND AUDIO goes to Studio Service as an assistant to the Night Supervisor on the 12 M.—9 A.M. shift.

*Illness:* Guide ALWYN FOSTER was stricken with an attack of appendicitis and had to be rushed to the Bay Ridge Hospital Thursday, March 26, where an appendectomy was performed Friday morning. The operation was successful and he is reported doing well.

*Birth:* BILL COLLINS became the father of a baby girl, Louise by name and 7½ lbs. by weight. The event happened Tuesday, the 17th. Mother and child doing well. So is Bill.

*Beauty:* From 3000 beautiful girls who applied for positions as fashion models with a local department store, one of the three chosen was Miss Elizabeth Daly, the charming better-half of Day Page "JERRY" DALY.

*Retraction:* Last month we announced ANTHONY JIMINEZ as permanently transferred to Music Rights Department. We acknowledge this error because the promotion is only temporary at present, but stands a good chance of becoming permanent.

*Change:* "MONTY" MILLER has turned in his blue uniform to take a job as salesman for WBAL, NBC outlet in Baltimore, Md.

*Stricken:* A new pair of shoes sent GUIDE CARL CANNON to Bellevue Hospital's ward L-6. It seems that the dye of his black socks have poisoned his feet which were bruised in the process of breaking in new shoes.

*Well Again:* GEORGE MALCOLM is back with us after a four weeks' illness during which he wrestled successfully with pleurisy, sinus trouble and bronchitis. We happily report he is much better.

## We Wonder

—how many other persons besides the many dozens we've heard from already also think that the NBC Annual Dance, sponsored by the Reception Staff, should be made a semi-annual affair and become a social medium for acquainting NBCites with each other.

—if those leaving tickets at the Main Hall Information Desk for guests would write legibly so that our Main Hall men can be spared the additional task of having to decipher scribbles.

"WANTED—A roommate to share an attractive apartment in Greenwich Village. Low rental. Why live in a furnished room? Call Guide Carl Cannon, Ext. 366."



## Let's Get Acquainted

You ought to know Vinnie Ragusa because of many things.

*because . . .* he shows much promise as a musician. He started as a youngster with Miss Tucker's Children's Hour.

His interest in music was stimulated by May Singhi Breen's classes in which he was a leader. He has had spots alone and with others on the Morning Parade, Steeplechase, and the Week-end Revue.

*because . . .* he has his own network program. He calls it the New Yorkers; five boys and a girl who present swing tunes in a distinctive manner.

*because . . .* he stands high in point of company seniority. He has been with us since February 1931, a matter of five years.

*because . . .* he owns one of nature's own permanents (for which remark we hope he won't lop off our heads).

*because . . .* there are few visitors to the third studio floor who have not benefited by his courtesy and efficiency. His inexhaustible knowledge of NBC and its personnel stands him in good stead.

*because . . .* he can play a different instrument each day and never have to borrow one. He owns a half dozen guitars now.

*because . . .* he is a nice person to know.

We give you Vinnie Ragusa, to whom we hope you will be listening.

## A Major Misunderstanding

CLARENCE McCULLOUGH

*Winner of Best Anecdote of Mouth Contest*

While lining up the guests for Chase and Sanborn's program one Sunday night, a middle aged woman approached me and asked, "Where's Major Bowes?" I promptly replied, "At the end of this line, please." About five minutes had passed when the same lady rushed up to me and said, "Young man, you lied to me. I've been looking for Major Bowes at the end of this line the past five minutes and he isn't back there anywhere."

## Distinguished Tour Guests for March

1. MRS. PERCY H. CLARK, mother-in-law, and son DAVID W., brother-in-law, of Mr. Nelson Rockefeller.
2. LIEUTENANT GOVERNOR WALTER F. WOODUL of the State of Texas, who is also Chairman of the Texas Centennial Exhibition.
3. MRS. H. CORBETT, wife of Lieutenant Governor Corbett of the State of Oregon.
4. CONGRESSMAN F. L. CRAWFORD of the State of Michigan.
5. MRS. H. EDWARD MANVILLE, wife of Mr. H. Edward Manville, Sr., co-founder of the Johns-Manville Corporation, accompanied by Lady Newnes, and Lord and Lady Bridgeport of England, were guests of "Cheerio."
6. MRS. JAMES J. WALKER, wife of former Mayor James J. Walker of New York City.
7. MRS. NED McLEAN, owner of the fabulously valuable Hope Diamond.
8. MR. and MRS. DIONNE, father and mother of the Dionne Quintuplets.

## Static

As I sit down to dash off this sparkling bit of chatter, I have to keep putting the pencil down to run off for another aspirin! But, oh, it was worth it!! Whatta dance!!! Was ever an affair so enjoyable? Was ever a crowd more congenial and convivial? No—No—A Thousand Times No! "Vas you dere, Sharlie?"

From my position under table No. 3, several things struck my eye, besides DON MERCER'S foot.

There was old "G MAN" BRENNAN, doing swell imitations of some of the better known network and screen stars.

BILL MEAD quaffed pitchers of suds for part of the night, having foresworn the harder beverages during Lent. However, we later came across him at the bar downing a brandy or two. "Positively medishinal," explained Bill!

The title "Mr." was taboo. It was hello—John—Ed—George— and Popacropolis!

Some of our silver tongued announcers were handing out smoother lines than they've ever sent over the networks.

TOM TART and RAY SULLIVAN were busier than a pair of one-armed paper hangers, running around seeing that everyone was happy. We stumbled over them in so many places we thought we were seeing double.

The hit tune of the evening was a bit of a ditty entitled "All right—All right"!! Rudy played it six or seven times, and then LABAN BOND was heard to remark—"If he plays that again, I'm 'gong' home!!!"

AL WALKER, erstwhile custodian of the portal, seemed to be pulling a Garbo in those dark colored glasses. We later learned that he had a pair of badly burned eyes, caused by an overdose of carbon sun ray lamp. But that didn't keep him from noticing all the charming members of the fairer sex, who passed in and out all night long.

—And did you hear Rudy SWING?

The moral of all this seems to be—"Don't miss the next Reception Staff Dance." Your correspondent was dusting off the moon up there. Whatta dance!!!!

## Mr. & Mrs. Million

*(Continued from Page 1)*

5:00 P.M. Broadcast "Roses and Drums," NBC: It so happens that this was one of their favorite broadcasts, and also that this particular one was the last of the series and surprising as it might seem the stars of the broadcast were married over the air on the same day that Mr. and Mrs. Goodman were celebrating their twenty-fifth wedding anniversary.

5:30 P.M. From NBC to Hotel New Yorker: Mr. and Mrs. Goodman checked out of their room, arranged their affairs and prepared themselves for dinner.

6:00 P.M. Dinner in the Terrace Garden, Hotel New Yorker. For entertainment during dinner Bob Crosby and his band played.

7:45 P.M. Arrival at NBC where we were ushered into the presence of Evening General Manager John deJara Almonte who welcomed Mr. and Mrs. Goodman to our Studios.

8:00 P.M. Reserved Seats, First Row Balcony at the Chase and Sanborn broadcast starring Major Bowes.

9:00 P.M. Returned to the Hotel New Yorker to pick up baggage, and walked to the Pennsylvania Station, where they boarded the 10:00 P.M. Express for Philadelphia.



# NBC TRANSMITTER



VOL. 2

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NO. 5

## Paisley Prepares Special Arkansas Centennial Broadcast

■ June 15, 1936 marks the opening of the Arkansas Centennial Exposition, commemorating the hundredth anniversary of the admission of Arkansas into the Union. In honor of the event, William M. Paisley, prolific song writer of NBC's Music Department, and native son of Arkansas, has conceived and prepared a special program to be broadcast on Friday, May 29th, from 11:25 to 12:00 o'clock midnight, over the Blue network.

The Arkansas program will be a gala affair originating from various cities and featuring many celebrated Arkansans, including Ross Graham, Pat Binford, Dick Powell, Bob Burns and Lum and Abner. The first fifteen minutes of the broadcast will originate in Hot Springs, Arkansas (KTHS) where Harvey C. Couch, industrial leader, and chairman of the Arkansas Centennial Commission, will speak. From Hot Springs the radio audience will be taken to the Biltmore Hotel in New York where the Arkansas Society of New York City will be celebrating to Russ Morgan's music. Pat Binford will be heard as master of ceremonies and Ross Graham, member of the Cities Service quartet, will sing Bill Paisley's newest hit, "I Sing".

*(Continued on Page 3)*

## Baseball in the Air

■ NBC's baseball team won the first official game of the season with a win over Skouras at Sterling Oval, 164th Street and Teller Ave., Bronx, N. Y. on May 12, and so officially inaugurated the 1936 race for the championship of the Motion Picture Baseball League. If NBC wins again this year, it will mean three consecutive seasons as the pennant winners and the right to permanent possession of the cup.

Last season's veterans who have turned over for the 1936 team are: Peter Bonardi, 1B; Frank Crowley, 2B; Adam Gayeck, SS; Nord Schonfeld, 3B; Don Cain, Pitcher; Jack McCarthy, Catcher; Jim Cody, outfield; George Hayes, outfield; Jim Shellman, outfield, and Jack Wahlstrom, Manager and outfielder. The above constitutes the first team but according to Manager Wahlstrom selections are by no means permanent and he urges all who would care to compete for positions to see him for more information. Rookies

*(Continued on Page 3, Col. 3)*

## NBC TENTH ANNIVERSARY CELEBRATION TO EXTEND OVER A PERIOD OF SIX MONTHS



A DECADE OF PROGRESS

## NBC at Tipex

■ The National Broadcasting Company was represented in the Third International Philatelic Exhibition which attracted stamp collectors from all over the world to Grand Central Palace during the week of May 6. This, the largest stamp exhibit ever opened to the public, displayed rare stamps, both United States and foreign, totaling in value well over \$25,000,000. Fifteen foreign governments contributed official collections, and the United States Post Office Department set up a printing press to print and sell special stamps commemorating the event.

In the midst of the United States Post Office display was exhibited NBC's two "stratosphere" transmitters and a cover addressed to General Charles Dawes which was carried on both the flight that crashed and the last successful one. This display attracted huge crowds, and the NBC Stamp Club's exhibit in Frame 2580 received many enthusiastic comments. The focal point of this display was the famous black English one penny stamp of 1840, the first stamp ever issued, which Theodore Steinway, one of America's noted philatelists presented to our Club several weeks ago. The Club also exhibited a case of stamps on the Mezzanine of our studio during the Exhibition.

As a reminder to NBC collectors, the NBC Stamp Club holds semi-monthly meetings the first and third Mondays in the President's board room on the sixth office floor at 5:15 P.M. For further information concerning Club activities call George M. Nelson (417), Frank Johnson (350) or Walter Koons (573).

## Old Timers List Their Most Interesting Recollections

NINETEEN HUNDRED AND THIRTY-SIX marks the Tenth Anniversary of the National Broadcasting Company's formation. A few days ago, May 18th, a six months' celebration was inaugurated in commemoration of that birth. During the decade that has passed, NBC has witnessed progress unforeseen by its organizers. Through the periods of childhood and youth the company has arrived finally to blossom forth into full manhood. During this period it has experienced "growing pains" of many kinds. Just as a boy often outgrows his breeches so has NBC several times outgrown its quarters. Many of the incidents attending and preceding the birth of NBC are indelibly written in the memories of our "old timers".

GRAHAM MCNAMEE reminisces concerning old WEAF'S air conditioning system:—"We were broadcasting on lower Broadway then from two small studios with a tiny six by three monitoring booth sandwiched in between. It was hot as blazes in that coop during the summer so Phil Carlin and I conditioned our own air. We had an electric fan blowing on a cake of ice all the time. I even used this as an ice box. They gave me a fish once

*(Continued on Page 4, Col. 1)*

## OPEN INVITATION

At some time or other all of us have run across a choice bit of news, a personal item, or some morsel of information of general interest. If ten people daily would forward one contribution each to the NBC TRANSMITTER'S office (Room 297) by mail or phone (Ext. 220) between 11 a.m. and 5 p.m., the editors could probably postpone that nervous breakdown for another three months.

So, appoint yourself a staff correspondent and let's see how capable a gleaner you are. Anyone and everyone in all departments, divisions, and stations is invited to contribute notes about PEOPLE and THINGS in and around NBC.

## NBC TRANSMITTER

VOL. 2

MAY, 1936

No. 5

FRANK C. LEPORE, *Editor*ARY R. MOLL, *Assistant Editor*WALTER A. WIEBEL, *Circulation Manager*

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WALTER CLARK

BILL GARDEN

DON GARDINER

FRANCIS J. FRADELLA

## CONTRIBUTORS

ALDEN EDKINS

GRACE SNIFFIN

EUGENE HALEY

GORDON LOGUE

## NEW COMERS

■ Last week 4 new men were added to the Guest Relations Division bringing the total up to 102. They are:

**DEREK MORTLOCK**—whose birthplace is Cambridge, England and who arrived in America only four weeks ago. He comes to us from Kingston, Jamaica in the West Indies and speaks four languages fluently: French, English, Spanish and German. He has traveled in England, France, Belgium, Switzerland, Germany, Italy, and the West Indies, and has been in the United States before. He was educated in Switzerland and England. His chief interest is operatic music. He plays the piano and viola, and thinks New York the most wonderful city in the world.

**GEORGE WATKINS**—of Oklahoma was born in the Kiamaichi Mountains in the southeastern part of the state where his father now is hunting hurried Aztec gold which was hidden from the Spanish invaders several centuries ago. When only seventeen George won a scholarship at the Homer Conservatory of Music in Kansas City and sang over station WDAF for two years. At twenty he appeared in a minor role in the late Will Rogers' picture, "Life Begins at Forty". At twenty-one he played Oklahoma City, Oklahoma and Memphis, Tennessee as male vocalist with Paul Sahin's band. George's ambition is to become a singer.

**PETER PERRINE**—of Washington, D. C., won a scholarship to the National Cathedral Choir in Washington (1926-'27). He has attended eighteen schools in twelve years; was born in Berryville, Virginia; and has played the piano by ear since he was three years of age. His ambition is to compose and sing.

**EUGENE HALEY** is a native New Yorker. He attended Syracuse University where he was a member of the Delta Tau Delta Fraternity; assistant manager of the Soccer team; a member of Corpse and Coffin, a Junior Honorary Society; and delegate to the Interfraternity Council. He also attended Manhattan College for one year, and is now finishing his college work at the Fordham Downtown College in the Woolworth Building.

Gene has hopes of writing the great American novel. At present he spends his spare time turning out reams of what he terms humorous poetry and light drama, plunking his mandolin, or pulling fish of prodigious size out of the shimmering lakes of Westchester County.

## NBC GROUP ACTIVITY SERIES

## The Dramatic Class



THE NBC DRAMATIC CLASS under the guidance of Production Director Edwin R. Wolfe is progressing rapidly. The young thespians have graduated from the fundamentals of acting, pantomime and improvised scenes to Shakespearian soliloquies and short scenes from popular plays. The class meets every Monday morning at eleven o'clock in Studio 3C and all those interested are invited to attend.

## CHATTER

■ GO AHEAD AND SUE ME BUT... here's some interesting stuff I've picked up while ramblin' through the NBC corridors... That the rainy weather of late has managed to produce a bumper crop of mustaches in Gestrlylayshuns, which once again proves the proverb, "It's an ill wind etc., etc."... Speaking of the wind, it wouldn't take much of one to blow those lip decorations right out into Sixth Ave....

**Courtney Snell** of Engineering has often wanted his picture to appear in a magazine. He got his wish recently when pictures were taken of the Vox Pop broadcast on which he worked, but imagine his surprise when of all the pictures taken, they decided to print the one that merely showed the back of his head....

**Bob (Press) Cottingham** has been spending too much time at the Roosevelt Hospital Nurses' Home... heart trouble no doubt... Has anyone ever seen **Miss Merrill** of the Evexoff when she was not in a hurry?... What guide recently took home a mess of those "tour folders" for family distribution?...

And it's about time that we asked **Otto Brandt** who that charming eyefull is that has waited for him on several occasions at the Main Hall desk.... **Alan Kent** challenges anyone his weight or under to a boxing match, his opponent to set the time, the place and on the floor after Alan hits him....

**Tony Cusamano** of Telegraph would like to sell someone a car.... You just name a car and Tony will sell it to you.... Two reasons why we like paydays are, first to get paid and second, to talk to **Mary Lou Irvine**.... And if you want to hear a sweet voice over the phone, just call **Miss Boudreau** in First Aid (now on vacation—back June 7).... **Paul Rittenhouse** returned from his vacation looking browner than usual.... And here are a few similes... to wit... as conscientious as **Ed Demming**... as proud as **Harry Weir**... as polite as **Don Cain**... as talkative as **Manny Mannion**... as nimble-witted as "**Hercules**" **Hilty**, pillar of the ninth floor....

**Uppan Adam Gayeck** has decided to give away autographed photos of himself, duplicates of the one hanging in the locker room.... Our sustaining policy reader seems lost these days without his "lovely lady"!... "Oh, Juliet, Juliet! Wherefore art thou, Juliet?"... **Ming Toy Meehan** is starting to grow out of his uniform in the sunniest places... just as **George Murray** (Continuity Acceptance) did when he was a page... and now I must stop with a thought for the dazed... there's many a man thinks he's fired with ambition when really he's FIRED for the lack of it.

## Spot Announcements

**TROUPER:** Don Meissner dropped us a card from Major Bowes Unit No. 5 in the mid west to say he is being transferred to a special circus group for the summer months. Meissner, who resigned as NBC guide to take his place with the amateur troupe, won a place on the Chase and Sanborn Amateur hours several months ago. He reports that he is doing well and having lots of fun. He sends his best to all who remember him.

**PROGRESS:** NBC has applied to the FCC for an increase in power for WJZ from 50,000 to 500,000 watts as well as permission to erect a new antenna in the form of a slender steel tower 640 feet high, which will reduce fading and improve reception in the metropolitan area. Another station has been added to the network chain, WNAC, Boston's oldest station, bringing NBC's total up to ninety-seven as of May 15.

**STAYS:** Dr. Max Jordan, NBC's Continental European Representative, will remain in New York until the middle of June.

**FIRST PASSENGERS:** Program Vice President John F. Royal is in England and, accompanied by Fred Bate, NBC's British Representative, will return on the maiden voyage of the new super-liner, Queen Mary, arriving in New York on June 1. NBC will broadcast twice daily on the voyage across.

**AN EXPERIENCE:** NBC Guide Herb Gross's knowledge of German stood him in good stead when he was called upon to escort sixteen officers of the zeppelin, Hindenburg, on special tour of Radio City. Only four understood English so German was spoken throughout the 2½ hour tour. In the group was Dr. Hugo Eckener's son, Knute, also a ship's officer, who remarked that the Radio City Music Hall could hold half the population of Friedrichshafen, Germany, the dirigible's home. Later, while seeing New York from the Observation Roof, one of the officers was amazed that New Yorkers could stand at the height at which a zeppelin usually cruises. It seems that water ballast is dumped to raise the dirigible and gas is released to bring the air monster down. This latter procedure is expensive so it pays for the zeppelin to travel close to the ground.

**BACK:** Tom Tart has returned from an extended leave of absence to resume his new duties co-ordinating Guest Relations staff operations.

**GYM CLASSES END:** Al Walker's gym classes for athletically inclined female NBCites held its last Spring meeting May 26, graduating twenty-two capable Badminton players. Classes will resume in October.



BILL PAISLEY

## Arkansas Centennial

(Continued from Page 1)

Then from Washington, D. C. will come the voices of Senators Haddie Caraway (first woman member of the U. S. Senate) and Joseph T. Robinson, both of Arkansas. Bob Burns, who says that Arkansas is the home of the bazooka, will play that newest of sensational instruments from Hollywood. Lum and Abner, who went to school with Bill Paisley at the University of Arkansas and whose real names are Chester Lanck and Norris Goff, respectively, will be heard from Chicago. The elaborate program will be closed by Russ Morgan's Orchestra in New York. Immediately after the big celebration, which he has carefully supervised, Bill Paisley leaves for Arkansas on a well-earned vacation.

## Chaminade Chorus

■ The Chaminade Chorus, a woman's glee club which draws its members from NBC's female personnel, recently terminated its first season with a dinner and theater party. Following the arrangements made by a committee composed of Barbara Clark, chairman, and Grace Sniffin, Ruth Barrett, Mary Leard and Alice Ahner, a group of eighteen dined at the Barbour Club on 52nd Street. Besides the committee, the following members attended: Frances Barbour, President; Helen Winter, Treasurer; Jane Ayers, Helen Slater, Mae Dehn, Gertrude Ramsey, Frances Sprague, Anna Reiss, Helen Moore, Marguerite Saffert, Evelyn Sniffin, Kathryn Hayes, and Madge Boynton.

After dinner was concluded, the chorus' plans for 1936-37 were discussed. It was unanimously agreed that the organization's work should be continued and that members should be prepared to start rehearsals again in the fall. Then the meeting was adjourned and seventeen of the eighteen present went to the theater together.

## News Flashes

**VACATIONERS:** Dwight Herrick (GR) to look up old chums and relatives in former home towns, Chicago and St. Louis, Illinois as well as Port Edward, Wisconsin; Eve Boudreau (FA) to visit her parents in Marlboro, Massachusetts; Henry Albert (GR) to Atlantic City for plenty of tennis, swimming, and dancing; Patrick Tracy (Se) will set out to see the world—in two weeks; Phillip Crosby (GR) will localize activity as he intends to stay in the city to study voice in preparation for a concert; Esther Ramous (PBX) will join the westward movement with intentions of visiting Chicago and all points mid-west; and then there's Walter O'Hara (GS) who is going to try something he has never done before—get married; Anabelle Graham (CS) ran off to Havana to see about a man who plays a rumba on his tuba down in Cuba; Marguerite Monroe (PR) off to Hamilton, Bermuda for sleeping, eating, fishing, swimming, and sunning.

**MARRIAGE:** John Williams (St) gets his mail these days addressed to Mr. and Mrs. J. W. and you're right! John took the plunge May 9th and from all reports he has unanimously elected himself the happiest man in the world. Mrs. Williams was the former Margaret T. Sherwood.

**ILLNESS:** Pat Hanagan (Se) was operated on for gastritis and is recuperating nicely.

**LEFT US:** Adele H. Purcell (AS) has gone to Hollywood, California to join the Fanchon and Marco Theatrical Agency after serving NBC for eight years. There she will become assistant to Mr. Hal Kemp, former manager of the Popular Division, Artists Service. Her new address will be: 5600 Sunset Blvd., Hollywood, California.

Key: AS (Artists Service); FA (First Aid); GR (Guest Relations); MM (Mail-Messenger); PBX (Phone Room); PR (Press); GS (General Service); ST (Statistics); CS (Central Stenographic).

## Baseball in the Air

(Continued from Page 1)

are: Arden Hauser, Herb Gross, Dorm Albert, Val Kallegeros, John Bell, and Joe Cain. James McCarthy is assistant manager.

This year, as last, NBC will play an exhibition game with Sing Sing Penitentiary at Ossining. The date has not been set as yet but as we go to press negotiations are being concluded. This game was one of the highlights of last season's schedule as the inmates showed themselves to be able bat wielders by trouncing us 5-1.

## NBC TENTH ANNIVERSARY

*(Continued from Page 1)*

and I put it on ice to keep. Unfortunately, one day I left in a hurry for a week-end date and forgot the fish. When the boys came back late the next afternoon, what little ice was left had melted and the fish was sadly in need of repairs. I think I was sworn at for the next two months."

ENID BEAUPRÉ in Sales Promotion is impressed by "the facility with which one now hears broadcasts from all over the world. I remember one day in 1922 I had just bought a small crystal radio receiver in Albany. With almost feverish enthusiasm, I climbed a tree to rig up an aerial in a hurry so I could hear Guglielmo Marconi broadcast from WGY during his brief visit in Schenectady. After that episode my husband decided that I was incurably radio-minded; so he bought me a better radio set and rigged up one of the best aerials in the city. It was not unusual for me to DX until three o'clock in the morning. We had to do a lot of tuning and worrying in those days to pick up a program only a few miles away. Now radio has reached international proportions; we press a button and the world comes to pay us a personal call."

WILLIAM FAIRBANKS in Statistical:—"The emergency systems now in operation show the great forward strides we've taken in radio operation. I remember a sad experience I had at 711 Fifth Avenue after they had remodelled an office to provide a beautiful 'speaker' studio for timid broadcasters. We used to show visitors how the announcer's panel functioned from this room but unfortunately, unknown to us, the Engineering department realized the value of using the studio as a relay point to route nemo broadcasts to other studios. One day I brought some guests into the studio and I was in the process of explaining the intricacies of the announcer's control board when I deftly threw the nemo switch and said: 'This is how you cut a program off the air.' Four engineers in the main control room almost jumped out of their shoes when they discovered that the entire Blue network was off the air. I'll never forget how excited Engineer Wankel looked when he burst through the doors and scared me out of a year's growth."

MILTON J. CROSS, Announcer's Division:—"It was difficult in those days because of the limited number of radio receivers in use to find anyone who had heard you broadcast. One night we kept a line open until 10:30 p.m. for a Dr. Abbott who was to be the principal speaker on a Roosevelt Commemorative Program; we had been instructed that the studios had gone off the air. But we took a chance and introduced Dr. Abbott over a dead microphone, which only we knew was not on, and went through the motions of broadcasting the entire speech. It was not until years later that Dr. Abbott knew that his speech had not been broadcast. That situation could never happen again."

JOSEPH D'AGOSTINO, Engineering:—"I'll never forget the winter of 1927 when the transmitter at WJZ was so coated with ice that a section of the lead-in from the antenna was lying on the ground. So we brought out a lot of wooden chairs and kept it off the ground while broadcasting continued as usual."

IDELLA GRINDLAY, Studio Assignments, remembers when programs followed one another in the same studio from 7:30 a.m. to 6:00 p.m. each day; when the Band of a Thousand Melodies, the Parnassus Trio, and the Gotham Trio contributed several hours of network programs a day; how the Manhattans (a "swing" group) had to climb aboard Morning Devotions' final Amen to get on the air in time from the same studio; when three hard-boiled men who relieved the Parnassus Trio for vacation were called the Three Little Maids. Miss Grindlay agrees that a lot can happen in ten years.

## Let's Get Acquainted

■ You ought to know **Dr. Max Jordan**, Ph.D., NBC's Minister at Large for Continental Europe.

*because...* his production of the recent broadcasts on the maiden voyage of the *Hindenburg* turns the spotlight in his direction.

*because...* his present work as representative for NBC on the continent is greatly enhanced by his training at the Universities of Jena, Heidelberg, Frankfurt and Berlin, and by his experience as foreign correspondent on both sides of the ocean.

*because...* he fills his boots (and they are "seven league boots" which carry him back and forth across the face of Europe) with a dynamic personality and an enthusiasm rare even in this fast moving era.

*because...* he likes ice cream. One of his first acts upon arrival at our Press Department was to order up a "raft" of that delicacy.

*because...* his accounts of the recent flight, interesting throughout, had this high-light: The very first landmark which he clearly recognized in New York was the red beacon atop the RCA Building which houses our studios. As he remarked over the air, "I feel like going down in a parachute instead of flying on to Lakehurst."

*because...* he is nearly as well known in Europe, his field of operations, as some of our prominent Americans in their own back yards.

We give you **Dr. Max Jordan**,—at home abroad.



## STATIC

■ Shucks Elmer! time to write 'nother column for that ding dogged editor.

**Andy Kinbacher** explained to a group of tourists that if the beams of the photo electric eyes in the elevator doors were broken, the doors would "pop" open. Whereupon the rumbling voice of one witty tourist was heard to pun—"Oh!! a Popeye!!!" (Ed.) Andy winced!

'Sa small world! On a special German tour recently, **Herb Gross** met a rather elderly gentleman who had known his father as a boy of 5 in Venezuela. The man had been a clerk in the coffee exporting house owned by Herb's grandfather. Herb's Grandpop, by the way, was the German Ambassador to Venezuela. There is, it seems, an executive strain in the Gross family.

Oh yes, and something for our bird lovers! Scan this column regularly. Dear Readers, for information regarding your tweet little birdie. (Golfers included.) It seems that someone saw **Francis Fradella** of Guest Relations diving around the second floor with a green fedora in his hand. He looked very much as though he had a combination of St. Vitus dance and the Russian itch. Upon closer investigation they learned he was trying to capture one of Cheerio's fine feathered friends which had escaped its cage. Think of all the energy he could have saved if he had just put a "small portion" of salt on the little bird's tail. Tch!! Tch!!

Try this on your cerebrum (Webster's Unabridged). Take your age—Multiply by 2—add 5—multiply by 50—subtract 365—add the loose change in your pocket under a dollar—add 115—and the first two figures are your age and the last two the change in your pocket. If you've seen this before—that's what I get for reading old magazines.



## John H. McDonald Explains Our New Cost Accounting

■ The primary purpose of the cost accounting system now being installed in New York is to determine the costs of individual programs and of classes and types of programs. For example, when an announcer, production director, or engineer spends three hours at a rehearsal and half an hour at the broadcast of a given program, their time is a direct cost of that program. House orchestra expense, the cost of any facilities that may be ordered especially for a particular program, sustaining artists' fees, and many other expenses are similarly applicable to specific programs. By segregating all such expenses, the cost of a given program is secured. At present, no effort is being made to allocate overhead expenses, such as rent, power, advertising and sales promotion costs, etc., to individual programs.

After the direct cost of each program is secured, all programs are classified as to type and content, such as light and dance music commercial studio 15-minute programs, dramatic sustaining studio 30-minute programs, sports, special events, etc. The average cost per broadcast of all programs in each class then is calculated. In this way, the cost of an individual program can be compared with the average cost of all programs of the same kind.

A second important purpose of the cost system is to determine the cost of depart-

*(Continued on Page 4)*

## Chizzini Honored

■ Lieutenant Frank C. Chizzini, assistant manager of our



Electrical Transcription department, was elected to the Executive Committee of the Military Intelligence Reserve Society at its annual meeting held in the Officers' club on

Governors Island, according to a report received from Major Donald D. Millikin, RCA, who is historian of this association.

## ENGINEER LOSES LIFE



EARLE L. TYLER

■ Earle L. Tyler, NBC engineer, lost his life in Lake Erie off Vermilion, Ohio on June 14. Mr. Tyler, accompanied by other engineers, their wives and friends, was returning from a pleasure cruise to Sandusky, Ohio, following the Republican National Convention when he slipped from the wet deck of the cruiser as the craft gave a sudden lurch in the choppy sea.

George McElrath, NBC operating engineer of New York, and Clarence Davis, of Cleveland, owner of the cruiser, dived into the water and attempted to rescue Mr. Tyler but were unsuccessful. The body was recovered June 23 at Huronia Beach, Huron, Ohio.

Mr. Tyler was employed as a design engineer by NBC since 1928. He was 29 years of age and resided at 36 Demerest Ave., Oradell, N. J. His widow survives him.

## Do You Know What Some of Our Station Call Letters Stand for?

■ It was almost nine o'clock, Eastern Daylight Saving Time, when Rudy Vallee brought his Thursday evening variety show to an end, but to a farmer in the hills of Nebraska it was only six o'clock in the evening. He was resetting his watch when the chimes rang and the local announcer said, "WOW, Omaha." To the other thousands of listeners who heard the announcement it probably meant nothing but the identification letters of the Omaha station. But to our friend, the farmer, WOW suggested a thought in his mind as he slowly wound his watch. To him who knew, those three mysterious letters stood for the *Woodmen of the World Life Insurance Association*, and they reminded him that the quarterly payment on the premium of his life insurance policy was due within a week. Turning to his wife who was clearing the table of the Sunday supper dishes he said, "Say, Maw, don't forget to remind me to go to the village in the mornin' for that money order for the insurance people. I nearly lost my policy the last time I forgot to pay them."

In Portland, Maine, the desk clerk of the Congress Square Hotel expanded his chest with pride when the announcer's voice came from the hotel lobby's loud-speaker with "WCSH, Portland, Maine." To him the last three letters of the NBC Portland outlet stood for *Congress Square*

*(Continued on Page 4)*

## Compliments from Abroad

To the Editor  
NBC TRANSMITTER

It may interest you to know that Dr. Kurt von Boeckmann, head of the foreign department of the German Broadcasting Company, who at the same time is First Vice-President of the International Broadcasting Union of Geneva, expressed his sincere admiration for the excellent work done by the members of our Guest Relations staff. He could not find words to convey his appreciation of what the various guides had done for him while he was visiting in Radio City. He said that nowhere in Europe had he ever been given similar satisfaction in a radio center.

Also Mr. Willem Vogt, who is head of Avro, the largest broadcasting organization in Holland, had much praise to offer our staff. He was amazed, he said, to find that although he had only been here once, the receptionist knew his name the next time he came, without having to ask him.

MAX JORDAN,

NBC Representative for Continental Europe.

## WEAF-WJZ vs. WINS —in Baseball July 11

■ Put on your bonnets you baseball fans, there's a treat in store for you! On Saturday, July 11, the NBC Baseball team steps outside the Motion Picture Baseball league where it has been tops for the past two seasons, to play the WINS bat-swingers. The game will be played either at Ebbetts Field, Brooklyn, N. Y., or at the Newark Bears' Park, Newark, N. J. Tentative plans have been made for the broadcasting of a summary of the game over WINS.

Manager Jack Wahlstrom (GR) sees a close contest.

## NBC TRANSMITTER

VOL. 2

JUNE, 1936

No. 6

FRANK C. LEPORE, *Editor*ARY R. MOLL, *Assistant Editor*WALTER A. WIEBEL, *Circulation Manager*COULSON S. SQUIRES, *Staff Artist*

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FRANCIS J. FRADELLA

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EUGENE HALEY

GORDON LOGUE

ROBERT MEACHEM

*Failure and Success*

*1st Radio Wave:* Ah, what a weary life!  
What endless care and strife!

*2nd Radio Wave:* Why, I say,  
What's biting you today?

*1st Radio Wave:* Three tenors and a flute,  
A trumpet and a lute.  
All rehearsed me,  
The sound technician nursed me,  
The engineers all cursed me;  
Ah, and then,  
When I was through,  
All they made me was a squeak  
In the violinist's shoe.  
Heartless men!

*2nd Radio Wave:* It's a shame,  
But I'm sure you're not to blame.  
I've had my headaches too,  
You'll have your better nights,  
Sure enough,  
Like the time  
You were Dempsey's uppercut  
At the big Chicago fight.  
You were prime!  
I've achieved my life's ambition,  
I've attained the high position  
That I've strived for,  
I made the right connections,  
And they gave me the selection  
I've connived for,  
I'm sure you can't conceive,  
And I know you won't believe  
My happiness:  
I'm a perfect open vowel  
In the President's address!

EUGENE S. HALEY,  
*Guest Relations.*

The World's  
Most Crowded Street

■ The most congested, hardest pounded street in the world isn't Broadway or Fifth Avenue. The street on which humanity is bunched up more densely than any other, the world's most traveled thoroughfare is Rut Street.

It is a broad, level stretch to nowhere. If you go forward today just as you did yesterday, without a new plan, thought or inspiration for the day, you're on Rut Street. If you are satisfied with the mental boundaries of last week, last month or last year, you're pounding the pavements of Rut Street.

## Chatter

■ GO AHEAD AND SUE ME BUT... here are a few things seen and heard while rambling round the town... **Bill McCaffrey** talking to **Frank Fay** in the NBC lobby and a woman asking the Main Hall attendant if the man on the right (McCaffrey) was a radio star... **Helen Winter's** hat—the red one with the red flowers in it, almost blowing off as she crossed Sixth Ave... An automobile nearly splashing mud on **Flo Cunningham's** natty white suit as she hurried up 49th Street... **Miss PBX McDermott** in earnest conversation with a sales girl in a nearby department store.

And here are a couple of similes... as accurate as **Joe D'Agostino** bowling a ball at the head-pin... as serious as **Bill Lundell** while tearing through the NBC corridors... as cheerful as **John Almonte** when greeting a guest... as pleasant as **Frances Sprague** of our General Library while helping you look for a book... as speedy as **Geraldine Fenrich** as she dashes off a memo on her typewriter... as necessary as the unsung work of our **Air-conditioning Engineers**.

**Wayne Randall** and **Abe Schechter** of Press are certainly busy men what with their hopping all over the country by auto, plane and train... And **Jack Keane** wants everyone to know that he's getting married... next year.

And did anyone ever see a production man without a stopwatch in his hand or **Bill Paisley** without an unfinished song under his arm or **Tom Longmore** when he wasn't out of breath or **Ruby Cowan** without a pipe in his mouth or **Frances Rockefeller King** when she didn't wear a cheerful smile or **George Voutsas** when he wasn't humming a tune... And now we'll close with a tip to all NBCites who may be thinking of going hitchhiking on their vacation—There's many a step twixt the thumb and the lift.

## Koehler Receives Award

■ "Shirley Temple at the Radio City Music Hall starting the week of June 25? And how I'll be there!"

So spoke Frank Koehler (Guest Relations) when told he won the TRANSMITTER'S monthly award for the best anecdote. Well, it's too late now for you others to get those two passes to the Radio City Music Hall to see Shirley in her latest hit, "Poor Little Rich Girl" but next month's two contests—one for the best anecdote and one for the best cartoon idea for "Mr. Okeedokee" will be open to all NBC employees. So take your pencil in hand and get your share of those complimentary passes.

## News Flashes

**CONVALESCING:** Engineer **Edgar Kampf** (N. Y.) left the French Hospital June 16 after a 10 day stay for an appendectomy. The operation took 25 minutes over all. Edgar hopes to be back in harness by July 7th.

**VACATIONING:** **Karl Fischl** (Mimeo) to Dartmouth, N. H. by car with friends for hunting and rest—back June 28; **Arthur Knauff** (Mimeo) with brother to upper N. Y. and Me. on a motor trip a la nomad with tennis, swimming en route—back July 6; **Gabriella Danfy** (Audience Mail) localizing activities to Elmhurst, L. I. and nearby beaches—back June 29; **Dorothy McDermott** (PBX) likewise localizing vacation with visits out of town to friends in N. J.—back July 6; **Spencer J. McNary** will hie himself down to Washington, D. C. for sightseeing to take ten days—back June 28. **Dan Russell** (Announcing) spent his vacation in Porto Rico.

**NEWCOMERS TO GUEST RELATIONS:** **Rex Conn Jr.** from New Orleans, La.; **Alfred Osborn** from Bay Ridge, Brooklyn, N. Y.; **David Gaines** from Greenwich, Conn.; **Read Jewett** from White Plains, N. Y.; **Charles Klein Jr.** from Metuchen, N. J.; **Franklin M. Noecker Jr.** from Removo, Pa.; **Burton Adams** of Springfield, Mass.

**LECTURER:** **Dr. Franklin Dunham**, NBC Educational Director, has been announced as one of the guest lecturers on radio at New York University for the fall and spring terms (1936-37).

**REUNION:** The Far East editor of a large newspaper addressed his wife in Japanese on a recent tour conducted by Guide Meachem. Another tourist overheard and interjected a remark also in Japanese. After becoming acquainted both were surprised to find that the intruder had been copy boy on the editor's paper forty years previous.

**MORE MARRIAGES:** **Anthony Hennig** (TR) has named October as the month when he will promise to "love, honor and protect"; **John Pawlek** (ENG) pulled

## Milepost



William Haussler NBC Studio

### ELIZABETH A. WISE

*who observed her ninth year of service with the NBC on June 28. Mrs. Wise joined the National Broadcasting Company in 1927 when we were located at 195 Broadway and has been with us ever since.*

a fast one on his intimate friends when he secretly marched to the altar and was knit in matrimony on his vacation sometime between June 15 and 28; **Dorian St. George**, former NBC guide, now associated with Station WLVA, Lynchburg, Va., said "I do" June 24.

**BIRTHS:** If you see Production's **Howard Wiley** looking very anxious these days, he probably hasn't yet become the proud father he soon expects to be; N. Y. Night Press Representative **John D. McTigue** wants the world to know he is the proud father of 6 lbs. 13 ozs. bouncing baby boy who was ushered into the world at 1:30 A.M., Saturday, June 20. Proud Pop McTigue. "... and he looks just like his old man."

**WE DOFF OUR HATS TO:** efficient **EMIL CORWIN** of Press for his swell job editing our **NBC NEWS SERVICE** with its clever eye-catching captions and neat layout; to the combined efforts of the **SALES PROMOTION, STATISTICAL, DRAFTING, and PURCHASING** depts. for the conception, planning and execution of *The Good New Summertime*, one of the most beautiful promotional pieces ever turned out by NBC; to Guides **ARY R. MOLL, CHARLES WHALEN,** and **WILLIAM GARDEN** upon their recent promotions to the rank of

## Spot Announcements

■ **Carmen Barrett** of Larchmont, N. Y., and **Miss Mary Eileen Cavanaugh** of New York City, were married June 15, 1936, at 4 P.M. in St. John's Episcopal Church, Larchmont, N. Y. Upon returning from their honeymoon in the Adirondacks, the newlyweds will reside at 305 East 44th Street, New York City. Barrett, a member of our Guest Relations Division, will return to his duties at NBC June 29th.



N. Y. Daily News Photo

*The newly married Barretts are shown above leaving St. John's Episcopal Church, Larchmont, N. Y., after the marriage ceremony.*

■ **Miss Helen Sombathy** of Yonkers, N. Y. became the wife of our **Wilbur Auth** at 6 P.M. Saturday, June 13, 1936 in the Church of the Holy Trinity, East 82nd Street, N. Y. C. Their honeymoon will take them to Maine by auto. Upon returning they will make their home at 2965 East 196th Street, Pelham Parkway, N. Y. from June 29 on. NBC representatives at the wedding included **Mae E. Katz, Virginia R. Beers, William S. Callander, John Williams,** and others.

Chief Guides, the grade next below assistant supervisors of guides; to Guide **WAHLSTROM** upon his recent promotion to the position of Supervisor of Day Floor Operations of Guest Relations; to former Guides **JOHN HANCOCK, ARDEN HAUSER** and **WILLIAM R. NUGENT** who have been advanced to the Studio Set-Up staff; and to **THEODORE KRUSE**, ex-Guest Relations who has been promoted to Maintenance Engineering.

THE ADVENTURES OF MR. OKEEDOKEE BY "JOLLY BILL" STEINKE

## NEW COST ACCOUNTING SYSTEM EXPLAINED

(Continued from Page 1)

mental functions or activities in terms of work performed. For example, the work of the Press department consists of such activities as preparing and distributing daily program listings, preparing and distributing the Daily News Report, rendering photographic service, etc. All departmental salaries and expenses are classified under these headings and at the end of the month a cost statement, based on departmental functions, is sent to the department head.

The cost system is also being used to determine the share of General Service department expense applicable to each operating department. For example, the Central Stenographic department serves all departments of the company. The first step is to calculate the total direct expense of this service. The share of the cost applicable to each department is then allocated to them. The cost of mailing and messenger service, including postage, the expense of duplicating work, the cost of toll telephone calls, and all other general services are handled in the same way.

At present, the cost accounting plan is in operation only in New York. It is planned, however, to install it in all offices within the next few months so that by the end of the year, it will be an established procedure throughout the entire organization.

*Ed. The cost accounting department's personnel consists of John H. McDonald, manager; Muriel Parker, secretary to the manager; Lucius Robertson, Ann M. Tolomeo, John Wagner, Robert F. Miller, Bert A. Peterson, Norton R. Schonfeld, and Clifford B. Warden.*

## Stamp Club Notes



*Left is reproduced the first postage stamp in the world. The first stamp of the Ionian Isles, is pictured on the right. Both stamps are described in the article below.*



■ The NBC Stamp Club's collection, inaugurated by a gift of Great Britain's first stamp from Theodore Steinway, is now well on its way. Mr. Barker, RCA television engineer, has contributed the second and third stamps of Great Britain while Frank Reed of Traffic, new secretary of the club, donated the first stamp issued for the Ionian Isles, then a British Protectorate. This is of interest because there were only three different Ionian stamps so issued, the Isles having used stamps of Greece since 1859.

Mr. Lohr gave the club a letter flown on the "Hawaii Clipper" on its first trip eastward across the Pacific as well as a sheet of six imperforate Byrd stamps and a stamp of Russia portraying Kalin speaking into a microphone which was brought over from Europe by Max Jordan. The Russian stamp prompted the club to start a collection of stamps picturing or referring to radio in any manner.

On Monday, June 1 the group was addressed by Capt. Tim Healy who made his talk especially interesting by his enthusiastic manner. On Friday of the same week the club members were invited by Mr. Lohr to see his United States stamps, which represent one of the most complete collections of mint blocks and singles in existence, almost entirely in superb condition. Walter Koons of Press also showed his fine collection of commemorative used singles and mint blocks.

## Let's Get Acquainted



William Hausler NBC Studio

■ YOU ought to know **C. H. Thurman** who is now supervisor of our New York Mail-Messenger section.

*because . . .* his present position is one of the type that has employed him for the past few years. A great deal of his experience has been gained in executive positions over groups of young men.

*because . . .* his education

was found in the Wendell Philips High School of Chicago and Northwestern University.

*because . . .* he has been connected with the body military in both the National Guard and the Regular Army. During the war he relinquished a captaincy in the Illinois N. G. to enlist as a private for overseas service. After thirteen months he returned with his silver bars, a First Lieutenant.

*because . . .* in spite of his modesty, he can spin some keen yarns; yarns seasoned with a sense of humor that belies his usually serious mien.

*because . . .* there is nothing one-sided about his character. Besides being a Mason, a Sojourner, and a member of the 33rd Division Association of Illinois, he plays golf and bowls.

*because . . .* after only a few months' association with us he is confirmed in the belief that NBC holds great possibilities for anyone who applies himself.

We give you **Charles H. Thurman**, on the job.

## CALL LETTERS

(Continued from Page 1)

*Hotel.* During those same fleeting twenty seconds between the Rudy Vallee Program and the Maxwell House Show Boat, the announcer in Miami, Florida, said into his microphone, "WIOD, Miami, Florida, *Island of Dreams*". Boston listeners heard, "WEEI, Boston". EEI standing for the station's owner. *The Edison Electric Illuminating Company.*

In some cases the call letters of a station are abbreviations or initials of their city and state, for example: WSYR, *Syr-acuse*; WBAL, *Bal-timore*; WRVA, *Richmond, Va.*; WCSC, *Charleston, S. C.*; and WFLA, *Tampa, Fla.*

WREN in Lawrence, Kansas, was named after its owner, Jerry *Wren*. The last three letters in WPTF stand for, *Protect the Family*—the slogan of the Durham Life Association in Raleigh. N. C. KSD stands for the *St. Louis Post-Dispatch*, and WRC in Washington, D. C. stands for the *Radio Corporation of America*.

Through various devious channels we have heard that a certain sentimental station owner has called his station after his sweetheart, that is, he has used the initials of her name for the call letters of his station. As we go to press our sleuths are still trying to authenticate the story.

The call letters W and K were allocated to the United States by the International Radio Convention which meets in a European capital every two or three years. The Federal Communications Commission has assigned K to all the stations west of the Mississippi and W to those east of the Mississippi. There are two exceptions to this rule, KDKA in Pittsburgh and KYW in Philadelphia; these stations were exempted from the rule because their call letters were used before the ruling of the FCC went into effect.



# NBC TRANSMITTER



VOL. 2

AUGUST, 1936

NO. 7



Coulson S. Squires

NBC SCRIBE WELBOURNE KELLEY

... he wrote "So Fair a House" from the male point of view.

■ It was after three years of careful analysis that Newspaperman Kelley set out to write "So Fair a House." The theme concerns divorce, but with a surprise angle. The author—NBC publicity writer during business hours—has written his book from the masculine viewpoint, a method which has been emphatically ignored by his contemporaries.

The setting of the novel is the South; it is a careful appraisal of the transition of the modern South from the agricultural to the industrial standard. The very fact that this important note is intermixed with the theme rather than dominantly stressed proves the painstaking desire for a worthy novel.

Mr. Kelley's first book, "Inchin' Along," created a stir; his second has shown the interest he has aroused with his first to be justified, and it may be said that his admirers are eagerly looking forward to the publication of his third book, which will deal with Southerners in New York.

## Sound Effects and Sales Promotion Classes Begun

■ The brand new Sound Effects class with an enrollment of 17 met at 3 P.M. in Ray Kelly's office on July 21 for an hour's lecture. The meeting is to be a weekly feature, and one at a time, each man in the class will stand by with a sound effects technician on a program to get practical experience.

At the same time a class of apprentices for Sales Promotion and Advertising experience has been organized, with an eye to developing future departmental

(Continued bottom column 3)

## News Flashes

The special Daily Guide Information sheet, edited by Guide Bob Meachem, has proven so useful to guides, both old and new, that Bob's recent illness created a mild storm of enquiries which nearly disrupted the Guide Supervisor's peace of mind.

C. Dom Davis, of Guest Relations, has contributed a story to *Radio Stars* magazine which has been accepted for publication in either the September or October issue. The story title is "2000 Miles Through Radio City," and it is written from an NBC guide's experience with the many famous personalities who have been special guests of NBC from time to time. Dom reports that the proceeds he received from the article were used to give a farewell party to his tonsils.

Lewis Julian, ex-NBC guide and present male soloist for Russ Morgan's Biltmore Hotel orchestra, continues his climb to recognition with a solo spot each Monday from 3 to 3:30 P.M. on the *Manhattans* program (Jerry Sears Orchestra), being fed to the Blue Network out of NBC, New York. Listen for his theme song, "Stars and Soft Guitars."

NBC Guided Tour Sales Promoter Jerry Martin states that our tour business is 17,000 paid guests ahead of last year as of July 15.

A new type of air inlet resembling a P.A. loudspeaker turned upright with narrow end up, has been installed in the Transcription Room (559). It is three feet in diameter and is composed of four levels of sprouting fins.

We understand plans are being considered for the formation of an NBC Camera Club. We've often wondered why good ideas like this one die an early death when there is such an enthusiastic following in our company for such a unit.

Five members of the Guest Relations staff have been stricken by appendicitis

(Continued on page two)



Maurice Seymour

EX-NBC CHICAGO HOSTESS  
MARY FRANKE LEMMON

... she made good.

■ Miss Lemmon, vivacious, ambitious, one-time Northwestern University co-ed, became an NBC Chicago hostess two years ago, but wanted a job inside the studios—acting. When the chance came in April, she made good; now she's heard on the Orphan Annie Program.

## If You Need a Loan

■ NBC has made special arrangements with the National City Bank of New York whereby you can now borrow money to meet emergencies. Under the Personal Credit Plan, NBC employes may apply for loans of from fifty (\$50.00) dollars upward depending upon their salary and the purpose of the loan. Under this special arrangement no co-makers or collateral will be required, although if married, the borrower's wife or husband may also be required to sign the note covering the loan. Interest at the rate of 4% a year will be deducted in advance from the amount of the loan.

Modernization loans for property improvement under the National Housing Act may also be applied for under this arrangement.

The bank's general requirements are that a borrower shall be at least twenty-one years of age and shall have been in the employ of the company at least six months at the time of making application for the loan.

material and to familiarize beginners with the mechanics of Sales Promotion. Each man will be allowed the best part of a day under the supervision of department heads in the Promotion office to study the department's function and its duties.

## NBC TRANSMITTER

Vol. 2 AUGUST, 1936 No. 7

Editor—Frank C. Lepore

Assistant Editor—Ary R. Moll

Circulation—Walter A. Wiebel

Staff Artist—Coulson S. Squires

Associates—D. Caldwell Davis, Alwin D. Foster, Bill Garden, Francis J. Fradella, Don Gardiner.

Contributors—Doris Ruuth, Robert Meachem, George Hayes, David Gaines.

Address all correspondence to  
NBC TRANSMITTER

Room 297 Phone: Circle 7-8300, Ext. 220

## NEWS FLASHES

*(Continued from page one)*

in the past several months, necessitating operations in all cases. Those afflicted were: Alwin Foster, Richard Diamant, Richard B. Berrien, George E. Andrews, and James von Frank. However, there were no complications.

Bill Paisley, he of the Music Rights division, has been made a non-participating member of the ASCAP. To become a member one must have had five regularly published songs. Bill has written eight all told, the latest of which seems to be slated for going places. Its title is "I Sing," published by Irving Berlin, and it was first introduced by Cities Service's star bass-baritone, Ross Graham, on the Arkansas Centennial program, which Bill supervised. A non-participating member does not receive fees for his published works and does not become an active member until the board so decides.

Ted Sisson of Production has resigned to accept a similar position with Lord & Thomas, advertising agency, in the radio production division, headed by Thomas McAvity.

Vice-President Frank Russell was re-elected a director of the National Association of Broadcasters for two more years at the NAB's Fourteenth Annual Convention held in the Stevens Hotel, Chicago, from July 6th through to the 8th of July.

NBC San Francisco's studios are being remodeled. All old technical equipment is being replaced by new ribbon velocity mikes, the latest type of amplifiers, a master control desk similar to NBC New York's, and a most up-to-the-minute mobile transmitter. Studios will be ready

*(Continued on next column)*

William Haussler NBC Studio

SCRIPT WRITER EUGENE S. HALEY

*... he also won a promotion.*

■ If you had WJZ tuned in at 8 P.M. on July 14, you were listening to the presentation of Gene Haley's first half-hour radio sketch entitled "The Fall of the Bastille," which was written in commemoration of Bastille Day, the French Fourth of July.

Gene, who has been with NBC only three months, has in that time written verse for our own NBC TRANSMITTER, authored an accepted radio script, and won a promotion to the Press dept., replacing Charles Van Bergen, who, in turn, replaced Margaret Sullivan (Photo section), transferred to WGY, Schnectady, as secretary to Walter Duncan, formerly of N. Y. Sales Division, NBC.

## NEWS FLASHES

*(Continued from previous column)*

by July 25th stated Western Division Engineer A. H. Saxton.

The British Broadcasting Corporation has made known its intention of establishing a training college for coaching new employes in radio's complexities.

Ed Ludes, San Francisco NBC Announcer, is still a hero to those who know him. For it was only recently during an important rehearsal that a ferociously joyous bridegroom-to-be broke into the studio and demanded that he be allowed to announce his impending marriage over a coast-to-coast hook-up. When the young man started to back up his demand by trying to slash people with a knife, Ludes, figuring that things had gone far enough, simply stepped in, drove a hard right to future hubby's jaw, and then sat on the intruder's unconscious form until the police arrived to carry off the disturber to a detention hospital for observation.

## Chatter

■ Well, midsummer's with us now and Ole Sol has tanned NBC a healthy brown. We hear Announcer Alan Kent gets his sun with frequent morning gymnastics atop the West Side YMCA roof, while Guide Leon Leak hovers nearby murmuring deprecatingly that it doesn't equal his deah old Alabama!

... Larry Mason's looking for a nice air conditioning plant to install by his desk in the Mail Room... Virginia Blachly tells her boss, Gordon H. Mills, that she's having a difficult time getting Guest Relationist's to go home, now that it's cooler inside than out...

... Prettiest still of the month: Harry Saz's missus and youngster in the Main Hall waiting for him to finish his day's work in Sound Effects.

... Tony Colucci, NBC Guitarist, has opened an Italian-American Restaurant on West 51st Street, complete with pizzeria 'n everything... If you follow the "NBC Headquarters" sign posted at Long Beach, by fellow announcers, you'll wind up at Gene Hamilton's cottage, probably jammed full of NBCites having a marvelous time.

... Main Hall Starter McDonough took his last ride as a bachelor during his vacation... and in case you've missed it, Francis Healy of Press wed Elizabeth Palmer and spent his two weeks' vacation with his bride in Havana... Helen Winter of Treasurer's still looks brown and gorgeous from that vacation visit to Haiti, Panama and points west.

... The office pages agree with us that Press Walt Moore's suggestion to higher-ups to allow pages to discard their jackets for the summer is the most sensible one this month.

... Sales Promoter E. P. H. James's secretary, Mary Coyne, bemoans the loss of a wisdom tooth, so if you have an extra one, send it along to your...

CHATTERER.



GUIDE VON ROTH: "Now, folks, we go from the sublime to the ridiculous. From strings to swing."

## Vacation News

■ **Waltz Time and Firestone Concert Announcer HOWARD CLANEY** sailed July 16 for Paris, Geneva and Berlin, to relax, to study European mike-technique, and to paint.

Diction Medal Winner **ALOIS HAVRILLA** left his birthplace in Czechoslovakia at the age of four; he set out on July 22 to revisit the old country for the first time.

Magic Key of RCAnnouncer **MILTON J. CROSS** is looking forward to bathing, bicycling, and buggy riding in Bermuda; he will sail August 12.

To Long Island for a week, starting July 18, and then home to Mt. Carmel, Pa., until August 3, is the vacation plan of Music Librarian **HARRY F. WIGHTMAN**.

Night Announcer Head **RAY DIAZ** headed back home to Forrest Lake, N. H., on July 15 for a two-week stay.



William Haussler NBC Studio

**DAVE ROBERTS** and **LEON LEAK**  
... Nos. 2 and 3 from the left.

Apprentice Announcers David Roberts and Leon Leak had an opportunity to prove their versatility on Wednesday, July 8, when they accepted invitations to play the parts of James Borst, NBC guide and Clyde Johnson, Observation Roof Host, respectively, on the O'Neill's program, Jane West's 15-minute daily sketch for Ivory Soap on the Red network.

Amateur Gardener **PAT KELLY**, otherwise supervisor of NBC announcing activities, gardened for two weeks around his Hempstead, L. I., home, the first part of July . . . he got in some good fishing, too.

Editor **ED CURTIN** took up duties about July 3 as a Plattsburg 2nd Lieutenant for two weeks, following which he re-



HEAD NBC STATISTICIAN **H. M. BEVILLE** ON DUTY WITH CMTc AT PLATTSBURG  
"Left . . . Dress!" . . . and they obeyed.

## My Hobby Is—

■ **Arthur J. Daly**, Production—painting; finishing sketches started on last Cape Cod visit; has three canvases now on exhibition at Art Students League. **Morris Hamilton**, Music Supervision—writing popular music; wife writes lyrics; **Howard Wiley**, Production—collecting postage stamps significant of great musical events or personalities; has a series of eleven German stamps each representing a scene from a Wagnerian opera. **Mao E. Katz**, Statistical—collecting odd shaped bottles. **Adam J. Yung**, Statistical—specializes in life saving. **Harry Sax**, Sound Effects—has a whole room full of porcelain figures.

**J. de Jara Almonte**, Executive—signatures of studio visitors; now starting on the third volume included are Charles A. Lindbergh, King of Siam. **Phoebe Mink**, Press—saving theater programs; earliest is Maude Adams in "Peter Pan." **James Church**, Production—etchings; started collection sixteen years ago. **Bessie Feagin**, Press—finding old books; recently found one, "Morals and Conduct for Children," in Athens, Georgia. **Richard G. Spencer**, Press—photography; has won many amateur competitions.

laxed in Bermuda until the end of the month.

Continuity Writer **JIM COSTELLO** spent time during his July 4 to 21 vacation outlining a play for the Theater Guild Play Contest.

**FRANK MURTHA** of Artists Service and Trafficman **JOE SAUER** returned the 24th after 14 days in the Catskills.

Out-of-Doorsman and Studio Setup Chief **TOM LONGMORE** is doing some plain and fancy farming at Laconia, N. H., until August 3.

Dispatcher **BUD FAILLAGE** of Guide Service enjoyed the tennis, golf, swimming, horseback riding, and so forth at Southampton from July 10 to 21.

Leaving his post in Guest Relations about the 8th for two weeks, **WALT DAVISON** spent some time in Hightstown, N. J.

Merchandising Dept.'s **B. JEAN SMITH** entrained July 9 for a fourteen-day jaunt of Cleveland, Dayton and the Great Lakes Exposition.

Oldtimer and member of the Service Staff **DOMINIC CARACCILO** (11 years in NBC service) is on vacation at Long Beach, L. I., until August 3.



**BILL FAIRBANKS** (left) and **MARVIN RAE** (right)  
... cavalymen and coffee.

Troop A enrollment of NYNGuard's 101st Cavalry Division included Statistical **WM. F. FAIRBANKS** and Merchandising **MARVIN D. RAE, JR.**, from June 13 to 29 (see above photo).

Conductor-of-German-tours Guide **HERB GROSS**, while vacationing in Clayton, N. Y., met a man there who swore he had been on one of Herb's better studio tours; Gross had no recollection of this particular event, but the man did . . . and that's what counted!

No lazy life will be Setup Staffman **JOHN HANCOCK**'s vacation—he sailed July 18 on the S. S. Gulf Wax headed for Venezuela as a member of the crew!

## MUSICAL CARICATURES BY A WORD ARTIST



**WILLIAM M. DALY**

**ERNO RAPEE**

**FRANK BLACK**

**DEEMS TAYLOR**

## STAMP CLUB NOTES



■ Among recent contributions to the NBC Stamp Club's collection is an unusually interesting and valuable item presented by Alfred F. Lichtenstein, one of the foremost philatelists in the world. It is the "forerunner of the postage stamp," the "Mulready" envelope (pictured above), companion pieces to the first postage stamp presented by Theodore Steinway.

Long before postage stamps came into existence in 1840, Great Britain maintained a postal service in which the recipient paid delivery charges. So frequently were persons obliged to pay postage on letters not worth the price that in time the accumulation of refused and undelivered letters became a serious problem. A man by the name of William Mulready conceived the idea of the sender paying the postage.

He designed an envelope for Post Offices throughout the British Empire to sell for this purpose. These were designed in One Penny and Two Pence denominations. The idea was accepted by the British postal authorities. While these were being prepaid for sale, Mulready also conceived the idea of separate adhesives to be sold where the postage rates were greater than Two Pence.

His design for such an adhesive was also accepted and it was issued concurrently with the Mulready envelopes on May 6, 1840. And thus the present system of international postal service came into existence. Though the first stamp and the first postal envelopes made their appearance on the same day, the envelopes were the forerunner of the postage stamp in conception. Both this first stamp and these first envelopes have been given to the NBC Stamp Club and will be included in the collection which will be placed on permanent display in our Studio Section in the near future.

Among other recent acquisitions has been a set of Austria's "Great Composers," presented by Dr. Frank Black.

■ Our heartfelt regrets are extended to ENID BEAUPRE (Sales Promotion) upon receipt of news that her father passed away on July 14.

■ DICK ANDERSON (Press) took a day off to recuperate from the ordeal he went through in becoming the happy father of a 5-lb. 12-oz. baby girl on July 14.

■ DON GODDARD, formerly of the *World-Telegram*, has replaced BOB CARLEY, resigned, at the Esso News desk in our Press Dept.

## STATIC

*Hello, again! !*

This is Static! remember? They didn't need any filler last edition, so they lined the drawer with me. But the voice of the people cried out in protest. The editor certainly rued the day he left me out. He was the recipient of scorching letters of disapproval from my following of readers, both of 'em. Thank you, Mother and Dad! Thank you! *Sic Semper Tyrannis!*

*Lo, the Poor Guide!*

Two rather hard looking members of the so-called weaker sex snuggled up to Guide **Roger von Roth** at the conclusion of a Radio City NBC Tour, and rasped: "Say, Snowshoes, how about a couple of passes to a broadcast?"

*Prayer of the Constant Phone User—*

I'd like to break the bones  
Of those who slam their phones.

*We've heard it—so help me!*

A lady asked **Charles Whalen** if it was necessary to walk up to the Observation roof. And then there was the man who wanted to know the list price of tour tickets.

*The Day's Haze!*

They tell of the new page who was sent to Sound Effects to get a yard of blue network and a nemo switch.

Oh yes! And just to while away the time try this. It's a new language. After each vowel put an *l* and an *j*. Then repeat the vowels.

*Like This:*

How are you today? Holfow alfare youlfou tolfodalfay. Come in handy for making love on a bus. If you don't understand it, don't worry; neither do I. . . .  
*No pig latin—no love on a bus!*

THAT'S ALL!



■ YOU ought to know **Lester F. Miles**, of the NBC Studio Engineers. *because . . .* he edits the magazine *A.T.E.*, a journal by, for and in the interests of broadcast engineers. This is not the first of his journalistic endeavors. Thirty-six of his articles of both a technical and non-technical nature have appeared in print during the past five years.

*because . . .* as an engineer, he draws upon a world of experience. He has handled "gain" in a half-dozen stations up and down the coast.

*because . . .* his story reads like a travel-log. Australia is the only continent which he has yet to visit. During the period between 1920 and 1926, he averaged fifty thousand miles of travel a year.

*because . . .* the few spare hours which are left when he is done with his duties on the magazine, are taken up with boating.

*because . . .* at the ripe old age of fifteen he was chasing rum runners as a member of the crew of the Coast Guard Cutter, Manhattan.

*because . . .* at the WHP transmitter in Harrisburg, Pa., he was bolted by five thousand volts and he is still taming the ergs, joules and amperes . . .

We give you **Lester F. Miles** . . . "w-o-o-f."

■ Much confetti and a big electric roaster were showered on **MARY JANE GRAND-STAFF** (Transcribing), by her friends in Statistical, Tabulating, and Mimeographing, upon receipt of news that Mary Jane would become **MRS. BOB KRIEBEL** (non-NBC) on Saturday, July 18, 1936.

■ **MARJORIE GEDDES** (Audience Mail) becomes the bride of **Albert Knievel** on September 5. Marjorie was given a miscellaneous shower by her many friends in the Mail Dept., as a fitting send-off.

■ Production's **HOWARD WILEY** has become the proud father of a bouncing baby boy.



# NBC TRANSMITTER



VOL. 2

SEPTEMBER, 1936

NO. 8



EL PAN AMERICANO

■ A new program filled the ether waves of South America on Wednesday, July 22, when Dan Russell, NBC announcer and outstanding linguist, inaugurated a new series of tri-weekly broadcasts intended to promote international goodwill among the countries of the Western Hemisphere. The programs are short-waved via W3XAL, every Monday, Wednesday and Saturday nights from 8:00 to 8:15 P.M., New York Time.

Russell, who is known for his linguistic ability, having a fluent knowledge of eight languages, conducts the program entirely in Spanish under the title—"El Pan Americano," a name known to South American audiences from previous exchange programs.

Acting as producer, writer, critic and master of ceremonies, Russell presents a *mixed* picture of the American scene—news chats, music of both North and South America, distinguished guests including well known Spanish-American artists familiar to the people of the southern countries, and many other novelties.

## THE WINNAH!

Edythe De Takacs, Artists Service's keen assistant Sales Promotion Manager, walks off with the September TRANSMITTER's first prize for the best cartoon idea of the month. The idea will be used in the October edition of Mr. Okeedokee's adventures. The award, a pass for two to the Radio City Music Hall, will admit the winnah to "Swing Time", RKO's latest Fred Astaire-Ginger Rogers song and dance extravaganza which premiered Thursday, August 27.

How about more of you TRANSMITTER readers grabbing off a few passes for yourselves by thinking up some clever situations for Mr. Okeedokee. Send them along to us—Room 297.

## News Flashes

### Red and Blue

This is a Red (Blue) Network Program of the National Broadcasting Company, RCA Building, Radio City, New York," replaces the familiar, "This is the National Broadcasting Company, RCA Building, Radio City, New York," as the official identification line on all NBC programs for a definite reason.

### Recognition

"Pat" Kelly tells us that all announcers have been permitted to renew their former practice of giving their names over the air on all one-hour sustaining programs effective since last August 10. However, this rule does not apply to short sustaining shows nor to one-hour sustainings where the announcer does not act as master of ceremonies as well.

### No. 1 Gladiolist

Champion Gladioli Raiser **Fred H. Young, Jr.** (Music Supervision), practically ran off with all the honors in the Sweepstakes Section for Amateurs at the Seventh Annual Show of the Metropolitan Gladiolus Society, held in Horticultural Hall, Radio City, last month. Out of twenty-four spikes he exhibited, Young took

*(Continued on page two)*

## New Uniforms Explained

■ First, a member of the Set-up Staff stands ready to handle studio equipment. Behind him, in dark grey suit with silver trimmings, is a mail messenger. A guide is next in line, while behind him a special officer is dressed almost alike in a blue, double-breasted coat and white flannel pants (blue trousers for winter). The only difference in these last uniforms are the citation cords—blue for guides, white for officers.



## News Section Combines With Special Events Under Program

■ The News Section of the Press Department has been combined with the Special Events Section, creating the News and Special Events Division of the Program Department. A. A. Schechter is in charge of the new division.

Previously the News Section handled all news for broadcasting, both commercial and sustaining, and will continue to do so. This includes the regular Press-Radio periods, plus all news bulletins, and the six-days-a-week Esso series; also supervision of commentators' scripts, such as Lowell Thomas, Walter Winchell, etc.

The transfer of the News Section to the Program Department will in no way alter the functions of the Press Department, except that Press will have no further responsibility for news to go on the air.

## Under Construction

**WJZ's** new 640-foot vertical antenna is now under construction at Bound Brook, N. J. This slender steel tower will supplant the present two-tower system and will reach twice as high into the heavens. Meanwhile, a petition has already been placed before the Federal Communications Commission for an increase in power from WJZ's present 50,000 watts to 500,000 watts. If approved, this power boost will increase the transmitter's coverage, clarify its signal, and greatly reduce fading.

## NBC TRANSMITTER

Vol. 2 SEPTEMBER, 1936 No. 8

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Contributors—Walter Moore, Ruth M. Crawford, Bud Holman, Nord Schonfeld, Jack Leonhardt, David Gaines, Adam Yung, Frank Crowley, Mae E. Katz, James Costello, Doris Ruub, Euid Beaupre, Anna M. Reiss, Bill Fairbanks, Anthony Farino, Grace Smith.

Address all correspondence to  
NBC TRANSMITTER

Room 297 Phone: Circle 7-8300, Ext. 220

Be Sure to Listen to These  
Special Tenth Anniversary  
Programs

## FEATURES

**October 3:** 8 to 9 P.M. Red and Blue Networks—Special Tenth Anniversary program composed of NBC's outstanding stars and orchestras in a salute to all stations of the network. All NBC stations.

**October 10:** 8 to 9 P.M. Red and Blue Special dedicatory program to NBC by Glee Clubs, Orchestras, Choirs and Bands of leading colleges of the United States.

**October 17:** 8 to 9 P.M. Blue Network only. Special feature program contrasting radio ten years ago with today. Contrast will be made in types of singing, drama, orchestrations, and music popular then with those in vogue today. Original equipment also will be used to give the program a genuine touch.

## SUSTAINING

**September 28 to October 2:** 9 to 10 A.M. Daily. Blue Network. *Breakfast Club* will broadcast series of Tenth Anniversary commemorative programs.

**October 5 to 9:** 4 to 4:30 P.M. Daily Monday thru Friday *Woman's Radio Review* will air its own group of anniversary shows via Red network.

**October 19-25:** *National Farm and Home Hour* will be on the air from 12:30 to 1:30 P.M. on Blue network with its special list of daily salutes to NBC's tenth birthday.

**October 26-31:** *Streamliners* will celebrate NBC's decade of progress. Program may be heard on Red network from 9:15 to 10 A.M. daily excepting Sunday.



MELODIST WATKINS

■ Bouquets and nary a brick-bat for Guest Receptionist GEORGE WATKINS who appeared from the Guest Relations Staff to sing his way to first place on the Col. Stoopnagle and Budd Amateur Hour August 12th. During the week of August 17 George proved his ability by performing on the stage at the Roxy Theater before a critical Broadway audience and received enthusiastic acclaim for his good work.

## NEWS FLASHES

*(Continued from page one)*

six first places, five seconds, and one third. As Fred won the same award—a silver medal, last year—he has been in the lime-light for two consecutive years. Fred tells us we haven't seen anything until we trek out to Preakness, New Jersey, one fine day to view the three thousand gladioli bulbs he now has under cultivation. He promised this correspondent some photos of his prize winners for publication in a forthcoming issue of the TRANSMITTER.

## Dramatist—Announcer

Announcer **Frank Cody** (nee Frank Klode) is also a playwright in his own right. "Fourth Down," Frank's first professionally produced drama, was presented by the Ferndale Players at Ferndale, New York, during the week of August 17. It is a gridiron play in two acts satirizing the life of a well-known football player. Frank must know what he's writing about, since his football knowledge was acquired in the hard school of experience. In 1932 he played fullback on "Doc" Spears famous University of Wisconsin team.

## Sellout

Purchasing's **Tom Lundon** informs us that the demand for auto discs commemorating NBC's 10th Anniversary, on sale to NBCites for the quarter part of one dollar, has already exceeded the 200-mark.

*(Continued on page four)*

## NBC TRANSMITTER

## Chatter

■ Buz, buz, buz—didja hear we have an expert mixer of drinks in our Guest Receptionist GEORGE MALCOLM? Get him to reminisce sometime on how he charmed the late KING GEORGE, the PRINCESS MARIE of RUMANIA, and his good friend, JUDGE GARY, with his concoctions—it's interesting talk.

Production wants us to know that HOWARD WILEY is not the only recent father . . . seems that LESTER VAIL has had another addition to his family lately. . .

Prettiest sight of the Month: Blonde BETTY GOODWIN tripping up to Press wrapped up in one of those cellophane-looking rain coats.

Third office has been moved around a lot lately so we wonder how TREASURERS' TERWILLIGER likes his new office . . . and how JOYCE HARRIS feels, now that she has plenty of elbow room in here.

VICE PRESIDENT and TREASURER DAVID ROSENBLUM's appointment of CHARLES WALL as Assistant to the Treasurer brings to mind the old saying "to the efficient belongs the reward."

The staff's new uniforms excited plenty of comment and you can add a few extra words to the NBC vocabulary according to DEREK MORTLOCK: the boys—"Admirals"; tour guests—"NBC Flotillas"; Locker Room—"the Crow's Nest."

DON MEISSNER, back after a year's absence, says trouping was swell. Drop in sometime, Don, and say "hello" to Chatterer. . .

## ERROR

■ The August TRANSMITTER stated that TONY COLUCCI, well-known NBC staff guitarist, had opened a restaurant on West 51 Street. The statement turned out to be incorrect. Sorry, Tony.

Will You Write To Us  
—For Us?

If we merely wanted to flatter you, our request for your cooperation in the furthering of the "Transmitter" would be based along the "this is your paper, and without you it means nothing" idea. Instead, we appeal to you for the fair criticism and judgment which you apply to your position here at NBC so the paper may have the benefit of your reaction.

In a company such as ours, there are innumerable items of interest which, because of their nearness to some vital function of NBC, belong in print. Distance, instead of being a detriment, should be an incentive to facilitate closer cooperation among NBCites.

We leave the matter in your hands.



PROGRAM'S BILL CARD  
... *Death Takes a Holiday*

**MARRIAGES: PAST AND PENDING**

■ Perennial Bachelor HENRY T. HEDE (N. Y. Purchasing) surrendered his individual liberties August 16 when HILDA SPIERLING promised to love and obey. After a honeymoon to South Atlantic waters, they will make their home at Woodcliff, N. J. MR. HEDE has been with NBC since 1927. . . . BURKE CROTTY (N. Y. Press Photo desk) leaves Friday, October 4, for a three-week vacation-marriage-honeymoon schedule, from which he will return as a member of the team of MR. and MRS. BURKE CROTTY. . . . ANTHONY HENNIG (N. Y. Treasurer's Dept.) has set October 5 as the tentative date from which there will probably be no turning back. . . . ADELE DE ETTE HOOVER, NBC San Francisco Sales Promotion Dept., became the wife of Attorney DANA EDWIN BRENNER of Santa Rosa, Calif., on August 15 in Berkeley, Calif. . . . Stenographic's ETHEL SUDERBERG will be married September 12 to WALKER MUNROE of Nova Scotia, at her home in New York. The couple will honeymoon to Nova Scotia. . . . FRANK BRESLIN (N. Y. Sales) will neither confirm nor deny the possibility of his taking the fatal step during his vacation, which is on the way up.

**NEWCOMER**

■ Journalist S. M. ROBARDS, formerly with the Louisville *Courier* and Louisville *Times* in Louisville, Ky., recently joined the writing staff of our N. Y. Press Dept.

**SICK LIST**

■ Guest Relations Manager GORDON H. MILLS returned to his post last Monday after having his vacation interrupted by illness, which confined him to his bed at his retreat in Rochester, Vt. . . . EVELYN CASTELL, secretary to Attorney E. GARDINER PRIME, was stricken with appendicitis several weeks back, but is well

on the road to recovery. . . . Guest Receptionist BERGER HAGERTH returned to his regular duties August 11, after a month spent recuperating from water on the knee, which was the result of a self-inflicted wound made by a misguided axe.

**VACATIONERS**

■ Vice President A. L. ASHBY has taken a well-deserved respite from business cares with his destination unknown. His return is set for sometime in September. . . . Statistical's VIRGINIA R. BEERS left August 15 for San Francisco, Calif., where she will visit a brother she hasn't seen for 18 years. She returns to New York September 2. . . . Chief Engineer O. B. HANSON returned August 31 from a five week's tour of the major broadcasting companies in England, Holland, and Germany, after studying their operating technique and engineering systems. . . . Head Nurse MABLE W. PHELPS left August 28



TRAVELER HOWARD CLANEY  
... *Note foliage above upper lip*

for her yearly visit to her home in Toronto, Canada. She expects to visit the Toronto Annual Exhibition and Niagara Falls, particularly the latter, since she was born only ten miles from this world famous cataract. . . . Mariner WILLAN C. ROUX returned to his advertising duties last Monday after spending most of two weeks sailing in Maine's beautiful Casco Bay region. Mrs. Roux and the two children, Jack, 5 years, and Suzanne, 9 mos., accompanied him. . . . MR. AND MRS. DAVID B. VAN HOUTEN with sons, Dick, 10, and Gene, 7, spent vacation time (August 8 to 24) at Guilford Lake, Chemoango County, N. Y., in enjoying the pleasures of riding, fishing and resting. . . . Personnel's GEORGE M. NELSON declares himself set to leave by auto September 12 for the Texas Centennial Exposition and Mexico City. If not Texas, it will be the Cleveland Centennial. And for a third choice, if the two aforementioned

fail to materialize, there will always be the trek to Canada for a visit to the famous Dionne quins. . . . ACE PHOTOGRAPHER WILLIAM HAUSSLER announces an interesting holiday which began August 27. BILL and the MISSUS will journey to far off California for a visit to places in Hollywood, Los Angeles, and Coast in general. While in Hollywood, the HAUSSLERS will visit the RKO and MGM movie lots to observe the technique of motion picture making. . . . Maintenance Supervisor WALTER HAWES headed for Darien, Conn., August 15 to be with friends and let whatever that would, happen during his two-week leave from NBC duties. . . . TRANSMITTER Circulation Manager WALTER WIEBEL will utilize his August 22 to September 7 time-off period to make a flying trip to Chicago, where he will visit the NBC studios. By car he will continue to Kansas City, New Orleans, and Cincinnati. In the last mentioned he will visit his parents and then board an air liner for the last hop to New York, thus bringing to a close what might be called an "extensive tour, etc." . . . Music Rights' JEAN GERRARD returned from Oskosh, Wis., August 31 from what she termed "an ideal time." . . . CHARLES VAN BERGEN (Press) will visit the second highest spot in New York State when he starts on his vacation, September 7-21, to Eaton, N. Y. . . . Duplicating's FRED THISTLE returned August 31 from a two week motoring trip through New England. . . . Also Mimeo BILL NEALY left August 21 for Bangor, N. Y., where it is rural with a capital "R." . . . Accounting's WILLIE POPP began one of those indefinite vacations August 14 just to upset this correspondent's fact-in-the-news campaign. . . . Coincidence—Statistical's MIRIAM HOFFMEIER accompanied by sister, Kay, and a friend ran into Statistician ED EVANS on Rue Something-Or-Other while vacationing in Montreal, Canada. It's the darndest thing, I tell ya.



UNCLE MILT CROSS  
... *from kilocycles to bicycles*

## NEWS FLASHES

(Continued from page two)

### Bon Voyage

The tops in acts of appreciation happened on the deck of the Monarch of Bermuda, Wednesday A.M., August 12. Friendly **Milton J. Cross** was making his way up the gang plank to his stateroom when he heard a loud "surprise!" interrupt the peace and quiet of the waterfront morning. And, there, waiting to wish him bon voyage, were all the familiar faces he had introduced over the air via Madge Tucker's Sunday morning Children's Hour. As a remembrance of their esteem, they presented him with a beautiful bicycle for his use in Bermuda, where the auto is as rare a sight as a horse-drawn trolley in New York City.

### Looking Ahead

See if you can dig up a copy of the August 1 issue of *Broadcasting Magazine* from Miss Sprague in our General Library and read **Vice-Chairman M. H. Aylesworth's** instructive article on Page 9, entitled, "Radio Is Movies' Best Friend," in which he recommends closer cooperation between the two industries to promote motion pictures and prepare for television.



PAT KELLY & NEW BOARD  
... saves 295 seconds

■ Pictured above is Pat Kelly, NBC's Supervisor of Announcers, seated before the new speed-up system recently installed in his office to facilitate the broadcasting of news bulletins.

The second a bulletin is received the announcer on duty can push a button which automatically connects his desk microphone to the networks without delay, and read the important news over the air. All bulletins under this new system are identified by a staccato hum of wireless signals heard at the opening and close of each news flash.

Formerly a delay of two or three minutes was involved in rushing bulletins by messenger and setting up lines. Now, the program on the air is faded out and the announcer begins reading his bulletin within seconds after it is received, hot off the wires. As soon as the bulletin is finished, the regular program is cut back into the network.

## Fitch Named New Personnel Head

■ Walter G. Preston Jr., head of the General Service Department, announces that effective September 1 the Personnel Office of the General Service Department will be under the supervision of C. Walter Fitch, who resigned as Assistant Director of the WPA Housing Division in Washington to accept this new position.

## Changes

■ **LESLIE JOY's** status as NBC Representative at KYW Philadelphia changes to that of Station Manager effective September 1. At NBC Hollywood **SID GOODWIN**, Night Program Manager, replaces **CECIL UNDERWOOD**, resigned, as Program Manager. **RICHARD EILERS** became Night Program Supervisor while Announcer **PAUL GATES** became assistant to Chief Announcer **WILLIAM ANDREWS**.

Statistician **ADAM YUNG** transferred from organization statistics to the research; **TABULATOR BILL CALLENDAR** moved in from Tabulation to replace Adam in Organization. **MAIL MESSENGER'S MILTON JAMES** to Tabulating in place of Bill; **BEATRICE AKLING** of Stenographic transferred to Station Relations as secretary to **KEITH KIGGINS**; **JANE SCOTT**, also Stenographic, moves in as stenographer to **F. M. GREENE** in Sales Traffic.

**MAIL MESSENGER FRANK MACARSKI** transferred to Building Maintenance Division of General Service Department; **BOB WHITE** from Mail Room to Guest Relations; **GUEST RECEPTIONISTS FRED WESCHE** and **GEORGE FLOOD** on for summer in line with **Gordon H. Mills' idea** of rehiring former NBC men for temporary summer work. Both men return to school in fall.

## Promotions and Assignments

■ **J. H. MACDONALD** has been named manager of the combined Budget-Cost Accounting Division of the Treasurer's Department; **CHARLES H. THURMAN** becomes assistant manager of the Guest Relations Division of General Service; **THOMAS TART**, former Coordinator of Guest Relations Operation, promoted to the post of Supervisor of the Mail-Messenger Division, replacing **MR. THURMAN**; **PAUL RITTENHOUSE**, Assistant Supervisor of Night Floor Operations in Guest Relations, jumped to Supervisor of Guides, replacing **JAMES BORST**, resigned; **Main Hall Host GEORGE MALCOLM** moved into position of **GUEST RECEPTIONIST**, filling a vital contact point with clients, advertising agents, artists, musicians.

## Let's Get Acquainted



■ You ought to know **Frances Sprague** of General Library.

*because . . .* she has done something new and really worthwhile. In 1931 when she accepted the job of gathering together a library devoted to radio broadcasting, she was a pioneer exploring uncharted territory. No one had yet built such a collection.

*because . . .* the pleasant smile with which she greets you is more than the librarian's stereotyped attempt to be cheerful. She realizes the importance and the necessity of the work she is doing and she shoulders the responsibility gracefully and capably.

*because . . .* she has her degree from Olivet College in Michigan. Her education was followed by several years' experience as a high school mathematics teacher—a line of endeavor which was a natural prelude to her work with the Detroit Public Library System and the Technical Library of the Standard Oil Development Co.

*because . . .* with a minimum of time and effort, she can fulfill any reasonable request for specific information as well as indicate the best possible source for obtaining same. Besides the volumes on radio itself, the General Library under Miss Sprague's supervision has acquired the usual encyclopedia and reference books which always come in for heavy duty.

*because . . .* in spite of the literary tone of her job, she enjoys exercises of the body as well as the mind. Riding and golf claim her moments of recreation. As a child her consuming ambition was to become a great circus performer because she could ride horseback standing up.

*because . . .* she never does things by halves. As an example, one might point out the day we found a libretto for the opera, "Santa Lucia," on her desk. A new acquisition? Oh no, she was going to hear the opera and wanted to know about it beforehand.

*because . . .* if we do not end now, we could easily spend another page extolling her qualities we give you,

**Frances Sprague . . .**



# NBC TRANSMITTER



VOL. 2

OCTOBER, 1936

NO. 9



Wayne L. Randall

The Advertising and Sales Promotion and the Press Departments have been combined in the new Publicity Department, with Wayne L. Randall, former manager of the Press Department, as Director.

E. P. H. James, Advertising and Sales Promotion manager since 1927, and J. Vance Babb, acting manager of the Press Department, head up respectively the divisions of Sales Promotion and Advertising, and Press Information and Service.

Mr. Babb, who resigned from NBC Press after four years' service to handle publicity for the Benton & Bowles agency, returned to the company several months ago. Mr. Randall joined the National Broadcasting Company in 1931 after a long experience in newspaper and publicity work.

## Horatio Alger Stuff

The story is not yet finished -- our hero has not yet reached the end of the rainbow--but he's on his way. He started 2 years ago as a little *Reception Staff Review* and he grew from one page, to two, then four, then eight. He is now called the NBC TRANSMITTER and he reaches from New York to the Coast, from President to office boy. He goes into all departments, he covers all of NBC.

You can help our hero on his way. Words of encouragement, helpful criticism, contributions to his pages will be given his whole hearted attention. Tell him what you think of him.

## Visit of International Heads

The most important radio officials in Europe will visit N. Y. for NBC's Tenth Anniversary celebration. Dr. Max Jordan, NBC Continental Representative, has arranged this, the first gathering of international broadcasting executives to be held in the U. S. The President and the Secretary of the International Broadcasting Union, Messrs. Maurice Rambert and Arthur F. Burrows; the Director of the European Frequency Control Center in Brussels, Belgium, Mr. Raymond Braillard along with program directors and leading engineers from all Europe will attend. For most of these men this will be their first visit to the U. S.

Dr. Jordan arrived on October 15 after completing preparations for a round-the-world salute to NBC to be given from 15 different countries on November 5. He will remain until the end of November to supervise the reception and entertainment of the distinguished visitors.

## NBC Wins DMAA Award

NBC's Daytime and Summertime campaigns were selected by the Direct Mail Advertising Association Convention judges as one of the six outstanding sales promotional efforts of 1936. Of the 50 campaigns chosen from the many entries as the Direct Mail Leaders of 1936, 26 were given first rating, of these 6 were acknowledged as outstanding. NBC was second among the top six. These winning campaigns will be exhibited in all the principal cities. As NBC won the only awards in the broadcasting field, congratulations are in order for the fine work displayed by our Promotion Division.

## Moves

September 16, Easton C. Wooley, who had been affiliated with NBC since 1931, left to assume the management of WJL, Detroit. The vacancy in the Station Relations Department was filled by John H. Norton Jr., Lee B. Wailes, transferred from the Statistical Department, took the latter's duties as assistant to William S. Hedges, Manager of NBC Operated Stations. Barry T. Ruple has come from Chicago to become assistant to the Chief Statistician, Hugh M. Beville Jr. Carl Doty of the N.Y. staff was transferred to the Chicago Statistical Division.

## Slogan Winners - See Next Transmitter

The news we have all been waiting for--who won the slogan contest and which slogans captured the prizes--will be announced exclusively in the next issue of the NBC TRANSMITTER. Not even the winners themselves will know the good news until they read their names in the paper. Twenty names and twenty slogans will be listed. The prizes will be \$100, \$50, \$25, eight prizes of \$10 each and nine at \$5. Be sure to look for your name and brainchild in the next issue. Who knows, you may yet be buying those golf clubs or that bottle of perfume you've been eyeing so covetously.

## New Promotion System Demonstrated in Practice

Thomas McFadden, who was guide, set-up man and main hall cashier, has graduated to a position in the Special Events Department. Frank Koehler has been advanced from the set-up staff to fill the vacancy left by McFadden's promotion. Leon Leak will fill Koehler's spot on the set-up staff and Carl Cannon, who returns from a leave of absence, will replace Leak.

David Robert's promotion to the announcing staff moved Whalen to the Control Desk. The assistant supervisorship was filled by Frank Koehler. Leak took over the job of Main Hall cashier. Berger Hagerth became a set-up man and Bob White was promoted to the guide staff.

Thus, promotions in the Guest Relations Department now follow a definite sequence. According to this new plan, a page's advancement to a supervisory position takes place after he has passed through the successive stages of guide and studio set-up man. As a supervisor he may advance through several levels, ranging from main hall cashier to chief supervisor.

Now that a definite procedure has been developed in practice as well as in theory, there are set goals toward which a man may look.



Ernest La Prade  
--- leads an  
All-American Orchestra

NBC sponsors a new program venture called the NBC Home Symphony Series, by means of which it is hoped to stimulate the great wealth of amateur talent throughout the country. This unique program feature is best explained in the words of Ernest La Prade, director and originator of the NBC Home Symphony series:

"Walt Whitman heard America singing. It was an inspiring song. But, if Walt Whitman were alive today, he would hear another sound perhaps new to his ears but no less harmonious. He would hear America playing... on all kinds of musical instruments. Now, through the unifying magic of radio, we hope to organize all this individual talent and enthusiasm into an orchestra with members in thousands of homes throughout the country. That is the object of the NBC Home Symphony Series, and I hope that all the amateur instrumentalists of the National Broadcasting Company will join in and help to achieve it."

This series is to be heard on Saturdays over WJZ and the Blue Network from 6:35 to 7:00 p.m. EST. A booklet of instructions and further information will be mailed on request if you write the NBC Music Department, RCA Building, Radio City.

### What Have You?

Have you something to sell or exchange? In coming issues, the TRANSMITTER is going to perform a service to help you in such quests. A want ad column is being instituted, which will be available to all NBC employes everywhere free of charge. There will be several regulations regarding the placement of ads. First, no one is to be allowed more than two forty-five word entries for every four issues. Second, the service will not advertise any regular sales or services. Third, the TRANSMITTER will accept no responsibility for statements made in ads. We will merely act as a medium of exchange.

Address all requests to the NBC TRANSMITTER Want-Ad Editor, Room 297, NBC, RCA Building, Radio City, giving your name and address. All items for the November 15 issue must be received in writing by the Want-Ad Editor not later than October 26.

### Fame

The judgement of the general public in voting NBC's Guided Tour one of New York's greatest attractions, is confirmed by the distinguished names which graced our guest list for the past month. No less a personage than the former queen of Spain traveling incognito under the title of "Duchess of Toledo" and several members of her family were conducted through the building.

It seems that our plant is regarded the world over as the last word in radio technique. Foreign broadcasting officials make it a point to include NBC in their itineraries. The Director of the Overseas Broadcasting Corporation of Japan, Mr. Shinroku Tanomogi, was numbered among our guests on September 7. He was preceded by one of his countrymen on September 1, the Hon. Masawo Kamo, President of the Japanese Federation of Efficiency Societies, who was also treated to a back-stage view of our methods.

There are figures, too, that stir pride for our efficient guide service and the educational, entertaining

(Continued on page 4)



Your Announcer is --  
David Roberts

David Roberts (pictured above), formerly of Guest Relations, recently was promoted to junior announcer on the N.Y. staff. Roberts has been with NBC since January 1934. During the past two and a half years he has been Page, Guide, Guide Supervisor and finally, Chief Control Desk Clerk in Guest Relations. He was a member of the last Announcer's Class. He gives a great deal of the credit for his promotion to the tutelage of Dan Russell, who conducted these classes.

Before his affiliation with NBC, Roberts, who hails from Jacksonville, Florida, had worked his way around the world. His education includes three years of chemical engineering at Penn State. So he assumes his new duties with a wealth of experience enhanced by the practice he has had recently in announcing morning programs.

### Pardon Us But --

We didn't know that the TRANSMITTER had been so popular in its early stages. Recently, we found our files incomplete. If you have early copies of the *Transmitter* or the *Reception Staff Review* tucked away, will you shoot them down to Room 297? We need Vol. I No. 1, 3, 6, 7, 8, 9.



## Want to Bowl?

The 1936-37 season for the Rockefeller Center Bowling League opened September 29. Teams representing NBC, the Rockefeller Foundation, RCA, RKO, RCA Communications, Radiomarine Corp., and the American Cyanamid Corporation, make up the league, which bowls every Tuesday night at the Capitol Health Center, 53 St. and 7th Ave. The league's officers are Peter House (NBC), President; Harold Kolbe (Rockefeller Foundation), Treasurer; Clifford Finch (RCA), Secretary.

NBC has an excellent past record: won first place in 1933; second in 1934, and tie for first in 1935. If you care to join the team, an average of 150 or better is required. Call Peter House (Ext. 513), if you shape up. There is talk, however, of starting an inter-department league within NBC. Even if you are only a beginner, so long as you are interested in the sociability, recreation and exercise which bowling affords, dial 513. Let's have an all-NBC League.

## Announcers' Class

Several weeks ago pages and guides were auditioned by Pat Kelly for places in the new announcer's class. Of the 30 who were heard, 7 were selected, namely: Don Gardiner, James Elliott, Jack Mills, Keane Crockett, Paul Rittenhouse, Dick Diamant, and Don Mercer. To these were added Roger von Roth and Leon Leak of last year's group.

The classes will be taught by Announcer Dan Russell from 1-3 p.m. on Tuesdays and Thursdays.

## Marshall Directs Chorus

November 1936 will mark the Tenth Anniversary of NBC, and the first anniversary of the NBC Chaminade Chorus, composed of women only. It is the first female organization in NBC. Two dinners, followed by entertainment, marked last season's social activities; rehearsals were well attended.

William Leroy Marshall (Program Department) has succeeded Dana S. Merriman in directing the chorus this year; rehearsals began October 5 and are held each Monday from 6:15 to 7:15 p.m. This arrangement leaves the evening free and makes it convenient for those who work until six to attend. Anyone interested and willing to work seriously with the group is invited to join. Officers are Frances Barbour, president; Enid Beaupre, secretary; Helen K. Winter, treasurer; Madge Boyton, librarian; and Barbara Clark, chairman of the Social Committee.



## Executive Hobbies

If you told a fellow employe you've heard that Mr. Lohr has more hobbies than he can count on his fingers, he would probably say, "That's impossible. The president of the largest broadcasting company in the world is too busy to have hobbies."

But that is just what he is -- a very busy man; a man so active that when he is not busy with the affairs of business he is busy with his hobbies. Then your friend would say, "But doesn't he ever relax?" Yes, Mr. Lohr relaxes when he is enjoying his hobbies. To some people relaxation might mean complete inactivity, but to this busy executive, it is a different thing. To him relaxation is distraction from everyday business affairs; it is the entertainment of the mind and body with hobbies. His hobbies are so numerous and diverse that one might say his chief hobby is having many hobbies.

Being an ex-Army man, Mr. Lohr has acquired the hobby of collecting military relics. His collection includes all types of guns, a piece from the battleship Maine, relics he picked up from the battlefields of the World War, military accessories used during the Civil War, and an iron piece from the Constitution.

Mr. Lohr also collects playing cards from all parts of the world. His prize collection is his U.S. Stamps. He also has a collection of coins of all ages from different countries. At present, he is specializing in pennies. Add to these collections one of butterflies and you have the hobbies which absorb some of the leisure time of a business leader away from his office.

Mr. Lohr is also an enthusiastic photographer. He is proud of 2000 feet of colored movie film taken by him of the Century of Progress Exhibition in Chicago, which he managed successfully, and profitably, at a

time when the depression was at its lowest ebb. He also has collected many odd bits from the different buildings and exhibits of the Chicago Fair.

Back on his farm in Illinois, Mr. Lohr had more time for his hobbies. One of his pastimes was the building of a dam to form an artificial lake on his property. In his house, he had a room set aside for his collections. Just as soon as he settles down in his new Tarrytown home, he will put aside a room for his little museum. Right now, he is personally supervising changes and improvements in his new home. He likes to fix things about the house. He likes to keep his hands busy, and he spends many evenings tinkering in his basement laboratory and machine shop. This then is how a busy executive keeps himself busy.

*Ed: A movement is under way to incorporate all hobby groups within the company into a Hobby Club in order to unite all NBC hobby enthusiasts. The TRANSMITTER wishes to announce that its columns are offered for any services it may render towards this movement.*

## Stamp Club Notes

by Walter Hoons

Interesting news has a way of reaching far distant points. The NBC Stamp Club Collection is an instance. Somehow, His Excellency Jorge Ubico, President of the Republic of Guatemala, heard about it, and has presented the NBC Stamp Club with used and unused specimens of a stamp issued by his country in 1918, which pictures the Guatemalan broadcasting station--the first postage stamp issued by any country that referred to radio.

This contribution starts a new and specialized section of the NBC Stamp Club Collection which will be devoted to "radio" stamps, of which quite a few have been issued by several countries (not including the United States).

Graham McNamee heard about President Ubico's contribution and followed suit. Graham has presented the NBC Stamp Club with all the stamps of Newfoundland that refer to radio, six in all, with three different subjects. Now that the collection has reached sizeable proportions, cases are being designed for the public display of the NBC Stamp Collection in our Studio Section. We'll tell you when these are completed and ready for your inspection.

# NBC TRANSMITTER

Vol. 2 October, 1936 No. 9

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Assistant Editor - Ary R. Moll

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Address all correspondence to:  
NBC TRANSMITTER

Room 297 Phone: Circle 7-8300, Ext. 220

## Tenth Anniversary News

According to the Tenth Anniversary Committee's latest reports, NBC plans to broadcast all night November 14, bringing three months of celebration to a grand climax at 1 a.m., November 16. Representatives of the world's leading broadcasting systems will be present November 15 - the day on which NBC was organized ten years ago - to participate in the festivities.

In commemoration of NBC's tenth birthday, the magazines *Radio Mirror*, *Radio Stars*, and *Electronics* plan to devote their entire December issues to our anniversary. Below are listed the special Tenth Anniversary programs to which you are invited to listen:

### REGULAR

**Sundays:** THE WORLD SALUTES NBC - 12:00 Noon. Red. Foremost broadcasting companies throughout the globe parade their best talent before the microphone in tribute to NBC.

**THE MAGIC KEY OF RCA** - 2:00 p.m. Blue. A portion of this weekly feature is devoted to NBC, telling of its achievements in the past ten years.

**Mondays:** TEN YEARS IN RETROSPECT - 10:00 p.m. Blue. Vivid dramatizations of NBC's progress during the past ten years authored by Continuity Writer James Costello, highspotting news, special events, engineering achievements.

**Wednesdays:** DANCE MUSIC OF THE PAST DECADE - 10:30 p.m. Blue. Meredith Willson, NBC's West Coast Musical Director, leads his orchestra in unusual orchestrations of the best dance tunes of the decade.

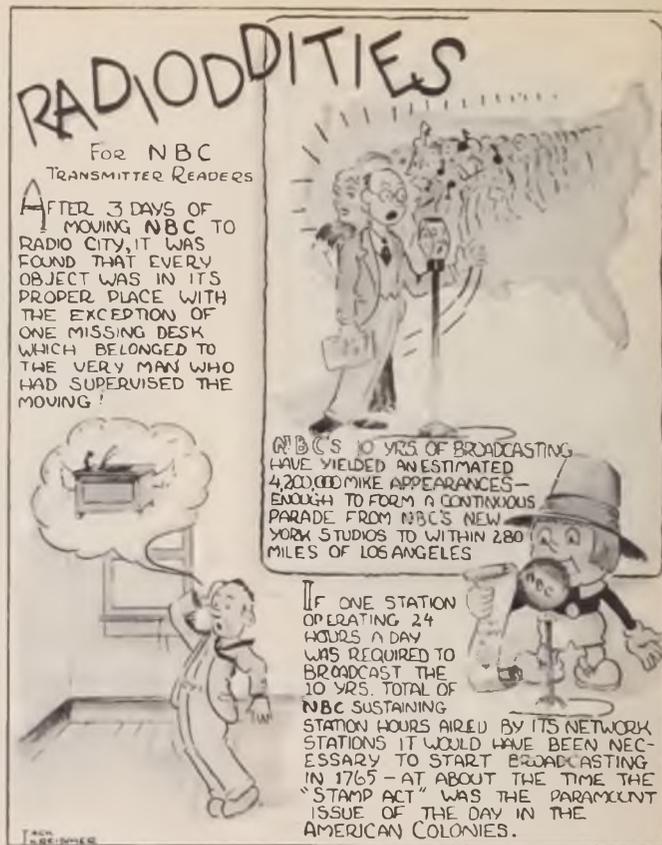
**Thursdays:** NBC JAMBOREE - 8:00 p.m. Blue. Harry Kogen and his orchestra, Gale Page, Jackie Heller, Don McNeil plus special events from all parts of Europe and America.

**THE 10TH ANNIVERSARY CONCERT** - 10:00 p.m. Blue. Artur Bodanzky, famous conductor of the Wagnerian cycle at the Metropolitan Opera House, Helen Traubel, dramatic soprano and the NBC Concert Orchestra.

### SPECIAL

**October 19 through 25** - 12:30p.m. Blue. *National Farm and Home Hour* will dedicate its time to NBC's birthday.

**October 26 through 31** - 9:00 A.M. Red. *Streamliners* will also devote their spot on the air to NBC's decade of progress.



## Listener Reactions

by Ruth N. Crawford

*Ed. Note:* Ruth N. Crawford, able Audience Mail Correspondent, will conduct this column for TRANSMITTER readers mainly to correct a false impression that Audience Mail receives only "fan letters". NBC's listener audience is so vast every mail bag carries an interesting cross section of humanity.

The June Readers Digest article on "America's Town Meeting of the Air" (The National Heckle Hour) brought inquiries from all over the U.S. and from many foreign countries. That's reaction.

Listening to Malcolm Claire, the genial teller of tales, is the reward one fond mother uses to make her three children eat their breakfast cereal. "The cereal is all eaten and the day cheerfully begun," she writes.

One woman who retires early each evening, sets the alarm clock for midnight so she will be awakened in time to hear Shandor (daily at midnight except Saturdays and Sundays).

Then a farmer in charge of the entertainment for the Annual Farmers' Grange Picnic asked if we could help him with material for a "Vox-Pop" program. A sound effects article by Ray Kelly, this year, helped this same man to stage a burlesque radio show.

Listeners request information concerning the oddest of subjects. "Was there a real Mother Goose?" "What was George Washington's favorite song?" "Can you send us the dimensions of the Statue of Liberty?" "In what state of the Union is Radio City?" Such are the questions which arrive daily in Audience Mail.

### Fame

(Continued from page 2)

character of the material we have to offer have brought a total of 1,349,593 regular guests (as of October 1st) to the NBC studios in Radio City. Add to this the already large list of distinguished guests and you have a fair appraisal of the interest our system elicits.

### What Do You Think?

The other day this reporter took a walk through NBC's corridors and asked several employes this question: "What Do You Think of the Plan for Hospital Insurance?". Here are their answers:

"I believe that the plan for hospital insurance is a fine thing. It enables one of limited means to insure himself and his family of proper medical care with a minimum of expense."

- James Ralston, Jr., Guide

"If I should be taken ill only once in the next ten years, my investment in a hospital insurance policy will be a profitable one."

- Don Lowe, Announcer

"I think it's a good thing. I can imagine nothing finer than spending a couple of weeks in some secluded hospital!"

- Catherine Merrill, Executive Sec.

"I am not in favor of this type of Hospital Care. I feel sure that this is a step in the wrong direction and that direct aid to hospitals, and a new service code for medicine is the thing that's needed."

- C.P. Dickson, Engineer

"Healthy or otherwise, the small fee involved is well worth the protection."

- Argeletta M. Tolomeo, Stenographer

### ECHO CHAMBER

Editor

NBC Transmitter:

We have often noticed many people on their "appointed rounds" stopping to peek into Room 304 to watch the operation of a large mechanical monster typical of our machine age. It's about six feet long and looks like nothing you have seen before. An operator inserts stacks of punched cards at one end of the machine, sets a few dials, throws a switch and lo! the typewriter arrangement at the opposite end starts to print automatically columns of figures, five at a time.

For our inquisitive members, let us say that this is an International Business Machine Tabulator capable of adding or subtracting simultaneously five columns of figures at the rate of 150 calculations each per minute, or a total of 750 individual additions per minute, which is quite a lot of calculations.

Actually, the machine is used to calculate the coverage of various networks used by individual advertisers for each county in the U.S. Comparable marketing data is also provided.

Edward F. Evans  
N.Y. Statistical

*Ed: Reader Evans, congratulations on knowing enough about mechanical monsters to tell us about them. We'd like to see more readers do more enlightening.*

### Ode to Reconstruction

by

Muriel Parker

Exclusive to the NBC TRANSMITTER

T'was the end of the week in that place so sedate  
Not a creature was stirring 'cept those working late.  
Our desks had been locked and we left them with care  
In hopes that the next day would find them still there.  
Then home we all went for the week-end to spend  
With family, relative or maybe a friend.  
But Monday, of course, we were back on the spot  
All ready to work whether like it or not.  
When out in the hall there rose such a clatter,  
We sprang from our desks to see what was the matter.  
Away to the door we flew like a flash  
The turmoil resembled the '29 crash!  
When what to our wondering eyes did appear  
But the strangest sight in our business career  
For there down the hall was such a great throng  
We knew in a moment that something was wrong.  
And as we approached them their story to hear  
We listened tho' painful it was to the ear.  
"My desk was there Friday, and so was my boss  
But where I can find them, I'm just at a loss."  
My office has vanished---the walls are gone, too  
And they told me on entering, 'you're in the wrong pew.'  
A sigh of despair rose up from the crowd  
A fog they were in as thick as a cloud  
But floor #2 of our company  
Is taking the cake--you wait and see  
When you try to find your way on that floor  
You'll gladly submit to our guided tour.



### Let's Get Acquainted

You ought to know Charles W. Fitch, our new Personnel Manager.

*because . . .* of lots of the same reasons that make you instinctively like a person without being able to say why, but mainly because he is THE man for his job.

*because . . .* he has come a long way to reach us. He was born fourteen years before the turn of the century in Washington, D.C. After finishing high school there, he spent some time at the Colorado School of Mines and Cornell to receive a degree of Civil Engineering in 1910 at the latter university where he was Sigma Nu.

*because . . .* his career has followed several branches of engineering and business. He has worked on irrigation projects and railroad constructions, in the latter for the Southern Railway Co. He was a member of a private real estate development company and he recently filled the position of Assistant Director of the Housing Division, PWA.

*because . . .* he returned from army engineering service during the war ready to consider that period of his life a closed book; consciously forgotten; willfully ignored.

*because . . .* he has a manly aversion for all the details of moving, especially when said moving requires half of ones short vacation as it did when he recently established his new home in Bronxville with his family.

*because . . .* his modesty belies his almost six feet of intelligent assurance topped off with a neatly cropped head of dark hair and rendered more striking by a ruddy complexion beaming with good will.

*because . . .* his only claim to fame in recreational activities is the fact that he has never played golf. He has tried many other sports for his own amazement (thank you, Mr.

(Continued on page 6)

## NBC SAN FRANCISCO

by Louise Landis

Exclusive to the NBC TRANSMITTER

For five months Van Flemming (*Care-free Carnival* producer) had been trying to get away from microphones long enough to get Miss Karolyn Reis, newspaper and magazine illustrator, to make good on a promise she gave him last May. Each time the couple tried to set a date for their marriage a new program or something of the sort came up. Finally, they determined to take the step anyway, even if a honeymoon would have to be postponed. Van wrote the *Carnival* continuity for September 13 and grimly started on the script for the next week's show and then came the cancellation, just at the right moment; came Van to his lady's front door with ring, orchids, license and coupe; came minister, came Larry Allen, manager of the NBC Artist Service, as best man. The knot was tied and amid a shower of rice the young couple departed for Carmel, to honeymoon beside cypresses and blue waves for a whole, mike-less week!!

Pity poor Benny Walker, m. c. of the Women's Magazine of the Air, in San Francisco ... Asked to master ceremonies at the San Joaquin Grape and Wine Festival at Lodi, California, Benny complied, put on a great show, and came home the next day to find that the wine-growers had sent him a case of finest California champagne. Flaw in the ointment: Benny's on the water wagon!!

## WGY SCHENECTADY

by W.T. Meenam

Exclusive to the NBC TRANSMITTER

The WGY staff augmented by WGY entertainers got together for their annual outing recently at Tom Luther's hotel on Saratoga Lake, White Sniphr Springs. It was a big day given up to sports of all kinds and a splendid dinner. The main event, this year as last, was a softball contest - a grudge match between the program and technical departments. A.O. Coggeshall, captained the programmers and Bernard Cruger the technicals. The game was won by the latter in spite of the expert pitching contributed by Kolin Hager, Station Manager. The final score was 31 - 30 and the game was put on ice by a weird bit of baseball in the midst of a batting rally that should have given the programmers victory. Alex MacDonald of Sales was on second when Phil Brook, who learned his four R's - readin', 'ritin', 'rithmatic and radio - at St. Lawrence University - hit a mighty shot that would be a home run in any stadium. Alex didn't see it go, so when the technical's third baseman told him to hold the bag, Alex did so, and Phil Brook, puffing and steaming, passed his team mate. The umpire ruled both men out and the scorer hasn't yet figured who should get credit for the put-outs.

A.O. Coggeshall, Program Manager of WGY, likes to fish occasionally and he spends many hours without reward. But a while back he brought a five pound four ounce big-mouth bass out of Snyder Lake, back of Troy for which Coggie was awarded a handsome double-barrelled shot gun by a local sports goods dealer for producing the biggest bass in a prescribed period.

Another St. Lawrence graduate has been added to the announcer roster of WGY. Peter Krug, a resident of Wallington, N.J. is taking daily announcer assignments.

## WTAM CLEVELAND

by Hal Metzger

Exclusive to the NBC TRANSMITTER

Tom Lewis, formerly of WGY and until recently program director of WTAM, Cleveland division of NBC, was granted a leave of absence due to ill health. Lewis left for Bermuda, September 30.

J.J. Francis, of WTAM's Engineering Dept. has turned song writer. In collaboration with Lee Gordon, member of the station's music staff, Francis has written a sacred hymn which is soon to be published.

WTAM's "art gallery" comprising one hundred paintings, water colors and sculpture by outstanding Cleveland artists has attracted national attention. In a recent issue of *Art Digest*, Peyton C. Boswell, editor, commented favorably on the show.

WTAM announcer George Hartrick worked his "tricks" in full uniform during the week of September 20. Hartrick, a member of the American Legion, participated in the National Convention, held in Cleveland.

E.R. Alcott, well known showman and booker, has been named head of the Cleveland Division of NBC Artists Service.

With winter coming on, WTAM's Engineering Department are overhauling their short wave equipment. R. B. Caskey, is already in the field operating nightly. John Disbrow, is another fan, who runs Caskey a close second.

## NBC CHICAGO

by Glenn Wilson

Exclusive to the NBC TRANSMITTER

The world's worst practical joke was pulled on Bill Senn, Chicago mail room messenger. It seems that Bill was somewhat cocky about the slogan he had submitted for the NBC SLOGAN CONTEST, so the wag signed the judges names to a telegram declaring him winner. Bill took one look at the message, tore out of the office, called up his family and then gleefully accepted congratulations from everyone. The news spread like a brush fire - but for just an hour. Then the low-lifers, who had concocted the little prank, gave themselves up and are they the heroes now - not..!!

Landee Hanson and Johnny Webrheim, guides, both got married on their vacations.... Jean Balun is back at the switchboard after her absence because of a broken arm. She says the only plugs she saw while convalescing were the ones she bet on at Arlington..... The studio softball team was forced to disband for the season when the outfield composed of Announcer Bob Brown, Page Captain Russ Sparks, and Shorty Carson of the Ranch Boys eliminated themselves by bumping their heads together chasing a tall fly.

Francis Clark, former Northwestern University campus leader, and now in NBC's Chicago Publicity Department will wed Wells Simons of Kenilworth on October 31. They will make their home in Evanston, Ill.

Everett Mitchell, Chicago's Senior Announcer, plans to resume the Page Boys' Announcers School now that vacations are over. The first class was held when Everett returned from Gainesville, Fla. where he vacationed.

The Sound Effects School, under the direction of Mul Wood has been in session throughout the summer and seems to be producing some excellent sound prospects.

Ken Fry, who has held down the "desk" in Chicago's Press Department for the past three years, has been transferred to the Program Department in charge of special events and news broadcasts. Bill Ray moves into Ken's old spot while Dan Thompson, late of Louisville, Ky. fills the vacancy in the department.

## Let's Get Acquainted

(Continued from page 5)

Allen) among which he rates horseback riding as the tops. because . . . he has an open, receptive mind ready to accept ideas and analyzing them for what they're worth.

We give you Charles Walton Fitch, with our compliments.

## NBC HOLLYWOOD

by Frances Scully

Exclusive to the NBC TRANSMITTER

The NBC colony in San Fernando Valley has added another NBCite to its fold with Don Ameche moving his family to this spot which is just 7½ miles from the Hollywood studios. To date the colony includes Harry Jackson (Musical Director); Frank Figgins and Mort Smith (Engineers); Virginia Elliot (Head Hostess); John Swallow (Manager); Myrl Alderman (Music Department); and Hal Bock (Press) with his *El Rancho Bock* which is going full swing with trees, flowers and a picket fence. Publicity Director Bock bought his ranch last June when he married Sybil Chism.

Hollywood studios have added a flock of newcomers to its fold during the last two months, all of whom have been transferred from San Francisco. Sid Goodwin has been made program manager; Walter Baker, office manager; Clinton (Buddy) Twiss, added to the announcing staff and Edward Ludes to the production department. However, Goodwin has the edge on the rest of the boys....he has danced with Jean Harlow at the Trocadero.

Nadine Amos, secretary to Don Gilman, is quite perplexed as to what type of car snatcher stole her new coupe. When the police recovered the car after a week, the only missing parts were a small rear mirror and a 10¢ key ring. They left the keys on a piece of wire.

Sydney Dixon, (Sales Manager) shot a 160 pound deer a few weeks back. He sniped his victim with a gun borrowed from John Swallow, binoculars owned by Eddie Holden, boots loaned by Tracy Moore and a suit belonging to Harold Bock.

And speaking of Show Boat boners, Charlie Young, head guide, was questioned by a lady visitor regarding the canal in San Diego through which the Show Boat traveled from the port to the Fair Grounds. She couldn't find it when she visited San Diego.

Elaine Forbes (Sales Secretary) has written a radio play which is now in the hands of an agent. Lots of luck, Forbie. Before entering business, Elaine was on the stage.

Ruth Schooler, secretary to John Swallow, has the prize pets of the Hollywood studios, - two turtles named blue and red network, with their shells painted accordingly. Every day at 3:00 p.m. they do tricks on her desk.

Myrl Alderman (Music Dept.) has a new name. He is now called T.C. because he substituted with three piano solos three times within a week on national programs, when line failures occurred.

## KDKA PITTSBURGH

by Ray Barr

Exclusive to the NBC TRANSMITTER

Russell (Doc) Pratt, Charles Urquhart and Jack Hollister are new additions to the KDKA staff. Pratt was one of the Three Doctors of WMAQ and becomes the official clown for the Pioneer station. He is doing a regular commercial early in the morning and filling in for special service on other programs. Urquhart moved from WGBI, Scranton, and replaced Sherman "Jock" MacGregor, in production for KDKA. Hollister is a newspaper veteran and succeeds Ed Sprague as sports commentator.

John Gihon, program manager at KDKA, has designed a huge board that fills one wall of his office. Small cards, inserted in grooves, show by color and typing what programs are sustaining and which are commercial for the several Pittsburgh stations. One glance informs a salesman, a sponsor, a program man or production expert what broadcasts are on and what competition they have for every quarter hour. It's proving a practical, workable remedy for studio headaches.

Late in October KDKA will present a special program to dedicate a new pipe organ now being installed in A Studio. Bernie Armstrong will be the official console-manipulator.

"Uncle" Sammy Fuller and his KDKA Kiddie Klub are creating quite a furor. He has started a worldwide correspondence among his youthful listeners. Each day he suggests that someone write to the youngster whose name he mentions. This has set up a chain which has already girdled the globe.

## NBC BOSTON AND SPRINGFIELD

by G.A. Harder

Exclusive to the NBC TRANSMITTER

Addressing a large gathering of Rotarians at the Boston City Club, John A. Holman, Manager of WBZ and WBZA, recently displayed oratorical gifts of which even his close business associates had been unaware. The capable mentor of NBC's Blue Network outlet in Boston impressed his hearers with an eloquent peroration on the power of radio to prevent future wars by molding public opinion.

Early October marks the 14th anniversary of W. Gordon Swan's connection with stations WBZ and WBZA. Swan, who is now Traffic Manager of WBZ, broke into radio while still a school boy. During his long association with NBC he has served as announcer, continuity writer, salesman, publicity assistant, program director, and now traffic manager.

John McNamara, Program Manager of WBZ, deserves congratulations for his yeoman service in building up NBC's Harvard Tercentenary programs. Working steadily with the Tercentenary Committee for the past two years, McNamara made many of the arrangements for the brilliant series of NBC broadcasts celebrating Harvard's 300th birthday.

Charles S. ("Cy") Young, vigilante of WBZ's till and father-confessor to the entire staff, makes a hobby of studying navigation and kindred maritime subjects. Other ardent hobbyists include Robert Balloran (Service Department) stamp collector; Gordon Swan, Norman Whittaker and Elmer Lantz, fly-fishermen par excellence; Gordon Ewing, golf and tennis.

## KYW PHILADELPHIA

by J.A. Aull

Exclusive to the NBC TRANSMITTER

Herewith KYW makes its first official bow to the NBC TRANSMITTER as an official member of a great family. Of course, for a long time we have considered ourselves at least foster children. But so rapid is the growth that less than a month after our official initiation we find ourselves no longer the youngest member of the group. That was one superlative we had relied upon.

As a matter of fact, our transmutation now seems far away in the background. Under the tutelage of Leslie Joy our wobbly feet that first tottered along the paths of a new regime are planted firmly on the ground. Thanks also are due to the close cooperation of our Westinghouse associates under Mr. Gager. We are going places.

Inasmuch as our travels will be confined unfortunately to the air, our meeting must necessarily be there. This doesn't distress us in the least. In fact, we're pretty set-up about it. We hope you'll hear more and more from us on that score. For those of us who don't get on the air we must rely on the NBC TRANSMITTER. We'd like to introduce ourselves. There may be an old friend among the many new ones. Leslie Joy, Station Manager; James P. Begley, Program Manager; Ralph A. Sayres, Director of Sales; J.W.F. Proulx, Office Manager - Auditor; J.A. Aull, Publicity Director; James Harvey, Continuity; Alfred W. Wattan, Continuity; and E.H. Gager, Plant Manager for Westinghouse.

## With Our Roving Reporter

Now that Fall is here, the studios are beginning to buzz with more activity than ever....Welbourne Kelley wrote his latest book, "So Fair A House," in exactly four months--he's now working on a play..... 196,531 persons bought tickets for the studio tour during June, July, and August of this year, compared with 163,772 who did likewise during the same period in 1935....August seems to bring the greatest number of tourists to Radio City....John Hancock dropped in to see us after his return from a ten weeks' trip to Venezuela for an oil company....Now he's headed for New Orleans.....

Stoopnagle and Budd plan to introduce a new game to their studio audience when their new program begins in which they'll have the audience take part....McTigue in Press has earned the title of "Inspector" for his ability to spot phony newsmen... The question most asked by visitors leaving Studio 8H is, "When will they finish painting it?"....Are you doing your Christmas shopping now, while it's early?....They had a lot of fun with those balloons during International Week.

The Queen of Spain is just as regal in appearance as a queen should be... We offer our deepest sympathy to Lloyd Yoder, who lost his father in September...Lloyd is Manager of the San Francisco Press Department. The Music Hall orchestra pit can be lowered, run back under the stage, and brought up exactly in the center, if it is so desired....Ray Lee Jackson probably knows more radio stars than any other person. Some of the pictures he has taken of them hang in the Sound Effects Exhibit on the ninth floor. Adios, see you next issue.

Walter Moore

## Space Reallotment

In order to unify departmental activity, all divisions of the Program Department which function at night are to be collected on the second studio floor just as Evening Executive and Guest Relations activities are. Each of the office floors is to be reorganized to house departments with interrelated functions.

## For Demon Photographers

Are you an amateur photographer? Do you spend your vacation snapping people and cats and mountains when they are not looking? Does the sight of an unusual photograph delight you? Or do you just happen to have been fortunate enough at some time or other to have taken some very good photographs? The NBC TRANSMITTER is interested in ferreting out some of these gems of the lens and will publish them each issue. Everyone is eligible and all types of shots are welcome--except posed self portraits. (But send along a good candid shot of yourself.) Prizes will be announced in the next regular issue of the TRANSMITTER. Be sure to put your name and department on the back of the photograph submitted. And send it to the NBC TRANSMITTER, Room 297, NBC, Radio City, N.Y. Each contestant may submit only one photograph per issue.

## Barbara Biermann



## New York vs. Romance

*Ed. Note: Barbara Biermann (Guest Relations) writes us a first hand impression of a crash at sea. She sailed for New York from Boston, the evening of September 9th, on the S.S. New York. Out of the heavy fog, a terrible crash startled the passengers; the New York had rammed the Romance. Within fourteen minutes, the Romance had broken in two and sunk. The account follows:*

"A pea soup fog - A Boston-bound excursion boat a night boat to New York - a crash, and a Romance that sank. Rope ladders that took the stricken people off the fatal boat - hysterical women, men, yes, and dogs - Curates praying on a slippery deck for a safe return to port - men crying and even fainting - the remarkably speedy action by both crews - the captain of the Romance going down on the bridge - the thought of how stupid it is that a boat can sink in 14 minutes and break up like kindling wood - odd remark to me - "Lady, swallow your pearls" - again the thought that not enough can be said for the heroic work of both crews - the speedy transfer from pier to station and the special train for New York. In lieu of Pullman porters off duty - station porters hired at \$4.00 an hour to make up the train for approximately 323 people - the fact that one couldn't see people at the other end of the deck because of the fog - and last of all but not least, that Guest Relations' employes are never free from Shock!"

S-T-A-T-I-C

by Alan Kent

## MUSCLE-RIPPLED TORSO

Little does the Metropolitan Opera Company realize that upon the advent of its customary broadcasting season, its commentator in past years will appear for this year's work with a muscle-rippled torso. MILTON J. CROSS has joined the West Side Y M C A. Which startling fact gives us pause to wonder if, perhaps, the current passion for streamlining has set its tentacles upon Mr. Cross. Or it may be that MILTON J. CROSS believes that the well turned figure produces the well turned phrase. It's all very puzzling not to say downright upsetting - specially to the CROSS digestive system.

## GOOD SAMARITAN

Up and down Broadway the other evening there shuffled a weary and hungry man bearing a sign. What the sign said doesn't matter very much - sufficient is the fact that it was a heavy sign and the man had been carrying it for a long time. Out of the darkness appeared NELSON CASE, homeward bound, and that latent instinct for rescue, lying dormant in the bosoms of us all, came bounding to the fore. MR. CASE not only shouldered the man's sign, but gave him two bits for a "cupp-acawfee-annasanwich."

The St. Bernard in MR. CASE had triumphed. After an hour or so, the announcer was relieved by the man who belonged to the sign. MR. NELSON CASE resumed his homeward journey. Home to bed and a good night's rest, only MR. CASE couldn't sleep. It seemed that his feet hurt.

## SPATTERSALL CHECK

Not so long ago FORD BOND presented himself to the members of the announcing staff arrayed in a suit, the lineage of which suggested a cross between a Houndstooth Check and an undernourished Glen Urquart Plaid. MR. BOND found himself rather at a loss to suitably name the style of cloth, and asked for enlightenment. His brethren, with much riotous comment endeavored to dub the tailored burlap. After much debate MR. BOND was gravely informed that he was the proud parent of a "Spattersall Check." This is to let MR. BOND know that there is no such thing as a "Spattersall Check." There is, however, Mr. Charles O'Connor whose whimsy becomes vicious upon provocation.

10th ANNIVERSARY EDITION



# NBC TRANSMITTER



VOL. 2

NOVEMBER 15, 1936

NO. 10



**"BY CHOICE THE NATION'S VOICE"**

10th ANNIVERSARY EDITION

# NBC TRANSMITTER

A biweekly publication written by and for the staff of the National Broadcasting Company in New York, Boston, Schenectady, Philadelphia, Washington, Cleveland, Chicago, Denver, San Francisco and Hollywood is the NBC TRANSMITTER. In this, the 10th Anniversary edition, the dual purpose of celebrating our company's Tenth Birthday and this paper's second anniversary is fulfilled. This special issue is fittingly devoted to making a permanent record of the progress and personalities of an institution dedicating its nationwide facilities to a continued future of social and scientific advancement.

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# Greetings

FROM DAVID SARNOFF  
CHAIRMAN OF THE BOARD



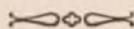
Congratulations to the personnel of the National Broadcasting Company are in order on the occasion of this Tenth Anniversary, and I welcome this opportunity to extend my sincere felicitations through the NBC TRANSMITTER.

It has been my happy privilege to see the National Broadcasting Company develop from an idea into an actuality; from a daring experiment in an uncharted field to an immense and well-ordered business—owing to the enthusiastic efforts of the men and women comprising its efficient staff.

The American system of broadcasting, with its universal coverage and unsurpassed program standards, stems from the establishment of the National Broadcasting Company. NBC was organized by the Radio Corporation of America to provide the American public with the finest radio programs that could be devised. NBC now occupies a position of enviable leadership in rendering a truly great service to business and to the home.

Compared to other industries, broadcasting has compassed a century of growth in ten years, and from the signs and portents now discernible, will span another century of progress in the next ten.

As a major and veteran member of the Family of RCA, the National Broadcasting Company will be in the van of this advance. I know that every individual member of the organization is making his individual contribution of loyalty and endeavor toward that end. My confidence is serene in your hearty allegiance to the aims and ideals of the company to maintain a high tradition of genuine public service. And so I am sure that the National Broadcasting Company will continue to exercise the same leadership which during the past decade has been the compass and beacon of broadcasting progress.



NOTE: "When I was approached by Mr. Lepore, Editor of the NBC TRANSMITTER, and one of our NBC guides, to write a message to our NBC staff, I asked him what he would say if he was Chairman of the Board of NBC. He replied, 'Give me a little time and I'll prepare something.' The message you have read was

prepared by Mr. Lepore and when I read it I told him I couldn't improve on it. Mr. Lepore is not only a good guide, he is a good reporter and editor as well, having successfully interpreted my ideas regarding NBC!"

DAVID SARNOFF

# Officers of the National



A. L. ASHBY  
*Vice President and General Counsel*



GEORGE ENGLS  
*Vice President*



DON E. GILMAN  
*Vice President*



FRANK E. MASON  
*Vice President*



DAVID ROSENBLUM  
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FRANK M. RUSSELL  
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NILES TRAMMELL  
*Vice President*



ROY C. WITMER  
*Vice President*

# Broadcasting Company



LENOX RILEY LOHR  
*President*

## NBC Ranks First...

The National Broadcasting Company looks back with pride and satisfaction over ten years of pioneering and leadership. As part of the RCA organization, NBC ranks first in every phase of the broadcasting art—research, equipment, communications, network facilities, programs.

But the price of progress is unceasing effort. Should we lean back on our record, however brilliant, that record would shortly begin to lose its luster. So the National Broadcasting Company is directing the inspiration of its past performance into the earnest daily endeavor which will continue and heighten its success during the decade to come. That, I know, is the spirit of our whole company personnel today.

A handwritten signature in cursive script that reads "LR Lohr".



**THE  
MODERN TOWER  
OF BABEL**

# Announcing the National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

**T**HE Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with springs. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

#### Radio for 26,000,000 Homes

*The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.*

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

*Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.*

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

#### WEAF Purchased for \$1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of

America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

#### National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

#### The Purpose of the New Company

*The purpose of that company will be to provide the best program available for broadcasting in the United States.*

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available in other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

*It is hoped that arrangements may be made so that every part of national importance may be broadcast widely throughout the United States.*

#### No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

*If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.*

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broad-

casting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

#### A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

#### M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

*We have no hesitation in recommending the National Broadcasting Company to the people of the United States.*

*It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.*

## RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President

TRUER TODAY---AFTER TEN YEARS---THAN EVER BEFORE

*We quote from our original charter:*

" . . . making clear the fact that it is more largely interested, more selfishly interested . . . in the best possible broadcasting in the United States . . . "

"The day has gone by when the radio receiving set is a plaything. It must now be an instrument of public service."

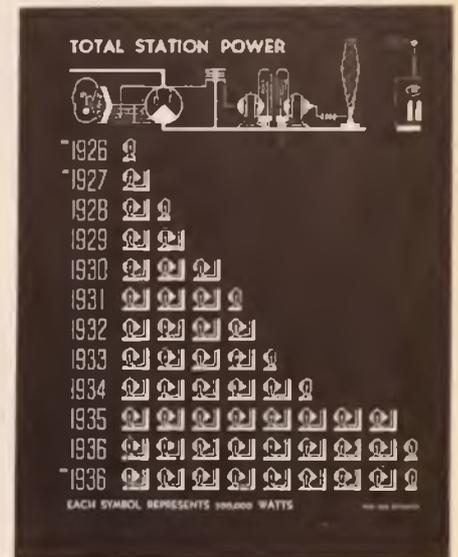
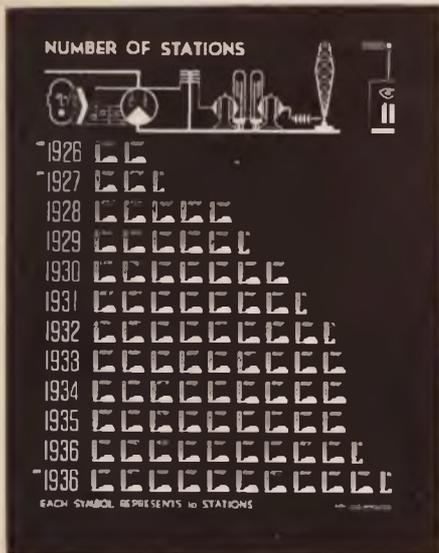
"The purpose of the new company . . . will be to provide the best possible programs available for broadcasting in the United States."

"We have no hesitation in recommending the National Broadcasting Company to the people of the United States."

# A DECADE

## OF

# PROGRESS

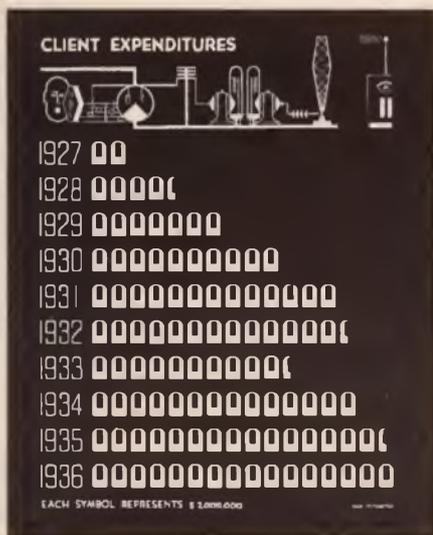


### NBC STATIONS

• ON NOVEMBER 15, 1926, with 19 associated stations interconnected by special wire lines, NBC broadcast its initial program to the largest radio audience then available. A decade later this total rose to 102 stations and is still growing larger.

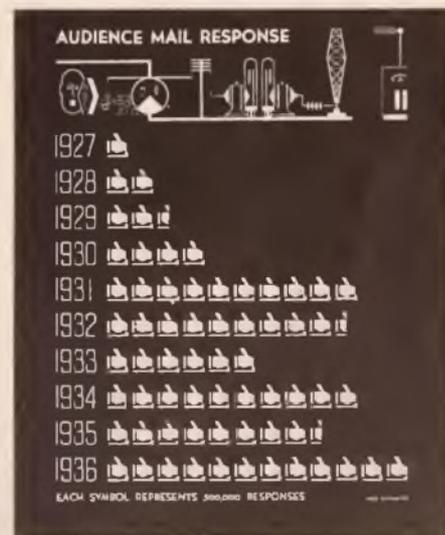
### STATION POWER

• IN 1926 the total transmitter power of NBC's network stations amounted to 41,250 watts. Today the aggregate power of the Nation's Voice has increased 4000% to 1,700,000 watts, which represents an annual power output of almost 11 million kilowatt hours.



### GROSS EXPENDITURES

• AN INDICATION of the rapid strides made by NBC during the past 10 years is shown in the gross expenditures for network facilities by national advertisers. In 1927, which was NBC's first full year of operation, gross expenditures amounted to \$3,760,000. It is estimated that the total for 1936 will exceed 33 million dollars.



### AUDIENCE MAIL

• AUDIENCE MAIL received by NBC in response to network programs amounted to slightly more than one-half million during NBC's first year. The estimated six million letters for 1936 will bring the 10 year total to thirty-four million audience responses.



• INTERIOR, WJZ Transmitting Station, Bonnd Brook, N. J., 1926.

...Then



• MASTER CONTROL ROOM when W.E.A.F.'S headquarters were at 195 Broadway.



• YESTERDAY the cast played a dual role—they were sound effects technicians as well as actors.



• ABOVE, JOHN CHARLES THOMAS — before ribbon velocity "mikes" were known.



• ANNOUNCER PHILLIPS CARLIN all set to broadcast from a plane in flight.



• ABOVE, THE MELODY BELLES of the gay '20's offer you syncopated rhythm.

# A Century of in a Decade

• GUY LOMBARDO and his Royal Canadians entertain RCA Magic Key guests.



• RIGHT, WHEN the "Tomato Can" microphone reigned supreme.





• ON GUARD at NBC's nerve center in Radio City.



• INTERIOR, WJZ Transmitter, 1936.



• ENGINEER SEE listens intently as Night Program Manager William Burke Miller sends NBC listeners a passenger's account of the China Clipper's initial flight.



• ABOVE, JOHN CHARLES THOMAS — today.



• SOUND EFFECTS—modern version.

# Progress . . . of Broadcasting

• RIGHT, YOU see what the modern orchestra leader has to offer as his idea of the Melody Belles of this decade.

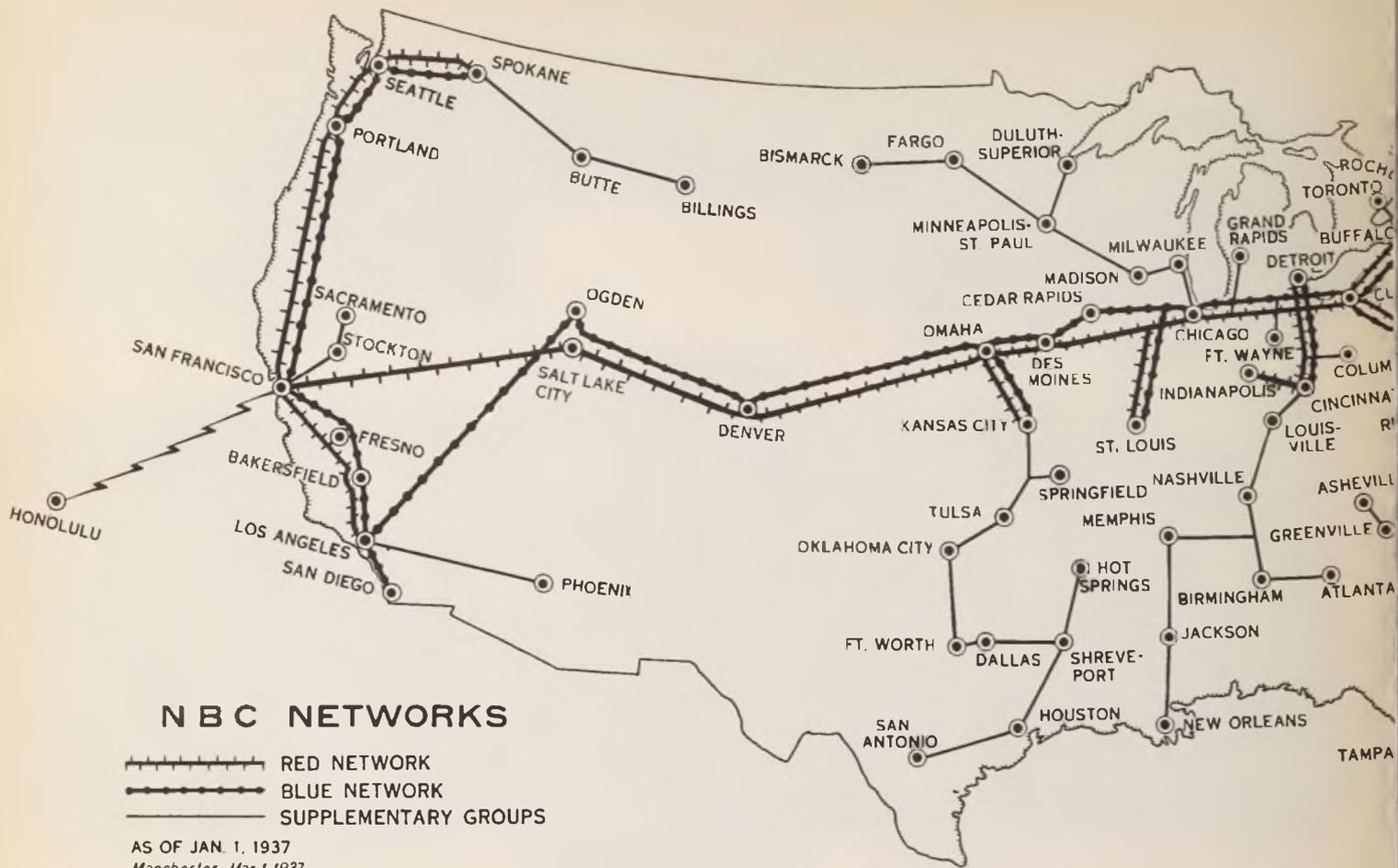


• EXTERIOR, W EAF, Bellmore, L. I.



• RIGHT, GERALDINE FARRAR, world-famous operatic star, accompanying herself at the piano.





NBC HOLLYWOOD  
 5515 Melrose Avenue

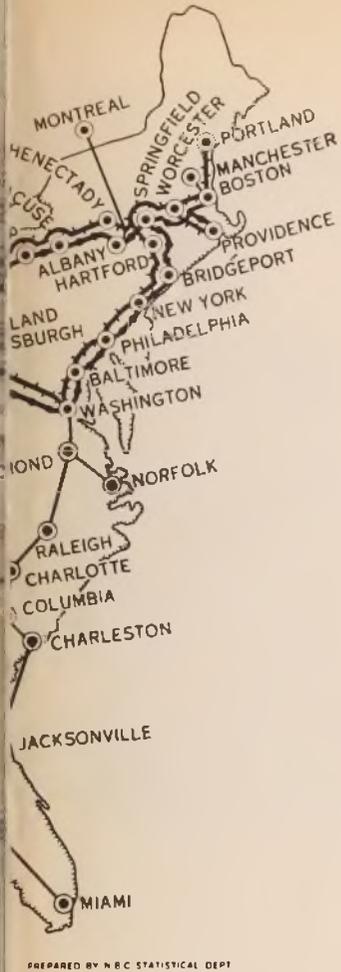
NBC CHICAGO  
 Merchandise Mart

NBC WASHINGTON  
 As Planned





*"This is the National Broadcasting Company"*

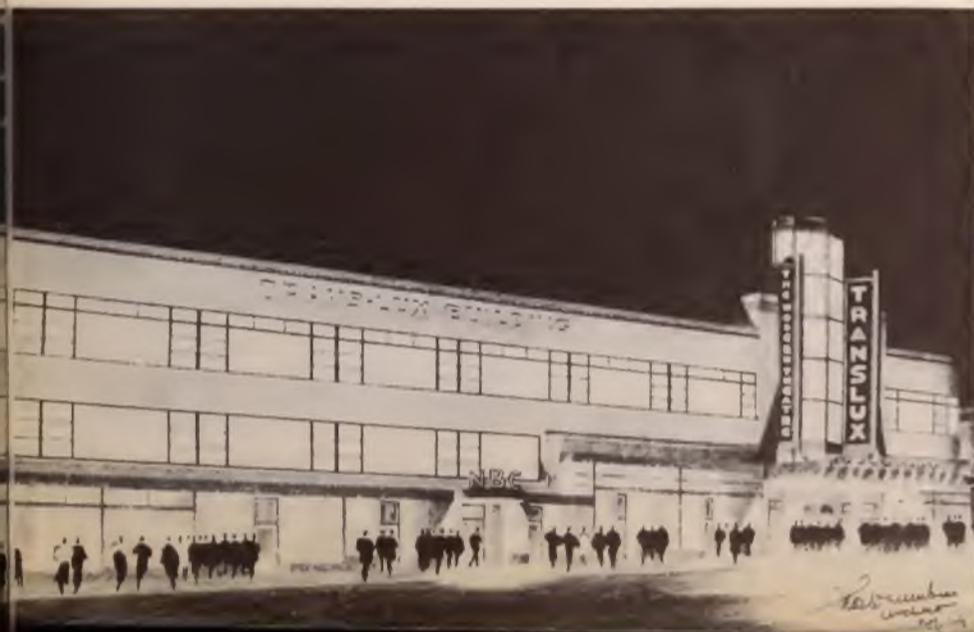


PREPARED BY N.B.C. STATISTICAL DEPT.

How many millions of us have heard these familiar words in our homes for the past ten years! How many millions have gradually come to associate this phrase with the finest in radio entertainment! Yet how few have ever begun to comprehend the significance of these words—the vast, continent-spanning machinery that is set in motion in serving the nation.

Radio, only yesterday a newly-devised instrument for sending dot-and-dash messages, has grown and grown through the years, with NBC leading the field; today, in over 22 million homes, the programs of the National Broadcasting Company serve not merely as a medium of communication, but as an all-expansive tie binding everyone in common understanding. Yesterday, weeks separated Atlantic from Pacific; today, the familiar expression "coast-to-coast," is taken for granted as a natural phrase describing NBC's far-flung facilities, serving government, business, and average man alike.—a basis for uniting Texas rancher, Maine farmer, Chicago banker as speedily as a flash of light. And now, celebrating its first decade, NBC looks to the future as "THE NATION'S VOICE."

NBC NEW YORK  
Radio City



10TH ANNIVERSARY EDITION  
**NBC TRANSMITTER**

**PROSPECTUS**

VOL. 2

NOVEMBER 15, 1936

No. 10

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*Assistant Editor*—ARY R. MOLL

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**NBC TRANSMITTER**

Room 284

Circle 7-8300 Ext. 220

**A TIMELY TOPIC**

Very likely President Roosevelt was not conscious of the fact that NBC was celebrating its Tenth Anniversary when, in his final campaign speech, he made the following timely summary of the public service rendered by the radio broadcasting companies of America:

"For a century and a half we have had here a free education and a free press, free public forums and a free pulpit, for more than a decade we have had a free radio."

In observing NBC's Tenth Anniversary we should reflect on the prominent part NBC has taken towards establishing "a free radio" for the public's convenience, interest, and necessity. It is significant that such a powerful and useful means of communication has remained a free institution in this country. It is because it has remained free that radio broadcasting is now firmly established as an American enterprise founded on American ideals and democratic tradition.

As the saying goes, now that it's all over but the shouting, we may look back at the prominent role NBC played in the recent national and state elections. The campaigns were conceded to have been the most hotly contested political battles in our history. Much was said on all sides which radio clearly carried into all American homes so that the voter could hear and better judge the relative merits of the opposing candidates, thus making for better citizenship by clarifying the issues at stake.

President Roosevelt struck the nail on the head when he remarked:

"I doubt if there was ever more downright political intelligence at the average American fireside than there is to-day."

We may be sure that in the future, as in the past and present, radio will continue to serve the American home intelligently and well.



This special issue of the NBC TRANSMITTER finds itself with the dual purpose of celebrating the NBC Tenth Anniversary along with its own second birthday. It is an attempt to present, in retrospect, NBC's achievements and accomplishments of the past decade in such a form as to enrich this issue's historical value. At the same time it is hoped to indicate the extent to which the paper has helped and may in the future aid in the fulfillment of company and personnel objectives.

*To that end the following standards are set forth:*

*To publish news of the advancement and the achievements of radio broadcasting and NBC's part in it.*

*To enlist employe cooperation in projects of mutual benefit to him and the company such as better health, study and wholesome recreation.*

*To tell of personnel activities in the various departments and divisions of the company. To give a more intimate knowledge of the organization as a whole and to create a more personal feeling on the part of the employes toward each other.*

*To paint the picture of NBC at work and at play by the use of story telling photographs.*

*The TRANSMITTER'S columns are open to any official or employe of the National Broadcasting Company and all contributions are welcomed.*

*That all these purposes shall unite finally to bring all the far-flung departments and divisions of the National Broadcasting Company in closer touch with each other's activities.*

**WE INVITE YOUR HEARTY COOPERATION.**

# Anniversary

# NEWS



## Distinguished European Broadcasting Officials Guests of NBC

• **HERE** you see members of a distinguished delegation of European broadcasting officials who visited the United States to participate in the Tenth Anniversary celebration of the National Broadcasting Company and to study American broadcasting methods. Seated in the front row, from left to right, are: David Sarnoff, president, Radio Corporation of America; Maurice Rambert, president, International Broadcasting Union; General James G. Harbord, chairman of the board, RCA; Chamberlain G. Lerche, president, Danish Broadcasting Company; and Lenox R. Lohr, president of NBC.

• **OTHER** members of the delegation, some of whom are grouped in the rear, are Robert Jardillier, French Minister of Communications; Raymond Braillard, head of European Radio Control Center, Brussels; Gladstone Murray, general manager, Canadian Broadcasting Commission; Dr. Kurt von Boeckman, of Reichs Rundfunk Gesellschaft and L. W. Hayes, of British Broadcasting Corporation.

## The NBC Cachet

• **THE** NBC CACHET is a special imprint placed on envelopes mailed during the commemoration of our Tenth Anniversary and will be placed on envelopes for those who desire it. In order to receive this service, the Cachet Manager of the NBC Stamp Club must have the self addressed envelope bearing the necessary postage before noon Saturday, November 14, in order to make the imprint and mail it on the 15. Aside from the value this cachet holds for philatelists, it is a souvenir of NBC Tenth Birthday which every member of the personnel should acquire.

## New Radio Fun for Children

• **JOHN F. ROYAL**, left, NBC vice president in charge of programs, is shown right reading one of the more than 730 scripts entered in the National Broadcasting Company's \$2,500 prize contest conducted to discover new children's programs. Paul Wing, director of NBC children's programs, looks on at center, with Homer Croy distinguished author, present in his capacity as a judge.



## NBC Week in Rockefeller Center

• **THIS** WEEK the entire Rockefeller Center donned holiday garb to help NBC to celebrate the biggest event in its already crowded career. The candles on the NBC tenth birthday cake shone on the gayest of banner and bunting. Each of the shops sported an NBC plaque in its window. There were flags flying as well there should be. The Music Hall and the Center Theater displayed NBC exhibits. The plaque projected nightly on the rear face of the Music Hall proclaimed these ten years of service to the world.

## Television on the Air

• **THIS** PICTURE behind the scenes in the National Broadcasting Company's television studio shows the engineers using the "Iconoscope" cameras in the actual process of a television broadcast. One "Iconoscope" camera or "television eye" mounted on a dolly is used for obtaining shots at variable distance and the other for close-ups. The images of Grace and Eddie Albert are being changed from a visual thing to electrical impulses by the "Iconoscope" tube which is to television what film is to an ordinary camera. The elaborate lighting and use of "mike booms" is all part of the television technique.



## Television Explained

• **THE** NOVEMBER 30 edition of the NBC TRANSMITTER will carry a special supplementary section which will be devoted exclusively to television. It will include both a technical and non-technical explanation of the facilities involved in the production of televised programs, some of the problems to be solved first before television becomes commercially possible, and a complete photographic display of the television procedure. Don't miss the November 30 issue!

# Slogan

## PURPOSE OF NBC EMPLOYEE SLOGAN CONTEST

" . . . to procure a permanent NBC slogan that will typify the services of NBC to the nation and to the general public."

## JUDGES

LEE H. BRISTOL, *Vice-President*, Bristol-Myers Company.

JOHN ZELLERS, *Vice-President and Assistant General Manager*, Remington-Rand, Incorporated.

EDGAR KOBAK, *Vice-President*, Lord and Thomas.

## METHOD FOLLOWED IN PLACING ENTRIES BEFORE JUDGES

The sorters separated the top half of the blank form from the bottom half so the judges would not know who submitted slogans. The judges did not know the names until after the decisions had been reached.

## SOME OF THE CONSIDERATIONS GOVERNING SELECTIONS

Slight variations in the choice or order of the words were regarded as important by the judges, particularly as between many slogans expressing approximately the same thought.

Many were more applicable to radio sets than to radio broadcasting.

Some had been already used in NBC and RCA advertising.

Others were too general and too readily applicable to other products and services.

Several entries were identified too closely with other famous slogans—they were paraphrased or changed only slightly.

Some were too sweeping in their claims, while others stressed some aspect of strictly minor importance to NBC or were too narrow in application.

Finally, several of the more obvious slogans were repeated verbatim in dozens of entries implying lack of originality.



MARGARET HUEMER  
*New York—Sales*



RUDOLPH W. BAUER  
*New York—Engineering*

# Winners



JUNE HYND  
New York—Program Department

## PRIZE SLOGANS AND WINNERS

### FIRST PRIZE—\$100.00

*"By Choice The Nation's Voice"*

JUNE HYND

### SECOND PRIZE (TIED)—\$50.00 EACH

*"In Tune with the Nation"*

MARGARET HUEMER—New York, Sales  
RUDOLPH W. BAUER—New York, Engineering  
EDWARD R. HITZ—New York, Sales

### THIRD PRIZE—\$25.00

*"America's Most Invited Guest"*

THOMAS F. EGAN—General Office, Boston

### ADDITIONAL PRIZES—\$10.00 EACH

"The Nation's Party Line" Donald J. Kraker—New York, Mail Messenger Section  
"America's Voice by Popular Choice" W. L. Simmons—Washington, D. C., Engineering  
"First in American Ears" Marvin D. Rae, Jr.—New York, Sales Promotion  
"Everywhere a Welcome Guest" John M. Young—Chicago, Continuity  
"Invited Guest in American Homes" J. K. Mason—New York, Sales Promotion  
"Radio Host to the Nation" Frank E. Chizzini—New York, Electrical Transcription  
"Reflects the Nation's Life" Dr. Franklin Dunham—New York, Program  
"At Home in Your Home" Helen K. Mobberley, Washington, Sales

### ADDITIONAL PRIZES—\$5.00 EACH

"The Programs You Choose" Alan Taylor—Schenectady, Sales  
"Broadcasters to the Nation" Maryann Henderson—New York, Executive Office  
Theodore H. Van Cott—New York, Engineering  
"Welcome Guest in Every Home" J. Robert Myers—New York, Statistical  
"Listeners' Favorite—Coast to Coast" Vincent F. Callahan—Washington, Sales  
"The Choice of the Nation" William James Bailey—New York, Announcing  
"NBC: Choice of the Nation" Wallace R. Magill—New York, Program  
"The Pick of the Air" Marjory Ellen Moline—New York, Stenographic  
"The Nation's Voice—America's Choice" Rubye Lucille Downs—Chicago, Sales



UNDER THE SEA

# NBC On The Job



THEY COVERED THE JAMESTOWN FLOOD OF 1936



MEETING ENVOYS OF FOUR EUROPEAN POWERS



IN ETHIOPIA



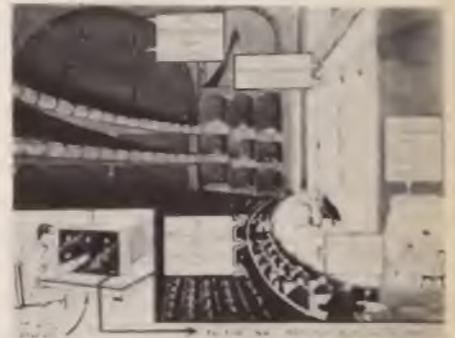
COVERING THE 1936 OLYMPICS AT BERLIN, GERMANY



MUSICAL APPRECIATION HOUR IN THE CLASSROOM



AT THE ERUPTION OF MT. KILAUEA IN HAWAII



BRINGING OPERA TO AMERICA



AT ENGLAND'S GOLDEN JUBILEE



EXCLUSIVE BROADCAST OF THE HINDENBERG'S ARRIVAL



WITH THE STRATOSPHERE FLYERS



ATOP THE NEW SAN FRANCISCO GOLDEN GATE BRIDGE



FLASHING THE 1936 ELECTION NEWS TO THE AMERICAN VOTER

# Some NBC Firsts

In January, 1927, NBC made the first successful transcontinental pickup by broadcasting the Rosebowl game from Pasadena, Calif.

In September, 1927, NBC covered its first prizefight—Dempsey-Tunney. The network of 68 stations was the largest ever assembled up to that time.

In January, 1928, NBC broadcast the first program from the West Indies when President Coolidge opened the Pan American conference in Havana.

In February, 1929, NBC broadcast the first international program from Europe (England).

In August, 1929, NBC had a parachute jumper broadcast as he floated down to earth.

In October, 1929, NBC broadcast the first program from Holland to the U. S.

In December, 1929, first international exchange program was received from and transmitted to England, Holland, Germany, and United States.

In March, 1930, the first two-way conversation between NBC officials and Admiral Byrd in Dunedin, New Zealand.

December, 1930. First broadcast from a submarine.

October, 1931. NBC announcers made the first radio broadcast with the test flights of the American Clipper ships.

December, 1931. A tribute to Marconi was broadcast from 19 different points in the world. First time so many places widely separated were united in one broadcast.

In December, 1931, first broadcast of the Metropolitan Opera Company on Christmas Day from the stage.

In 1933, the most intricate broadcast ever set up was Roosevelt's inauguration and the inaugural parade. It was a seven-hour broadcast, used five short-wave transmitters and the program was relayed to Germany in German and to England by English announcers.

In April, 1935, NBC was the first to cover the crash of the dirigible Akron.

August, 1935, NBC staged most extensive field broadcast hookup in radio history of the army maneuvers at Pine Camp, N. Y.

November, 1935, the Stratosphere flight.

December, 1935, Burke Miller, broadcasting all the way, crossed the Pacific in the China Clipper.

# AMONG THOSE PRESENT TEN YEARS AGO TODAY



Virginia R. Beers  
 Kenneth H. Berkeley  
 Bertha Brainard  
 Walter R. Brown  
 W. A. R. Brown  
 Adelaide Bucheister  
 D. R. Buckham  
 Angela Caramore  
 Mae C. Carroll  
 Phillips Carlin  
 E. R. Cullen  
 Margaret Cuthbert  
 Milton J. Cross  
 Joseph D'Agostino  
 Marie Dolan  
 Geraldine Fenrich  
 George Frey  
 Paul J. Gallant  
 Gerald Gray  
 Helen Guy

O. B. Hanson  
 Frances Heim  
 Max Jacobson  
 Albert E. Johnson  
 Leslie W. Joy  
 Harold Kelly  
 Marion Lamphere  
 Thomas P. Lunden

Howard Luttgens  
 Alfred R. Martin  
 George McElrath  
 Harry McKeon  
 Graham McNamee  
 George Milne  
 Robert M. Morris  
 James R. O'Kelly

Glenn Payne  
 Adelaide Piana  
 Raymond L. Porrier  
 Samuel L. Ross  
 Chester A. Rackey  
 Alfred H. Saxton  
 Theodore E. Schreyer  
 William B. Scott  
 Grace Sniffin  
 Daniel N. Stair  
 Walter Tepper  
 Robert L. Terrel  
 Madge Tucker  
 Daniel S. Tuthill  
 Gertrude Weightman  
 Catherine M. Whitaker  
 Edna Wilson  
 H. A. Woodman  
 Mark Woods  
 Harold W. Yates

**NATIONAL BROADCASTING COMPANY, INC.**



A RADIO CORPORATION OF AMERICA SERVICE

1825 CHESTNUT STREET  
PHILADELPHIA, PA.



PROGRAM MANAGER  
BY  
REBROADCASTED STATION  
BY

November 13 1936

NEC Transmitter  
National Broadcasting Company  
Radio City - New York

KYW, the National Broadcasting Company's managed and operated station in Philadelphia sends greetings to other members of our farflung family on NEC's birthday. This message you are reading was sent via RCA Communication's new Ultra High Frequency Philadelphia-to-New York facsimile circuit inaugurated on June 11, 1936.

Facsimile's first birthday and NEC's Tenth are closely linked for they are each symbols of a great service rendered by the Radio Corporation of America.

Good luck and many happy returns of the day.

Leslie Joy  
Manager - Station KYW



**A PROMISE OF THE FUTURE**