

NBC Chimes

JANUARY 1951



"THE BIG SHOW"

Ex-NBC Page Dee Engelbach (right) is producer-director; Tajlulah Bankhead, the mistress of ceremonies, and Meredith Willson, the orchestra conductor, for the show that is making radio history (see page 5).

Published monthly by and for the
employees of NBC.



JANUARY 1951

WHAT'S AHEAD?

This is the time of the year when predictions of what the future will bring are in order. Unfortunately, predictions are things most of us hesitate to make at this time, especially as regards the international outlook.

This unpredictability of the international situation has, of course, a considerable effect on our own immediate sphere, here at NBC. A greater mobilization of men and materials will affect us in many ways. It will mean our men being called up at a faster rate (see page 3), perhaps changes in our audience and maybe shortages in some of the technical equipment needed for broadcasting.

No matter what happens, though, we can be sure of one thing: our function as a necessary public service will continue. And, if the national emergency worsens, we will be confronting a bigger responsibility than we ever have faced before. The job of keeping the public informed in any eventuality is ours, and it is a job which we must always be fully prepared to perform. In future issues of Chimes, we will try to sketch just what preparations NBC is making along these lines.

HOW WE CAN HELP

In this space a couple of months ago we called to your attention the request of the company that we all review our use of the telephone, with the thought of reducing some of the overload on our switchboards. The recommended remedies hinged around simply the judicious use of the phone -- not making personal calls during the rush times of the day, reducing the length of our calls, answering the phone promptly, and the like. It is a happy reflection on the cooperativeness of NBC employees that the congestion on the switchboards has been relieved to a considerable extent.

However, there is still room for improvement, especially for those of us who have occasion to place long distance calls. Possibly in many instances a telegram would substitute very well for the long distance call. And, of course, often a letter could take place of a wire.

As you know, you should send your telegrams to the Traffic Department. If they have a TWX circuit available it will be used. Otherwise the telegrams will be sent by Western Union.

LET'S GET TOGETHER, AA MEMBERS!

Don't you think it's about time we had some fun? We think so, too -- so here's what the AA has planned for our first social gathering of 1951:

On Friday, February 16, there will be an informal "Get-Together" at the Hotel Dorset, 54th St. between 5th and 6th, from 5:30 to 7:30 p.m.

Those of you who have the strength to dance after a hard day's work will do so -- to music by all the top bands. Or just sit and relax, mix with your friends, and enjoy saying more than just "hello" to those you see occasionally in the hallways. The bar will be prepared to serve you your favorite libation, on a personal charge basis.

Because of limited space (capacity 300) it will be necessary to grant admission on a first-come, first-served basis. All who wish to attend should go to Employee Services, Room 705, for tickets, which will be available Feb. 12 through Feb. 16.

TICKETS ARE FREE OF CHARGE TO ALL AA MEMBERS!

And if you want to bring a guest, you may do so at a cost of only fifty cents. Hope you're planning to come -- because we're counting on seeing you.

IN SERVICE

Following is the new list of NBC employees who recently have been called into service:

David Eddy, Information
Frank Spain, Development Engineering
Richard Byrns, Guest Relations
Charles Dempsey, Guest Relations
William Keen, Guest Relations
Van Duyn Ridgway, Guest Relations
Ray Powers, Guest Relations
Gordon Wiles, TV Production Services
Antonio Nelle, TV Technical Operations
James Gaffney, TV Newsreel
Harold Chase, Personnel
William Forrester, Literary Rights and Playreading
Victor Tervola, AM Technical Operations
Raymond Dominge, TV Controllers
Walter Post, TV Production Services
Andrew McCulloch, TV Staging Services
Robert Fisk, TV Film
Herbert Greely, TV Technical Operations
Constantine Gochis, TV Newsreel

This brings to 48 the number of NBC New York employees who have entered service. By the time Chimes is out, there will probably be more. We will try to keep you posted each month about our departing brethren.

NEWS ABOUT THE NETWORK



GEORGE E. FREY



JOHN K. HERBERT



FREDERIC W. WILE, JR.

Four major developments on the executive level have taken place at NBC within the past few weeks: George E. Frey, Director of Television Network Sales; John K. Herbert, General Sales Manager for the Radio Network, and Frederic W. Wile, Jr., Director of Television Production, have been elected vice presidents, and Charles C. Bevis, Jr., formerly Assistant to the Vice President for Owned and Operated Stations, has been appointed General Manager of KOA and KOA-FM, Denver.

Billy Rose, one of the greatest showmen in America's history, has been signed to a two-year contract with NBC. He assumes his new duties as consultant to the NBC Television Network on February 1.

NBC and Barnard College will collaborate in an annual six-weeks Summer institute in radio and television, beginning this summer. Classes will be held in NBC New York studios, with members of the NBC staff as instructors.

The network's radio division of Public Affairs and Education is being merged with the AM News and Special Events Department, with Henry Cassidy heading up the combined services. Edward Stanley will be in charge of the Public Affairs and Education Division and Joseph O. Meyers will head the news operation.

Approximately six and one-half million new television receivers were installed in the United States during 1950, according to Hugh M. Beville, NBC Director of Plans and Research.

Bob Hope has signed an exclusive long-term contract with NBC for both radio and television.

NBC scored a smashing triumph in Look magazine's first annual Television Awards, winning eight awards outright. Its closest competitor took four. One other award was shared with ABC, and another with ABC and CBS.

THANKS FROM JUNIOR ACHIEVEMENT

NBC's Junior Achievement group has asked us to express for them their thanks to all the people at NBC who have assisted them so greatly in their project, especially Messrs. Arch Robb, Charles Bennis, Peter Tintle and Frank Heitmann.

The NBC employees who are acting as advisors to Junior Achievement are Jerry Verbel, Production Advisor, Dick Jackson, Business Advisor, and Bill Rich, Sales Advisor.

"THE BIG SHOW"

Ex-NBC Page Is Producer of the Show That Is Making Radio History

Only 12 years ago Dee Engelbach was a page in NBC's Guest Relations Department. Today, he is producer-director of our spectacular Sunday night radio program, "The Big Show," which is being universally hailed as one of the major events in the history of broadcasting.

Just recently, for example, Collier's devoted almost its entire editorial page to a caricature of Tallulah Bankhead and "an unabashed plug" for "The Big Show." Critics have remarked that it is probably the most outstanding reaffirmation of faith radio could have been given. And the industry and public alike are making joyful sounds over this 90 minutes of adult humor and entertainment.

The man behind all this, Dee Engelbach, has gathered and combined one of the greatest accumulations of talent ever known in show business. Not only has he marshalled the great array of talent, headed by the incomparable Tallulah, and including Fred Allen, Jimmy Durante, Ezio Pinza, Ethel Merman, Bob Hope, Groucho Marx, Eddie Cantor and Ed Wynn and scores of other luminaries as guests, but he has secured the services of some of the best writers in the business.

Engelbach's contemporaries on the GR staff were such present day prominences as Gordon MacRae, Earl Wrightson, Dave Garroway and Dick Haymes. After a couple of years of guiding tours around the building, Engelbach got a staff job as a producer-director and rose steadily until 1943, when he left NBC to become a free-lance producer-director.

Through the past seven years, his name has been linked with some of radio's outstanding shows, from dramatic to documentary to variety offerings,

In spite of its unusual length and breadth, "The Big Show" has never been overcome by its bigness. This is, of course, by design. Before the show went on the air, Engelbach declared that the keynote would be originality and not size. He insists that emphasis be placed on freshness and novelty, because "radio must not go by default."

The consensus in the trade seems to be that as long as producer Engelbach is around radio will not go by default.



THE JONES BOYS ARE OFF AGAIN

NBC-TV's Fabulous Newsreel Cameramen Leaving on European Assignment

Charles and Eugene Jones, the 25-year-old twin cameramen of NBC's television staff who have been responsible for most of the sensational newsreels of the Korean War you've been seeing on "The Camel News Caravan," are scheduled to leave in late January for a new assignment -- this time in Europe.

They plan to cover just about every accessible country on the continent, taking films about ECA, Atlantic Pact defenses and handling news stories as they arise, for NBC TV's program "Battle Report."

One is inclined to grow a little uneasy about the European situation now that the Jones Boys are going there, what with their unique ability to be "there" when a hot news story breaks. They started earning this reputation at 16, when they landed jobs as copy boys on separate Washington papers.

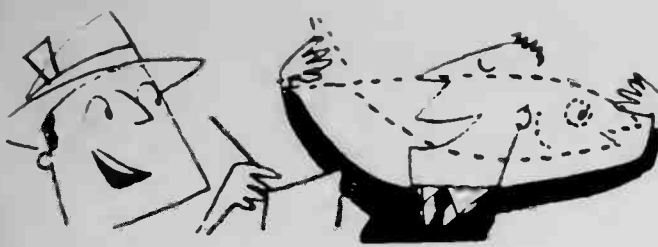
The twins were only 17 when they became the youngest regular news photographers in the capital. When they were 18 they joined the Marines as combat photographers, and landed with the first waves on Iwo Jima and Tarawa.

At the outbreak of hostilities in Korea, NBC called the twins up from their civilian jobs with the Washington Times-Herald and sent them directly to Pusan, where they proceeded to take their cameras right up to the front lines -- and beyond.

Among their exclusives were the first films ever made from jet fighters in combat and the only films of the Inchon landing. It was during the latter that Gene Jones was wounded in the chest by shrapnel.

Shortly after their return to the United States, the Jones twins spoke at a meeting of the Overseas Press Club at Toots Shor's. Under the head "This Is a Story Which the Editor Cannot Cover," the Bulletin of the Overseas Press Club told of how at the meeting "more than half a hundred veteran newsmen listened motionless -- some with tears in their eyes -- while a couple of kids told about the war in Korea." The Jones Boys are not professional public speakers, but they were talking of a world they knew. As Gene said, "A dark and bloody world you can't know unless you're there."





It happens at NBC

EXECUTIVE -- Legal: Legal and NBC have lost BOB "Legal" MYERS to a California law firm. We were all sorry to have him leave. He was launched on his way by the department at a farewell party given by GUS MARGRAF at his home in Rye, N.Y. We welcome JEAN SCHNEIDER aboard. A former legal "eaglette," JO ANN MASON, has joined the Women's Marine Corps.

PUBLIC RELATIONS -- Press: Congratulations to SY FRIEDMAN on the birth of his new son Richard. MILDRED KALBAC has announced her engagement to William Bracco. They plan to be married in June. BILL PETERSON has joined us as new Assistant Copy Editor. BILL ECCLES has come down from the Mailroom to replace JOHN O'KEEFE in Photo Files. John is now Copy Clerk for the department.

Information: ANITA BARNARD reports 8 below zero weather at Lake Placid where she spent the holidays in a really white Christmas; ROSEMARY PFAFF held an open house New Year's Day at her home and at least 65 people were there most of the time. Information held a Christmas luncheon the Thursday before Christmas. Two desks brought together made a fine banquet table. In addition to the members of the department, BEA DAILY of Personnel, RAY JOHNSON and DICK STAHLBERGER of WNBC, JOSEPH ROTHENBERGER of TV Staging and DAVE BELLIN of A&P were very honored guests.

Continuity Acceptance: HELEN (Miller) POLLACH and her husband Dave are now the proud parents of a baby girl, born Dec. 27. They're naming her Fern. JUDY CHENKIN, who just came back from a wonderful trip to Europe, is substituting for Helen while she is on leave.

STATION RELATIONS -- TV Station Relations: Big news of the month is that STEVE FLYNN is the father of a son, Stephen, Jr., born Jan. 3. BARBARA COOK has deserted us to seek the sunny sands of Florida. AGNES HANFORD has joined us replace "Cookie" as Mr. LYFORD's secretary. The traveler in our office, it seems, is TOM KNODE, who left for several weeks of visiting our affiliates, including Miami. SHELDON HICKOX wasn't so lucky, going to Omaha, St. Paul and Kansas City, where the weather is really cold these days. Another newcomer to our office, but not to NBC, is RAY O'CONNELL, who joined us the first of the year.

Radio Station Relations: We are pleased to have a new boss in our department. NORM CASH took over this post Jan. 1. VIV CARROLL is pleased, too, because the same day we welcomed DON MERCER in as a station representative, and Viv is his gal Friday.

Traffic: Lots of luck and best wishes were extended to ROY BARTELS, who was the first Trafficite to enter the Army. JOAN MOONEY eagerly

watching the mails; reason -- her Don now a Marine. ALICE WEYRATHER JACOBS had a few of the gals out during the holidays to see her new home. Wonderful incentive to take that fatal step! Welcome to TEDDY LATTIME, our newest addition.

TELEVISION -- Film: New arrivals in TV Film are FLORENCE GERSHFELD, as a secretary, and LEONARD WARAGER, as a salesman.

Controllers: In the new members category we say "Hello" to FRANCES McTIGHE, BETTY RANDOLPH, MARGERY KRUGER, MELVENE REESE, MARTHA KRINSKY, EDITH KORN, JUDY REITER, ED STEGEMAN, TOM SAMUEL, IRVING TRAEGER and EDMUND LUBERDA. JOE FULLER, BOB AARON, BOB RUSSELL, JIM CODY and JOAN DiMICELLI have transferred into our group from other departments. RAY DOMINGE has left us to go on active duty with the Army -- we held a farewell party for him at the Taft. Congratulations to JACK LAVAN, who has been promoted to the post of General Ledger Bookkeeper.

Staging Services: We held a Christmas cocktail party on Monday, Dec. 18 at the North Garden Room of the Hotel Astor, which was attended by approximately 200 people from Staging Services. Guests of honor were FRED SHAWN, JAMES KOVACH, CHARLES McCUISTION and ROBERT WADE. Chairwoman were HELEN BISHOP and DONNA McCLINTOCK. Wonderful time was had by all.

Broadcast Operations: PRISCILLA PRYOR has announced her engagement to John Tyler Britton. MARLEIGH RYAN has joined the Broadcast Routine section of TV Operations.

Technical Operations: Congratulations to BILL de LANNOY, who became engaged at Christmas. New girls in the department are AUDREY GROSSINGER and TYRRELL McAMIS. BOB FLYNN left for the Navy Jan. 17.

Program: KIRK BROWNING became the father of a 7 lb. son, David, on Jan. 16. ROSE SHEEKY is back with us after a long siege of pneumonia. HAL KEITH is scheduled to re-enter the Army, as a Captain, on St. Valentine's Day. The CRAIG ALLENS had a son, Craig, Jr., on Christmas Day. SARA MACON is recovering from the measles.

News and Special Events: MARTIN HOADE, producer of "Watch the World" and the new "Bob Considine Show," is the father of a new boy, Malachy, and STAN ROTKEWICZ also became the father of a little boy who came along Dec. 26. MARY DUNDON was married recently. Both GEORGE MURRAY and CONNIE GOCHIS have gone into service.

Sales: Two new salesmen here: JACK CARSON, who recently joined the company, and LANCE BALLOU, who came to us from TV Planning & Research.

Advertising & Promotion: Replacing RAY O'CONNELL as Audience Promotion Manager is JOHN HURLBUT, from WSYR. Ray has gone to Station Relations. A new writer here is JOHN HASKIN PORTER, formerly with the Buchanan Agency. FRANK McMAHON has been snagged for jury duty. RICHARD BLAKE is nursing a badly burned thumb -- result of lighting someone's cigarette.

Sales Planning and Research: Latest addition to the department is BOB HOWARD, who was transferred from Radio Sales Planning and Research. He will work with DICK PAIGE on TV Ratings.

RADIO -- Program: GRANT TINKER, of Program Supervision, is celebrating the birth of his son, Mark Christian, who came along Jan. 16, tipping the scales at 7 lbs. 3 oz. CAROLINE ROGERS, a playreader, of Script, is leaving to take an editorial job with Reader's Digest, and EVELYN WESTFALL has left to go with Kwasha & Lipton, on Wall St. BILL FORRESTER, of Literary Rights, has joined the Marines.

Technical Operations: Welcome to newcomer JOSEPH SMART, who started Jan. 22 in Studio Field Engineering. VIC TERVOLA, who re-entered active duty as a Captain Jan. 5, is now at Ft. Riley, Kansas.

Recording Engineering: We're sorry to hear VIRGINIA WEBER has left the company to start attending Adelphi College. She has been replaced by SALLY NICHOLS. We'd like to spread the welcome mat for our two young recording engineers from KYW, Philadelphia, BUD DICKINSON and TED LE VAN.

News and Special Events: A series of switch-abouts in AM News: GRACE O'DONNELL becoming secretary to HENRY CASSIDY, our new Director of News, Special Events and Public Affairs; PEGGY WHITMORE taking over Grace's previous post; MARJORIE KABRE officiating at the switchboard. We bid a fond farewell to BARBARA PONS CASELLI, and in her former job as secretary to JOSEPH MEYERS, we welcome BETTY RAPP. Also, a welcome to JACK ELLIS, our new newswriter. On the home front, there are two more newcomers -- a baby boy for RUSS WILLIS and a baby girl for DICK DOTY. Congratulations to you both!

Sales: MARY MUIR left the company Jan. 15. MARY SICKLE has been promoted to JOHN K. HERBERT's office.

Advertising & Promotion: TOM DATER has come from Guest Relations to become our new production clerk. LENNIE GIARRAPUTO has taken the place of CHARLIE DENHARD, who has left the company. His friends in New York will be glad to hear that BLAKE CHATFIELD, Audience Promotion Manager in Hollywood, became the father of a 7 lb. 3 oz. package, David Blake Chatfield, born Jan. 7.

Sales Planning and Research: We've said goodbye to BILLIE HUBER, who left the company Jan. 1. MARY ELIZABETH BERNARD has taken Bille's place in our Circulation Department, and PAUL SCHEIER, in turn, has taken her place as Junior Statistician.

OWNED & OPERATED STATIONS -- Spot Sales: All our best wishes to ANN SAUNDERS, who became engaged right after Christmas.

WNBC-WNBT: The past few weeks WNBC-WNBT has been busier than the proverbial beehive. On Jan. 3 a small but enthusiastic band of video-ites gathered on windswept pier 88 to toast the departure on the S.S. De-Grasse of ALAN HANDLEY, "Easy Does It's" producer extraordinaire. He will be on the continent six weeks. Among the well-wishers were JINNA ROLF, JOHN CHAPIN, JOHNNY ANDREWS, FRANCEY LANE, DICK SCHNEIDER and JOHN STEARNS, WNBT's new director. In addition to John, WNBC-WNBT welcomes a whole host of newcomers: HELEN HANAU, as WINI SCHAEFER's assistant; MARY ANN STRIANO, as secretary to LENNY SAFIR; BARBARA STRUMPF to Radio Sales; PHYLLIS GEARY to Radio Promotion; BETTY RICHARDS as DICK STAHLBERGER's secretary; LAURA SCHWARTZ, as assistant to GEORGE WALLACH, and BETTY SAMET, as the station's pretty book-keeper. JIM HIRSCH, WNBT Sales, is being congratulated on the birth of his son, Thomas James, on Dec. 19. Welcome back to MICHELE LESCURE, Mr. COTT's secretary, who underwent an appendectomy, and to GEORGE STEVENS, who is now with us as a radio account executive after a month's leave of absence. TED ZAER has come from Controller's to take over Mr. Stevens' former duties as Station Controller. Sorry to see AL SCOTT leave our midst to join the TV network as a director.

ADMINISTRATION -- Personnel: JANET DUGAN MOORE has transferred to ED SOUHAMI's office as Labor Relations Research Assistant. We bade a fond farewell to HENRIETTA GRICE, formerly of our Records Section, who has joined the Treasurer's Department.

Controllers: After 11 years at NBC, MIKE BOLAND has left to join ABC. When we presented him with a wrist watch, Mike surprised us all by being at a loss for words -- the first time in 11 years. DON RYDELL got married on Jan. 20.

Treasurers: ELLEN McENTEGART has left us to take up full time duties as a housewife. ADRIENNE SELLITTO has moved up to Ellen's spot. New department members are MURIEL REIMERS, from WNBC, HENRIETTA GRICE, from Personnel, and GLADYS HARDY, new to the company.

Purchasing: Welcome to JEAN LEE, who has joined us, replacing DOROTHY MANALIO, who left us for a full time job as a homemaker when she got married recently.

General Service: Welcome to our new carpenter HAROLD BURKE. We're sorry that PETER RUHRORT had to leave us because of illness in his family. GEORGE McLEOD is new Building Service Supervisor at 106th St.

In **Supply**, BOB SMITH is due to leave for the Air Force at the end of January. FLORENCE O'GRADY is new to the section.

New member of **Protection** are: IRVINGTON CARLTON, FRED ACKERMAN, THOMAS MASTERSON at the Center Theater; DANIEL SINNOTT at the International; LOUIS SPINRAD at the Hudson, and WILLIAM MEYER at the Belasco. Congratulations to CHARLIE EGELHOFER, the new manager at the Hudson.

New girls in PBX are DOROTHY CUNNINGHAM and ALICE CONNOLLY. It seems the stork is flapping over PBX, with MARGARET BURKE expecting around this spring.

Air Conditioning: We hear tell that BOB HOLRITZ is studying plumbing on the side in Jersey City. TOM HENRY has convinced his girl he's the best -- wedding in June. BILL SANTHOUSE is at sea aboard the U.S.S. O'Hare and latest reports are that he will be another victim of wedding bells. GEORGE LINBERG has broken out with another rash of jokes and the men are taking up a collection to get him a complete memory course. JOE FERRERA is running around, buying up baby carriage, crib, football, roller skates, etc. Arrival due any day now. VINCE RYAN's son now a member of the U.S. Navy and proud papa's chest has doubled its expansion. At 106th St. ED WEILLE is in seventh heaven -- seems he has been adopted by a den of Cub Scouts. This proves there is a second childhood. At the Center Theater, PETE RATYKA reports the crew there has become the lost battalion, with McCONAGHY leading the attack on rust, dust and clogged pipes.

Stenographic: INGE WITSCHAS, while anxiously awaiting the completion of her new home on Long Island, is out on a buying spree for furnishings before her forthcoming marriage Easter Sunday. Also furniture shopping these days is IRMA WIITANEN, who is all enthused about the brand new apartment she will move into this spring. Irma also will live on Long Island. JOYCE STEGER has moved to Long Island where her family recently bought a home.

Duplicating: CHARLIE ATLEE is out having his appendix removed. Welcome to newcomers JOHN CASHMAN and GENE KENEFICK. ELWOOD DOUDT also underwent an appendectomy recently. BILL LEARY is awaiting orders from the Marine Corps Reserve. JIM HIRSCH has gone to Engineering and BOB GAMSER has joined Controllers. LOFTUS McDONOUGH got married Jan. 6 and is honeymooning at Lake Placid.

Mail: We had a terrific time at our annual Christmas party on Dec. 22. Besides the exchanging of presents by all, the proceedings were further enlivened by a 15 lb. turkey. Welcome to GIL GULBRANSEN and LOLA NOYES. Farewell to PAT McGRATTAN and RUTH BENNETT. Department head BILL KELLY was interviewed by Jack Berch on Christmas Day, and the crew sang carols. Hello again to KIT SIEGFRIED, who has been visiting her Marine hubby on the West Coast. The "Date in Manhattan" show was enhanced by the appearance of SAM KIRSHMAN, boy comedian, who did his own humorous bit for all to see.

Engineering Development: MARGIE NEWCOMB is engaged to BOB MAUSLER of TV Maintenance.

National Administration: ED CORSI has left to enter the Army. JIM HIRSCH of Duplicating has taken his place.

Radio & Allocations: LILLIAN HOYER, Mr. DUTTERA's secretary, has been transferred to Mr. Norton's office. ED PILLER became the father of a 6 lbs. 13 oz. baby girl, Marilyn Hope, born Jan. 12.

Technical Services: JUNE WALTER, Mr. WOOD's secretary, is leaving to go home to Pennsylvania.

Audio-Video: ELAINE HOLLYWOOD has moved her wedding date up to April 7. JOE GILLIGAN, formerly a clerk in Audio-Video, has been promoted to Apprentice Construction Man.

Guest Relations: Promotions: TOM DATER to A&P; WARREN SIMMONS to Tour Promotion Assistant, HARRY LOWERY to Literary Rights, JOE AHERN to Set-Up, JOHN CORSA to Staging Services, DELMA LIGHTY to Spot Sales. Our new cashiers are JOHN PLAIN, JIM GREENWAY and DON UPTON. New faces: Guides; JOAN MURPHY, JANE NORVELL, SANDY PAPPAS, BEVERLY HOROWITZ, FRANK KELLY, BOB BRAY, BOB LAMBERT, HANK SHENSKY, PETE COMMANDAY. Pages: RAY SHAB, ARNOLD GREEN, JOHN MOROCCO. Now on military leave: JOHN RUSSELL and RAY POWERS.

Set-Up: JOSEPH AHEARN and STEPHEN DIEKHAUS have joined us as new set-up men. JIM RICHARDS, former manager of the Belasco, now with TV Staging Services. AL PATKOCY has taken Jim's place and PAUL HERGENHAHN has filled Al's spot as Assistant to PAT CAHILL.

Sound Effects: JANE HENDRIE enthused these days over the folk-dancing classes she attends every week. AG HORINE off to Rome -- Georgia, that is. And back with us after having his appendix removed is DICK GILLASPY.

Music Library: EDITH WALMSLEY had the girls over for a leisurely evening of cocktails. The potency of the expertly prepared drinks became evident on the subway when everything became quiet by comparison. Two transfers have been effected this month: EDDIE DUNHAM, who needs no introduction, comes to us from Production. JOHNNY ROMAINE will be up in the Record Library from now on.

NBC AA's BASKETBALL TEAM

At this writing, the AA's basketball team has held one practise session and has scheduled another at the First Christ Church Gym on 36th St. In spite of a late start, it seems we have the makings of a fine team, according to Martin Cohen, of TV Staging Services, who is coach and manager. Already lined up are games with JV and freshman teams of local colleges, RCA Communications and other company teams. If you are interested in playing, call Employee Services, Ext. 446.

BARGAIN COUNTER

FOR SALE: 1946 four door Mercury in perfect condition. Sacrifice at \$750. Owner must sell -- going into Army. For further information, call John Christophel, Ext. 8438.

NBC Chimes

FEBRUARY - MARCH 1951



MR. JAMES DURANTE PLAYS CYRANO
(See Page Four)

FEBRUARY-MARCH 1951

THE LITTLE THINGS

If Aesop the Slave didn't have a fable about the importance to the success of a large project of securing the perfection of all its little components, he should have. It's something which can't be over-emphasized.

There doesn't seem to be much connection between addressing interoffice envelopes correctly and NBC's being able to continue to produce the biggest and best shows in broadcasting, but there is a very definite relationship. If we, the employees of NBC, can't do our ordinary everyday tasks of "housekeeping" well, then sooner or later it will affect our ability to the big things well.

Fortunately, most of us are pretty conscientious about performing those little jobs that help NBC save time and save money. Imagine what it would be like if everyone suddenly stopped writing the room number on interoffice envelopes, or just called the operator for an inside extension rather than looking it up and dialing it himself. Our internal communication system shortly could become so fouled up that it would be well-nigh useless. And here at NBC, with our offices and studios scattered throughout the city, that would be pretty disastrous.

If you don't do those little things, such as locking your desk and files, turning off the lights and shutting the windows when closing the office, someone else will have to do it, and you can see that if such individual carelessness were to continue and become universal, then that someone else will get an unbearable overload of work.

It's not easy to drive home the idea of cost and waste consciousness, since what each individual can save (or waste) seems rather small. But when you think that if each NBC employee were to conserve ten cents worth of, say, stationery, each week, in a year's time over \$16,000 would be realized, it starts to take on considerable importance.

We don't have to be time and motion engineers to find little things in our individual operations that can be corrected and adjusted so that efficiency will be increased and waste cut down. Usually it just means reviewing what we do from an objective standpoint.

We are the network of the biggest shows and the biggest stars. Let's help insure our ability to boast of our bigness by not forgetting the little things.

CIVIL DEFENSE IS YOUR BUSINESS

As you know, NBC, as well as Rockefeller Center and the federal, state and city governments, have established civil defense programs. Here in the company, air raid wardens are being designated, routes to safe areas are being selected and marked, necessary equipment is being ordered, and all employees have been canvassed to find those with training that would make them valuable in time of emergency. In addition, instructive films have been shown to many employees and a full-scale program of civil defense education is being planned for all employees. In following issues of Chimes you will be given detailed information on all facets of NBC's civil defense program.

Ultimately, however, the NBC Civil Defense Committee can do nothing without the help of all employees. Reams of instructions can be distributed and tons of equipment acquired with no salutary effects unless all of us realize that civil defense is our own individual responsibility. Living up to our responsibilities might mean offering whatever skills we have in the capacity of a volunteer worker, or it might just mean making it your business to learn and to follow instructions.

IN SERVICE

Here is the list of NBC employees who have been called into service since the last issue of Chimes. This brings to 65 the number of NBC New York employees who have gone in since the outbreak of the war in Korea.

Rudolph Kuehn, Development Engineering
Frank Spalding, Television Sales Trainee
William Leary, General Service
Robert Quinn, TV Production Services
Alfred Scott, TV Program
Hal Keith, TV Program
Roy Bartels, Traffic
John Piorek, Development Engineering
Carmen Corsi, National Administration Engineering
Robert Smith, General Service
Thomas Leonard, General Service
Richard Pease, Guest Relations
John Russell, Guest Relations
John Butler, Radio Network Sales
Michael Locascio, TV Film
John Christophel, TV Film
George Murray, TV Newsreel

Incidentally, if you know the address of any of our men in service, please send it to Chimes, Room 705, so we may put them on our mailing list.

NEWS ABOUT THE NETWORK

The prodigious proboscis on the cover belongs partly to the NBC make-up department and partly to Mr. James Durante, who made theatrical history Wednesday, February 21, with his portrayal of the title role of Edmund Rostand's "Cyrano de Bergerac" on the "Four Star Revue."

In spite of considerable natural advantages, this was the first time Jimmy had ever played the famous long-nosed swashbuckler -- the only character in fact or fiction who seriously challenged him.

Benjamin L. Webster, a veteran of 25 years in the theatrical and industrial design fields, has been appointed assistant to Fred Shawn, NBC Television's Director of Production Services.

Seventeen hundred New Englanders - brought to New York in two New Haven Railroad Show Trains -- were special guests in our Center Theater February 18 for "The Big Show", NBC's Sunday evening radio extravaganza. One train originated from Boston and the other in Hartford, and the entire Center Theatre was reserved for the passengers. As Fred Allen said, "The only way I got on the show was to fly to Boston and ride the Show Train down. No other way to get into the theatre." Incidentally, a survey by NBC's Plans and Research Department showed a very great number of the passengers to be television set owners.

John Cameron Swayze, of NBC Television's "Camel News Caravan," "Who Said That" and "Watch the World" has completed a full cycle: from reporter to radio newscaster to television personality and, finally, a newspaper writer again. This month he began a column for the McNaught Syndicate.



Groucho Marx, award-winning emcee of NBC's AM-TV comedy quiz, "You Bet Your Life," this month carried off the honors of another poll. The inmates of San Quentin prison almost unanimously voted the acid-tongued Groucho as their "most enjoyable entertainer." According to Groucho, "if my brother Harpo was where he belonged" he would have had 1574 rather than 1573 votes out of the possible 1639.

113 NBC EMPLOYEES GIVE BLOOD
AT CENTER THEATRE FEB. 15

Donations Go to Both Armed Forces, Our Blood Bank

A mobile unit of the Red Cross Blood Bank was set up in the lower lounge of the Center Theatre on Thursday, February 15, to receive the blood donations of NBC and ABC employees. It was the greatest group contribution of our employees in the present history of our Blood Bank, with a total of 113 pints contributed. Half of the total will go to the Armed Forces in Korea and the other half will go to our own Blood Bank. Following are the names of our people who gave blood at that time:

Doris Phillips, Charles Bergh, Margaret Delaney, Helen Rachel, Vicki Galvin, William Ryan, Herbert Schumm, Paul Scheier, Lorin Myers, Barbara Gehrke, Arthur Hamilton, Stöckton Helffrich, Robert de Beer, Mary James, Russ Strebel, Ted Biro, Arax Kazanjian, Harry Lloyd, Donald O'Brien, Nicholas Ponella, Bernard Meyer, Donald Gogarty, Joseph Costello, Loftus McDonough, Margery Wilcox, John Shute, Walter Giebelhaus, Einar Peterson, Herbert Hobler, Alice Kennell, Jack Fuller, Keith Calkins, Patricia Guinan, Alan Ewald, Don Durgin, Marilyn Bradshaw, David Bellin, Cindy Ash, Marjorie Trinkka, Eugene Kenefick, Frank Zoeller, James Connor, John Steeves, Mildred Cucciniello, Arthur Cooper, John Talley, Nancy Weyl, Darlette Lietzmann, Jacqueline Weiss, Joseph Ferrera, Joan McMahon, William Wood, Frances Dellosa, Austen Smithers, George McKeon, Jean Horan, Fred Sieper, Stanley Zabka, Grant Tinker, Patricia Denham, John Gregory, Jean Bissell, Ronald McNamer, Inge Witschas, Robert Hultgren, George Lenfest, John Porter, Robert Bullock, Sam Kirshmann, William Quinn, Richard Manley, Cynthia Pigot, Grace Richardson, Mary McBride, Nick Cirabisi, Katherine Tucker, Sam Novenstern, Sally Pearson, Janet Williams, Anna Muller, Lew Brenner, Jane Smith, M.M. Elwell, Doris Williams, Gloria Bizzigotti, Jane Costello, Edwin Vane, Jane Kenney, Eva Boudreau, Adelaide Schubert, Jack Kiermaier, Betty Ann Fee, Paul Mayer, Catherine Dindia, Dick Hollands, Nancy Ewels, Margaret Conroy, Neil McGuinness, Rosemary Pfaff, Lorraine McCue, Thomas Dater, Jerome Duffy, Robert Keowen, James Schlag, Louise Cobb, Agnew Horine, Ruth Preston, Ray Dillon, E.E. Oesterling, Richard Lerner, Carl Ostlund, John Dowd.

DIES IRAE

As if you didn't know it, March 15 is the last day on which you can file your Federal income tax returns, and by April 15 you must submit your New York State tax returns.

Remember that both residents and non-residents of New York State must file a return, if they work in the state. A goodly supply of all the necessary forms is available in Employee Services, Room 705.



It happens at NBC

EXECUTIVE -- Legal: Our heartiest congratulations to DON CLANCY, on his newly acquired LL.B. and the best of luck as he joins the legal staff of ABC.

PUBLIC RELATIONS -- Press: We're sorry this month to lose MIKE DANN to TV Sales. BILL LAUTEN is taking his place as Trade News Editor. MARY RUIZ LYNCH, our Charleston champ, was last week's women's bowling champ with a score of 227. A belated but wholehearted welcome to CONNIE COLLINS, JACK TRACY's new assistant. We have it from JOE SHEEHAN and BILL ECCLES that in regard to requests from our photo files, Toscanini is running a close second to Dagmar.

Information: Three of our people, ROSEMARY PFAFF, PAT DENHAM and ALICE KENNEL, gave blood the other day. Miss BARNARD has returned from a leave of absence.

Continuity Acceptance: We are all plastered down here, with all the construction going on about us.

Radio News, Special Events and Public Affairs: The Voices and Events staff -- JAMES FLEMING, BURROUGHS PRINCE and JACK GERBER -- have taken up new quarters in the old news conference room, with MARJORIE KOBRE being named as secretary to the staff. ELLEN LEE has taken over at the Newsroom switchboard.

STATION RELATIONS -- Radio: May 5th is the date VIV CARROLL and DICK REIDY have set for their wedding. PAUL HANCOCK visited some of our Michigan affiliates. He tells us it was 17 below -- and no earmuffs.

Television: LILY BORST has left us for TV Network Sales. Welcome to DORIS WILHELM, who just recently joined our department

Traffic: Trafficites were happy to receive their first letter from ROY BARTELS, who is getting his pre-basic training classification at Fort Devins, Mass. Roy says getting up at 5:00 a.m. doesn't seem to agree with him. NANCY KYLE QUINN proved to a few Traffic gals that a new bride really can cook -- all the girls say her dinner was delectable and a good time was had by all. Welcome to JOHN UDRY, our latest addition.

RADIO NETWORK -- Program: The best of luck to JUDY MARSHALL, who has left us to join Television Network Sales.

Sales: Welcome to JOAN MOONEY, a newcomer to NBC, as Miss Whyte's secretary and to NANCY HERBERT, who is now Sackett Miles's secretary.

Advertising and Promotion: Our man, NORMAN GLENN, is now tagged supervisor of Radio Sales Promotion. Redheaded LORETTA LEEHIVE caused quite a commotion when she made a grand entrance with her hair swept back into a chignon. Another sensation was caused by a transient turtle who was visiting JOAN HAYES -- it seemed that Henry J disappeared when she was out to lunch. He was found sleeping under her waste paper basket. You'd think LENNIE GIARRAPUTO was going to feed the whole department -- what with all the victuals he carts to 416 -- but no! The four mammoth sandwiches (with olives), apple pear, orange, banana, two quarts of milk and two candy bars are devoured at lunch by his truly.

Sales Planning and Research: We are sorry to hear that SUSANNE ROEHR had an emergency operation for appendicitis recently.

Technical Operations: A young redhead named Timothy was born to the JIM HACKETTS this month.

Controllers: Expansion of our department has brought in as new employees to NBC STEVE WOZNIAC and six glamour girls -- EVELYN BERENSON, VICTORIA CASELLA, MARGARET HERRHOLZ, JOAN LEHMANN, GRACE MANDRACCHIA and MARIE SEMPREBENE. Transferred from Central Accounting were KAY ERICSSON, VIRGINIA BODE, HELEN WALKER and bowling stars VIN CAREY and JOE MULLEN. Almost everybody dropped in on the AA "get-together" Feb. 16 for a gay time. It was JEAN CARONNA's last NBC event, for she has left to work elsewhere. LOU NEWMAN, Revenue Supervisor and departmental air raid warden, tried to drum up support for a co-ed bowling team. Latest promotions here are: CURT LEWIS to Assistant Controller; AL WEIDENMULLER to General Accountant; JOHN DeMAIO to Disbursement Supervisor; LOU NEWMAN to Revenue Supervisor; GRACE SNIFFIN to Cost Accountant, and MARION STEPHENSON to General Ledger Accountant.

TELEVISION NETWORK -- Program: CARL LINDEMANN, who is now Commercial Coordinator on Kate Smith Show, is engaged to CISSIE WILLIAMS, who is Script Girl on the Jack Carter Show. They plan to get married April 8.

Sales: We're very happy to greet LaVONNE SCHUTZ to Sales Service as a replacement for DODDY VANDENBOSCH. Lots of luck to Doddy, who has gone over to the Hudson Theater as assistant to the associate producer on the Kate Smith Show. Cupid took us all by surprise when JACK WEIR of Sales Service and JANE ALLERDING, our receptionist, announced their engagement. The date is set for sometime in June. Belated hellos to the new gals in the department: PHYLLIS CHRISTIANSON, LILLIAN DONALDSON and MARY MORRISON. Also a late welcome to HALLIE ROBITAILLE, secretary to HAMILTON ROBINSON.

Advertising and Promotion: Welcome to our new department member, JOANNE SORGE, who has joined us as a secretary.

Sales Planning and Research: The newest member of the department is LEWIS MARCY, who replaces LANCE BALLOU.

Broadcast Operations: DOUG SKENE of Broadcast Film left for the Army February 9. Welcome to our two new broadcast coordinators, EDWARD ROTH and ROBERT WHITE.

Controllers: The welcome mat is out for several new members -- EILEEN MONAHAN has joined the budget group; ANNE SULLIVAN, the general and cost accounting section, and GRACE REEBER and MARILYN HAAS, accounts payable. We also say welcome to several transfers -- from central Controllers we have gained EVELYN WULFF and CAL WHEELER; from Film Operations, HARRISON WEED; all who are now with "Payable", and JIM REINA from O&O to general and cost accounting. We lost PHYLLIS WIENER to domestic life, and JOHN CURRAN, who has left to enter another field of work.

Staging Services: Biggest news from Staging Services is that a good share of our people have been out with the flu.

Technical Operations: Congratulations to our new Technical Directors, LARRY LOCKWOOD, TAMBY TAMBURRI and JOHN ROGERS, and to our new Video Control Engineers, LEON DOBBIN, FRANK DeRIENZO and JACK DURKIN. FRED FAVANT is the proud father of little Susan Elizabeth, born January 16.

News and Special Events: FRANCIS McCALL finally recuperated from a broken ankle suffered a few days before Christmas. GERALD POLIKOFF vacationing in Florida with a stopover in Cuba. DAVE BASHKOW just back from his honeymoon. CORALEE CHAPPELLE left us this weekend -- moved over to that place on Madison Avenue. AD SCHNEIDER broke what may be a new kind of record. Joined the girls for an afternoon coke the other day but couldn't remember whether it was the first one in five years or the first one since the political conventions in Philadelphia in 1940. GERALD GREEN had his first book, "His Majesty O'Keefe," published, and if that weren't enough, Burt Lancaster has bought the rights to make it a movie. ROBERT ALEXANDRE, Producer of Pathe Journal Newsreel in France, visited our 106th St. studios in his study of American newsreel coverage and unexpectedly met some old friends he had known in Paris -- JESSE SABIN, LUDOVIC GEISKOP and SANTINO SOZIO, which considerably facilitated French translations.

OWNED AND OPERATED STATIONS -- WNBC-WNBT: Congratulations to TED COTT, our station manager, who received a radio-television citation from the National Council of Christians and Jews. Mr. Cott is one of the few individuals ever to receive this award, which usually is presented to organizations. ELSIE CIOTTI still raving about the recent NBC-AA dance at the Hotel Dorset. Welcome to STEVE WHITE, who has replaced WALTER LAW on our production staff. Walter is now with network TV.

Spot Sales: Best wishes to MARION SHEEHAN, TV Traffic Clerk, who was married on January 27 in Brooklyn to Bob Maieski. The latest Spot Sales gal to sport a brand new diamond ring is RUTH LOZIER, AM Sales secretary. Welcome to GEORGE DIETRICH, AM salesman, and AUDREY RENGSTORFF, AM Sales secretary.

ADMINISTRATION -- General Service: JACK McLAUGHLIN, AL HUMBERT's assistant, became the father of a baby girl the day after Christmas. Congratulations also are extended to GEORGE McLEOD, who was married January 27.

Stenographic: Welcome to our new department member, BERNA WALPER. The following girls from Steno gave blood the other day: MILDRED CUCCINIELLO, INGE WITSCHAS, JACKIE WEISS, MARGE TRINKA, FRANCES DELLOSA and DARLETTE LIETZMAN.

Duplicating: The best of luck to two members of our department who have been called into service, BILL LEARY and TOM LEONARD. JIM HIRSCH has been promoted to Engineering. Welcome to newcomer RONALD GOIGEL.

Mailroom: As quite a few of you have noticed already, the Mailroom has taken on considerable added glamour. During the past few weeks we have added eight lovely young ladies to our staff. Our entire "male" room welcomes MARIE ANDERSON, DIANE LA PERCH, AUDREY BUCHANAN, ANN DEBUS, JANE WHITE, ELOYSE GELFER, JOAN FRIEDEL and CARMAN LAMPE. RAY DILLON, former boss of the inter-office messengers, has moved on to TV Sales -- but not to avoid the girls, he assured us. We also lost JERRY DOYLE to AM Sales, BILL MOORE to TV Controllers and our best wishes go to all of them. Mr. KELLY lost his right hand girl when DORIS WILHELM moved to TV Station Relations. Dot will be missed by all of us, and we want to wish her the best of luck in her new job. She will be replaced by Diane La Perch.

Set-Up: JOE KALL slipped and broke his foot while figure skating. MIKE AMAROTICO's son was married this month. GEORGE DOBBS has been called into the Army for the second time.



Jim Wood's group gathered around to bid goodbye to June Walter (center)

Sound Effects: CHET HILL has been made a special policeman for Civil Defense in Montvale, N.J. FRANK LOUGHRAN is currently vacationing at Riviera Beach in Florida.

Engineering Development: The very best of luck to RUDY KUEHN, who left for the Air Force January 31.

Engineering Technical Services: MAX VOIDI joined our Model Shop February 1 as a mechanic. Welcome also to FERN SPIELER, who has come to us as a typist-clerk, and to PEGGY KEELEY, who has taken over as JIM WOOD's secretary, replacing JUNE WALTER, who is leaving us (see photo left).

Audio Video Engineering: Welcome to JOHN SHEA, who has joined Audio Video as a clerk.

Radio and Allocations Engineering: CATHY DINDIA, a newcomer to NBC, has taken LILLIAN HOYER's place as Mr. Duttera's secretary. MARTIN MEANEY has left Radio and Allocation to re-enter the Marines. He's a first lieutenant. (see photo right).

Air Conditioning: JOHN GREGORY has been operated on for appendicitis. Last report is that he's coming along fine. JAKE CLUE of the Hudson also is recovering from an operation. He is due to be back with us soon. JOHN MANNION also on the sick list. JOE FERRERA has announced the

arrival of a son, and we hear that ANDREW LOWRY soon will be warming bottles. FINN shocked us all recently -- he was seen walking fast, something he hasn't done in years. BOB FYFFE's wife will visit old friends and relations in Scotland this summer. HAROLD McCONAGHY at the Center finally shot the deer he was aiming at and it would have been a prize-winner if he had entered it. If JOHNNY MORRISEY and his gang of men should suddenly leave the Air Conditioning plant it would take the 10th Floor men a month to readjust themselves and get used to the emptiness they would leave behind -- a grand bunch of guys. LLOYD TRAFFORD having trouble with his one and only. He should know by now you can't win with a gal. ALEX CHESNUTT at 106th St. must be going around with BOB HOLRITZ -- they're both doing plumbing now.

Guest Relations: STAN ZABKA and SANDY SHELDON assisting Dee Engelbach on "The Big Show." New faces -- Guides: JOAN KINGSBURY and JEANINE DYKSTRA; Pages: JOHN KRAGH, BOB BLANKFORT, JIM HAINES, JIM CASE, ED WOINA, JIM COOPER and RAY HAGEN. EMB BENITZ is now in Tickets as well as GENE KENEFICK, JOHN PLAIN now with TV Film. TOM VARNUM and JIM GREENWAY are our new Cashiers. Good luck to PERRY REASE and JACK STOLL who have left us for the service.

Treasurers: ROY SHEPARD left for the Army February 16. He has been replaced by KATHLEEN HUGHES. Much belated congratulations are extended to JENNIE BOCCONE, who was married to Lt. Victor D'Amico of the U.S. Navy. Jennie has been making frequent weekend trips to Virginia, where he is now stationed.

Purchasing: JEAN LEE has left us and has been replaced by RUTH LAVIN, who in turn has been replaced by BARBARA PRICE, a newcomer to NBC.



Martin Meaney has been called back into the Marines. He's shown here with the radio he received when he left.

Controllers: Welcome to the newcomers to our department, CECILIA McQUADE and PHILIP CROUCH. BETTS FITTS and KAY DEEB went on a ski trip in Massachusetts recently.

Personnel: Hail, GLORIA GARDNER and HOPE TRAVIS, and welcome to our Records Section. Hear tell ELEANOR NADEJE is planning a West Indies vacation. JOHN STEEVES gave a vocational talk at the New Jersey College for Women the other afternoon.

Music Library: HAROLD VENHO has announced his engagement -- with plans for a wedding during the summer vacation. The Westchesterites, JANE ROANE, DOTTIE METCALF and MAGGIE SNIDER overcame the obstacles of the railroad strike by resorting to car rides. For Mr. BELVISO it was the subway. MIMI KILGORE and her husband at last celebrated that long-awaited skiing weekend. AVA PORTER is joyous over the arrival of a second nephew, born in Georgia.

MAIL ROOM BALLAD

This little poem is dedicated to the unsung heroes of the Mail-Messenger service, with a special memorial to the three boys lost in line of duty: one fighting his way through a guided tour on the fourth floor; the second who spent so much time in the maze around Master Control that he became an engineer, and the third, who was last seen headed for the 53rd floor in a local elevator.

*From behind the bloomin' wire to the room across the hall
It's the ever slavin' mailboy who is always on the ball.*

*When he's stompin' round the buildin' a'learnin' every floor
He wished to God they'd put the names up plainly on the door.*

*But now the crusty salt he speaks, bloody veteran of two whole weeks,
Things ain't like they used to be, with DR-TV and PDD.*

*Yesterday a man's in 409; today it's 266.
Tomorrow he's gone to somewhere else and the mailboy's in a fix,*

*They haven't made the first change yet in the big ole file
And when they do I'm tellin' you it'll take a little while,*

*For when they get him straightened out and everything seems fine
Our friend the mix-ed up address will be back in 409.*

*So please don't kick the mailboy if he gets in your way.
He's got to trod around the floors 16 whole times a day.*

*And girls at the reception desks -- please don't you get cross,
For the stumblin', mumblin' mailboy may someday be your boss.*

W.P. DANNHOUSER, Room 670

A.A. activities



This season's AA social schedule got off to a great start Friday, February 16, with an informal "get-together" at the Hotel Dorset. The clambake got underway about 5:30 and within a short time 218 AA members and guests had crowded into the room and up to the bars, out on the dance floor or around the tables. It was the unanimous opinion of the members that these informal get-togethers are just what the AA needs and that there should be more of them. And that's just what the AA Social Committee, which is headed up to Donna McClintock, intends to do.

The Dramatic Workshop

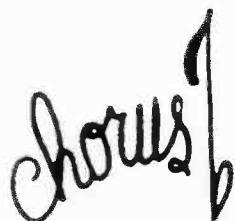
The past month has been the most progressive one in the history of the Workshop. An idea now under consideration calls for a script contest for AA members. Details are now being worked out. A lot of help in sound effects techniques is being given the members by Dick Gillaspoy of Sound Effects. Another very important "behind the scenes" man is Ted Chisholm, whose engineering skill is really keeping the group functioning. The goal of writing, adapting and producing original scripts is being attained. Jerry Verbel recently directed a presentation of "The Wall," which was adapted from Jean Paul Sartre's original by Sam Kirshman. At present, Thornton Wilder's "Our Town" also is being done by the Workshop, under the direction of Ronnie Guzik and Jerry Doyle.

Bowling



Latest reports show the top team in the NBC Bowling League to be the Gremlins, with 53 wins and 27 losses. They are followed by the Gadgeteers, with 51 and 29; Controllers, with 49 and 31; Studio Grips, with 48 and 32, and Audio Video, with 47 and 33. Vin Carey is still on top among the men with a 171 average, and Joan DeMott leads the women with 160.

Chorus



The NBC Chorus has been reactivated. This activity held its first meeting on February 20 to draw up plans for the spring. As usual, the greatest need of the Chorus is for plenty of good male voices. If you are interested in joining, call Joyce Higbee, Ext. 116.

NBC Chimes

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CIVIL DEFENSE

Peggy McNeany (left) and Nancy Ward of Press examine one of the "shelter" signs that have been posted throughout the building. For more on such civil defense preparations, see page three.



NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
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employees of NBC.

APRIL 1951

SIGNS OF THE TIMES

It seems that a good deal of the space in Chimes this month is devoted to things that are the peculiar results of these extraordinary times in which we live. In April 1950 it would have seemed almost unbelievable that the Chimes issue just 12 months later would be highlighting a civil defense program and the activation of NBC's Army Reserve unit.

These things are unpleasant, to put it mildly. Civil defense preparations, for instance, may be time-consuming and sometimes annoying, especially if a practise alert happens to be held just when we would like to be doing something else. On top of it all, the very thought of having to chart plans for the safety of our employees if an enemy attack on this city ever occurred in one which none of us like to entertain.

But the fact of the matter is that it is unavoidable. We would be guilty of criminal negligence if we did not face up to the situation and take all practical steps to attain an adequate civil defense program.

On another page in Chimes we discuss some of the problems facing the people who are making these plans. It would be a great error, though, for anyone to take the attitude that the problem rests solely with those people. This whole civil defense business is an almost ideal example of a situation where everyone must pitch in.

Many of our employees, realizing this, have volunteered their services toward this effort. Others of us, although we may not be qualified by previous special training in first aid or civil defense, still can find many ways in which to help.

The rest of us, who may not find it possible to give direct special assistance, can do great things for the whole NBC civil defense program simply by cooperating as much as we can with department and floor air raid wardens and following instructions whenever a practise alert is held. Additionally, it is the responsibility of everyone to keep informed as to what should be done and where to go in an emergency. Every one who is in a fog or is a "problem case" in this dreaded situation which we hope will never arise, risks not just his own neck, but everyone else's, too.

NBC's CIVIL DEFENSE PROGRAM

Company's CD Planners Must Figure for Both Employee Safety and Operations

The people who are making preparations for NBC's Civil Defense program have a twofold problem. They must take all possible steps to provide for the safety of our employees if an enemy attack on this city ever occurred and they must make sure that NBC is able to continue operations under almost any circumstances.



The three men responsible for NBC's Civil defense are (left to right) Joseph D'Agostino, Chairman of the Committee, John Michel, Secretary of the Committee, and Ted Thompson, NBC Sector Warden.

On this latter score, it would be well to point out that a broadcaster such as NBC will have a tremendous responsibility if a civil defense emergency ever arose.

People will depend on their radio or television set almost exclusively for information. Note that civil defense posters and booklets usually tell you to keep your radio turned on for the latest instructions and news.

Remember that we are the people who will help make sure something happens when radio and TV sets are turned on in millions of homes.

Complete plans are being made for the safety of employees, too. You have seen the large "shelter" signs that have been posted in all halls of NBC. Those signs give you the most important single piece of information you will need if an alert is sounded -- they tell you where to go.

You will be informed in detail by your department and floor air raid wardens about just what you should do, but here are a few basic rules you should keep in mind:

1. The warning signal is 50 short rings on the fire alarm system.
2. When you hear that, drop everything and follow the signs and your air raid warden to an area marked "SHELTER ZONE".
3. Stay there until you hear the all clear.

JOSEPH V. HEFFERNAN ELECTED NBC FINANCIAL VICE PRESIDENT

Joseph V. Heffernan was elected Financial Vice President of NBC at the regular monthly meeting of the network's Board of Directors on April 5. He has been Vice President and General Attorney of the Radio Corporation of America.

In his new post, Mr. Heffernan will be in charge of the financial affairs of NBC. His work will include supervision over legal, financial and accounting operations.

Mr. Heffernan has been associated with the operations of our parent company for the past 16 years. In June 1940 he became Assistant General Attorney of RCA. He was elected Vice President and General Attorney on April 6, 1945, and is a member of the Board of Directors of RCA Communications and RCA Institutes.

During World War II, Mr. Heffernan served as a lieutenant with the Naval Air Force.



JOSEPH V. HEFFERNAN

He was born in Washington, Ind., on Dec. 23, 1905, and was graduated from St. Louis University in 1928. Two years later, he received a Bachelor of Laws degree from Indiana University. Mr. Heffernan was awarded a fellowship for graduate work in law at Columbia University, where he received his LL.M. in 1935. He makes his home in New York City.

'BIG EAR' MEETS SUCCESSFUL TEST ON 'FOUR STAR REVUE'

A new parabolic-type microphone, designed and developed by NBC engineers under the direction of O.B. Hanson, Vice President and Chief Engineer, was used successfully for the first time the other night, on our TV show, the "Four Star Revue."

This new device may provide an answer to one of video's most pressing problems. It employs a principle first developed and patented by Mr. Hanson for radio in the early 1930's, primarily for field pickups.

The new parabolic microphone -- dubbed "Big Ear" by NBC engineers -- measures six feet in diameter and can pick up high quality sound from distances as far away as 35 feet. The conventional microphones used on television for dialogue have a practical range of only eight feet. This would mean that artists and performers would have much greater freedom of motion, as well as improving articulation.

NBC's ARMY RESERVE UNIT CALLED UP; ENTERS ACTIVE SERVICE MAY 1

Thirty-five NBC New York employees, members of the NBC-sponsored U.S. Army Reserve unit, will report for active military service May 1, and will proceed to Fort Riley, Kansas, shortly thereafter.

The NBC unit is a mobile radio broadcasting company which is part of a psychological warfare group. The commanding officer of the NBC detachment is Bill Buschgen (Captain, Sig C-USAR) of National Spot Sales.

The detachment has been a well-known activity around NBC ever since it was organized in November 1948. It has been sponsored by NBC through the Department of the Army's Industrial Affiliation Program. The regular bi-weekly meetings and drills have been held in NBC studios, and other facilities of the company have been made available to the unit.

In addition to Bill Buschgen, the other NBC people in the unit are: John O'Keefe, Pierre Boucheron, Edward Starr, Walter Ehergott, Ronald Guzik, John Fengler, Stanley Zabka, Edward Murphy, Michael Stoppelman, George Stroub, Sam Kirshman, George Bill, Robert Zweck, Robert Rudick, Gerald Doyle, Leonard Giarraputo, Frank Mullen, James Byrne, L. Stewart MacGregory, Lester Dimond, Frank Weber, Allan Connal, Richard Lerner, Charles Beck, Kenneth Arber, Austin Smithers, William Burke, Alan Neuman, George Swisshelm, John Weir, Raymond Dillon, Lewis Brenner, Robert Barron and Warren Burmeister.



Bill Buschgen of National Spot Sales is skipper of the NBC Army detachment.

The reserve activities of the detachment have been supervised from the outset by Maj. Gen. George L. Van Deusen (*Retired*), President of RCA Institutes. The commanding officer of the psychological warfare group, of which the NBC detachment is a part, is Col. Ellsworth H. Gruber, of the New York Daily News.

Since the NBC unit is a mobile radio broadcasting company, a large number of the men in the unit will be doing work that will be essentially the same type as they have been doing in civilian life. The technical operations of the unit will include the preparation of broadcast material and the operation of broadcasting studio facilities and high power transmitters.



EXECUTIVE -- Legal: Welcome to our five newcomers: attorneys TED KUPFERMAN and BEN RAUB and secretaries PHYLLIS BUSS, JOAN LINDENMAYER and RITA PAOLUCCI. Two of our gals, JEAN SCHNEIDER and JOAN BAIRD, are off on a Bermuda vacation, while GUS MARGRAF has just returned from his vacation in Florida. We are undergoing a considerable expansion and reconstruction of our quarters these days.

ADMINISTRATION -- Controllers: Along with Spring, we are welcoming to our department JOAN BJORKLAND, DORIS McPHERSON, VICKI MAFFEI and SEYMOUR FRIEDMAN. Joan adds a touch of Texas to the office, having just arrived back from the Lone Star State. Doris, Vicki and Seymour are all native New Yorkers but we won't hold that against them. Doris is taking GRACE JOHNSON's place. We were sorry to lose Grace and BOB BURHOLT to TV and wish them both luck in their new jobs. Incidentally, Joan and her husband are opening a Western Riding Academy May 1 at Dobbs Ferry. Spring fever has really hit us. We thought nothing when we found the mail boy asleep the other day, but ROSE D'AMICO has been mentioning her new sun dresses which she hopes to be wearing in real soon. We are all looking forward to that day too. ROSE BREGLIA and KEY PEPE are getting in the feel of Spring and are on diets now. Kay walked in the other day sideways and we couldn't even see her.

Personell: We've said goodbye to DOTTY HEILMAN, who left us to get married to DeWitt Budd and make her home in Newton, N.J. BETTY WILCOX from AM A&P has taken her place in Employee Services. DICK HOLLANDS also has left us and is now in TV. MERRIMAN HOLTZ is now the new front desk man. MARY ROMPS of the Health Office has left to take another job. She has been replaced by RUTH COBURN.



Engineering; Architectural Design and Construction: GORDON STRANG of AD&C has been in Chicago working at the Studebaker Theater in connection with its TV conversion and JOE ARNONE is in Hollywood, tackling the alteration of the El Capitan Theater and Studio "D".

Audio-Video: ELAINE HOLLYWOOD of A-V became Mrs. John Carroll on April 7 in the Church of the Ascension, Elmhurst. (see photo left) The newlyweds are spending their honeymoon in Washington and Williamsburgh. RICK CORO has just returned from Hollywood, where he was working on the El Capitan Theater and CHESTER RACKEY also

is back from a trip to Hollywood, Denver and Chicago. BOB BARNABY, who recently left NBC, is in the NBC reserve unit being called up May 1 (see photo right). CHARLIE TARIS is still in Chicago where he went to aid in the conversion of RT-4A tape recorders. DAVE MOLONEY of A-V is planning a trip to Europe this summer. Going to kiss the Blarney Stone again, Dave?



Radio and Allocations: MARTIN MEANEY of R&A is now stationed in Little Creek, VA. Martin left NBC Feb. 15 to re-enter the Marines as a 1st Lt. JACKIE TAYLOR has joined our group as a clerk. She hails from Washington, where she worked for the FCC. Glad to have you with us, Jackie!

Technical Services: PEG KEELEY is going all-out for NBC's bowling league -- pin boys better watch out. MARILYN FREDRIKSON, who recently joined Technical Services as a clerk, became engaged on April 7 to Joseph Bankowski of Stamford, Conn. Joe is a Pvt. in Uncle Sam's Army (see photo below left).

Treasurers: BILL WILLIAMS recently returned from a stay in Maryland.



KATHLEEN HUGHES has left us to take life easy for a while. We are hearing from ROY SHEPARD, who is with the Infantry in North Carolina. DICK GRACE is getting a big kick out of the trips he's been making in his new buggy. JENNIE BACCONE spent a week at Virginia Beach with her Navy officer husband. MURIEL REIMERS and ADRIENNE SELLITTO were our representatives at the recent AA cocktail dance. Adrienne is planning to take a Florida vacation soon.

Duplicating: Welcome to our newcomers ROBERT AMANTE and CHARLES HAMILTON. TOM LEONARD now at Camp Gordon, Ga., with the Army, and BILL LEARY is at Camp Lejeune, North Carolina, with the Marines.

Stenographic: JO ARMACIDA has left us to await the arrival of the stork. Honeymooner INGE KOHL recently returned from the Poconos. Welcome to Steno newcomers MARION AUSTIN, AUDREY BUCHANAN, GLORIA LEYEN-DECKER, BARBARA WEINER and JEAN GERARD.

General Service: ELEANOR GARDELLA is going to get married to John Doyle May 6. She will be leaving the company at the end of April.



On April 1, two members of the Protection Division of General Services retired. Here EDWARD M. LOWELL, Manager of Building & General Services Department, is seen presenting wrist watches to WALTER DRISCOLL (left) and HARRY SCHAAF.

Set-Up: BILL BERGEN sporting a beautiful Florida tan. JOHN WELSH wants to know who nick-named him "handsome." We all wish TOM LONGMORE a speedy recovery from his recent operation.

Program Services: JOAN PERALES busy getting her wardrobe together for her Bermuda cruise. RONALD GUZIK and WALTER EHRGOTT leaving May 1 with the NBC Army Reserve unit.

Sound Effects: Sound Effects extends its best wishes to JOHNNY POWERS and his bride, Frances, back from a wedding trip to sunny Florida, for a sun-kissed married life! Congratulations also to the MANNY SEGAL's on their new son, Barry Jay, who made his appearance in the Segal household February 22. That lonely look on AG HORINE's face these days is due to his being here in New York while his family is living down in Rome, Ga. That steady stream of letters flowing back and forth from Rome to New York is certainly keeping the Post Office busy.

Music Library: DAVE HUENERGARDT, an ex-employee of the Music Library, will appear in the show "Make a Wish" which is opening any day. JOHNNY ROMAINE is leaving NBC after 22 years to open a business of his own. Good luck, Johnny! JOHN HARGREAVES is the proud father of a baby boy -- to be called KEVIN EWART.

Mailroom: Two of our favorites have left us to enter the Army with the recently-called NBC reserve unit. SAM KIRSHMAN and GEORGE BILL. Both of the boys received a going-away present and the other Friday night about 30 male and female "Mail Boys" gathered at the German-American Rathskeller to give Sam, George, and two of our alumni, RAY DILLON and DICK LERNER, who also are leaving with the unit, a real sendoff. We also lost HANK ALLARD, who moved to 108th St. We extend a hearty welcome to newcomers PEARSON MONEY, ARNOLD ORLANDER and GEORGE DOHERTY.

Guest Relations: Goodbye and good luck to AL PORTER who has left us for the Midwest. WARREN SIMMONS is the new Supervisor of Tour Operations and SHIRLEY BURKART is the new Assistant. STAN ZABKA and DON UPTON have finally hit the big time by having their song "Christmas Eve in My Home Town" published by BMI. JOAN MURPHY is in Tickets, BILL FENELL in TV Film, JERRY SCOTT and CHARLES COLDWELL to station WARC, JACK BRIGGS to TV Staging Services, PAT GABANY to A&P, PETE MUSTAKI to Miami, HOWARD ATLEE to AM Production, LARRY SISSON is our new QM, JACK MILLER and DICK McCUE to GR Desk, VERNON LOWELL to Main Hall Supervisor, BOB BRAY to WINR as an announcer, JOHN MOROCCO to WOR, BILL WOOD to Mezz. Reception. RALPH BARKEY, TED MAURER and PETE COMMANDAY have resigned and BETTY DREHER is the new Guide Trainer. Our list of men in service has increased with the departure of BILL FEENEY, BILL TOTTEN, GEORGE STROUB, MIKE STOPPELMAN, ED MURPHY, HAROLD MORRISON and STAN ZABKA. New Cashiers: DICK FRENCH and BARBARA HAMMOND; new guides: MARI CADIGAN, LATTIE LEE DAWSON, DOTTIE ROZZI, ELAINE HANDABAKA, SUE RICHARD, TED WIENERT, ROY FORD, ANITA GONZALEZ, ALEX MUIR and JACK MARSHALL; new pages: LOUIS FINK, TOM O'KEEFE, CHARLES CARON, PAUL SILBERSHER, SAM DENOFF, JOE BEHREMS and DICK HOLBROOK.

TELEVISION NETWORK -- Sales Planning and Research: FERN HOVETTER is the newest member of our department. She is replacing ELAINE NICOLAI, now in TV Sales.

Staging Services: We have three new men in Staging Services: JIM GREENWAY, from GR, WALTER LAW, from WNBC, and DON CASH, who is new to NBC. LOIS McLARDY left on April 3 to get married to ED STEINER, also of this department. The gals gave Lois a luncheon the week before she left. We have two men who are leaving us for the Army with the NBC reserve unit, STEWART MacGREGORY and WARREN BURMEISTER.

News and Special Events: FRANK McCALL and CLARENCE THOMAN are vacationing in Florida. NANCY TERRY is leaving us on April 15. Welcome to ELEANOR MARTINO, who will be secretary to Clarence Thoman. Our famous newsreel cameramen who are now in Europe, the Jones Boys, have made "Who's Who."



Advertising and Promotion: JUDY SUTHERLAND, lately of Katherine Gibbs, has joined Sales Promotion. LEW BRENNER is leaving to enter service with the NBC Army unit. With Spring coming on, BETTY BAGSHAW has bought herself a pair of skis (?). MARGE WILCOX now working for Mr. Nelson.

Technical Operations: Approximately 100 engineers were present at a party at the Log Cabin Inn in Jamaica some weeks back for ED WILBUR and COURT SNELL (see photo right).

We were welcoming Ed to the Uptown studios and Court into Field. GEORGE MADGE was emcee for the occasion. Congratulations to TONY ROMEO, who became the father of another girl on March 29. BARBARA WALDRON has left TV Technical Operations. The stork is due at her house in September. BETTY JENSEN is leaving 106th to be Mr. DeBAUN's secretary in Color. MAY WATSON has taken over Uptown. Welcome to our newcomer MARY JANE EGGLESTON, who will be secretary to Messrs. PROTZMAN GROMBERG and TOWNSEND. A belated but genuine welcome is extended to JEAN FAAS, who joined us as Mr. WANDEL's secretary a while back. ROSE MARIE MacLELLAN has taken over as secretary to GEORGE GRAHAM, who is now Assistant to the Manager of TV Technical Operations. HOWARD ATLAS became engaged last month to RUTH GREEN and will be married June 3.

Program: Congratulations to ROSE SHEEKY and FRANK EVANELLA, who are to be married August 19. Farewell and the best of luck to BILL BURKE, ALAN NEUMAN and AUSTIN SMITHERS, who are leaving for the Army with the NBC reserve unit. Also leaving is BETTY McCABE, who is joining the Sherman & Marquette agency, and PAT GRAY FAUGHMAN, who is moving to Cleveland. Good luck to both. ELINOR TARSHIS has bought herself a car and lately has been touring Long Island.

Controllers: We're all settled down and happy in our new quarters on the 15th floor of the International Building. Welcome to DAN SULLIVAN, who has joined our department. LES VAUGHAN has just bought himself a house on Long Island.

Film: HELEN KALL has left us to go to work for Reid Davis in TV Technical Operations. Her place has been taken by BARBARA COLE, who is new to the company. Also welcome to newcomers RONNIE PHENEY, ELIZABETH THOMPSON and RUSSELL SCANIO. Goodbye to HUGH DAY, who is going into the Army May 1.

O&O STATIONS -- WNBC-WNBT: The entire staff of WNBC-WNBT was entertained at a cocktail party given at the home of our station manager TED COTT. The get-together coincided with Mr. Cott's first anniversary with the stations and that occasion also was celebrated. As part of the station's promotional campaign -- dubbed "Operation Chain Lighting" -- the staff visited Rockaway's Playland, one of the organizations included in the tie-in. Refreshments were served and a tour of the Playland highlighted the full-day visit. HARVEY GANNON, WNBC Program Manager, was recalled to active duty with the Navy. Harvey is a Lieutenant Commander in the Naval Reserve. Welcome to TONY SHARP, the latest addition to our production staff. Congratulations to BILL RICH on the birth of his first daughter -- Gail Ellen. (Congrats also to Mary Katherine, Bill's wife.)

News and Special Events: Congratulations to our June bride-to be MARJORIE KOBRE, who will become Mrs. Jerry Neitlick on June 21. We are losing two copy clerks -- FRANK MULLEN to the Army and LEE CARLTON to TV Technical Operations. Their places will be taken by HOWIE ELDOT and TED KEMPER, respectively. Also new to our department is news writer SUMNER WEENER.

RADIO NETWORK -- Controllers: The success ladder this month found MARIE SEMPREBENE being promoted to a new job as Cost Clerk handling Advertising & Promotion money matters for our department. PAT McNAMARA, a new little Irish colleen in our midst, is now filling Marie's old job. Good luck to both gals. The boating season is almost in full swing and each Monday we can tell from the extent of the blisters on HENRY SJOGREN's hands just how much work he has put in over the weekend getting his auxiliary cutter, the "Hula Kai," into shape. We're looking forward to trying out our sea legs and land lubber's stomachs on the trip he has been promising us all winter long. By the way, we recently found out the reason why STEVE WOZNICA has been walking on air -- his little lady said "Yes."

Technical Operations: GEORGE WASIELKE, of Recording Engineering, appeared recently on Mrs. Roosevelt's television show on NBC. George is seen standing on the extreme right in the photo (right).

Sales Planning and Research:

MIKE REIDY has transferred here from the Mailroom as a replacement for FRANCES RIELY, who has left us to await the stork.

Program: Our congratulations are extended to BUD BARRY on his recent marriage to Florence Morris, formerly of ABC. Condolences, however, go out to poor GRANT TINKER,



whose basement has been flooded several times within recent weeks.

Network Sales: Correction on last month's Chimes report: NANCY HERBERT is secretary to WALTER MYERS, not to SACKETT MILES. Welcome to our two new department members, salesman FRED HORTON and his secretary, JEAN MARTIN. Congratulations are in order for LESLIE HARRIS, whose brand new daughter, Judy, came along at 7:00 a.m. on March 2. The best of luck to GERRY DOYLE, who is leaving us to enter the Army with the NBC reserve unit.

STATION RELATIONS -- Radio: NORMAN CASH, PAUL HANCOCK and DON MERCER were all out to Chicago for the NAB convention. VIVIAN CARROLL has left us to get married. We gave her a party at the Johnny Victor Theater April 13.

Television: Our boss, Mr. HICKOX, returned from a very enjoyable, but fast, trip to Florida, which included Miami, Jacksonville and Boca Raton. Boca Raton is the site of the next annual NBC convention, in November -- and a beautiful place it is, too. Messrs. LYFORD, O'CONNELL and HICKOX have left for the NAB convention in Chicago.

Traffic: JOAN MOONEY's eyes sparkle almost as much as her gorgeous new "sparkler". She recently became engaged to Don Naylor, now serving with the Marines. Could it be that JOAN DUGGAN heard a program on another network requesting everyone to send beans to the Governor of Massachusetts? Or is there another reason why she recently took off for a week-end in Boston? VERONICA ULRICH is convalescing from a recent operation. Trafficites hope she'll soon be "fit as a fiddle" and back in Communications.

PUBLIC RELATIONS -- Press: Words of welcome to BOB GRAFF, ERNIE OTTO and GEORGE McMURRAY, who have joined us as staff writers. Congratulations to BILL LAUTEN, our new Trade News Editor, and MILT BROWN, who replaced URSULA HALLORAN AS Column Editor. Farewell to JOE SHEEHAN, who has left us to enter the teaching profession, and BILL PETERSON, who has departed for Texas and the wide open spaces. Replacing Bill as Assistant Copy Editor is KEN KANTOR, NBC's former war correspondent in Korea. Congratulations to the BILL STEIN's on the birth of young Michael Ronald, who weighed in at 6 lbs. 14 oz. JOHN O'KEEFE is leaving at the end of this month with the rest of the NBC Army Reserve unit.

Information: Our whole female contingent working down in the Main Hall on the Cancer Drive this month. GEORGE DEUBEL is getting married in June. Currently lining up furniture, apartment, etc. ROSEMARY PFAFF is still going around to all the local hospitals, giving singing concerts for the shut-ins.

Continuity Acceptance: KAY HENDERSON sails for Europe on the America May 8. She plans to visit France, England, Scotland, and especially her home in Belfast, Ireland.

CAREY, DeMOTT STILL TOP BOWLERS

Vin Carey is maintaining his position as top male bowler in the NBC League, with an average of 170 and Joan DeMott still leads the girls with a 159 average, according to the latest reports.

Among the teams, Controllers leads with a record of 65 won and 35 lost. The Gremlins are second with 62 wins and 38 losses, followed by Studio Grips, with 61 and 39, Gadgeteers, with 60 and 40, and Engineering, with 58 and 42. Construction, General Service, Radio Rogues, Audio-Video and TV Maintenance follow in that order.

BARGAIN COUNTER

For Sale: Black persian-paw fur coat; full-length; mink trimmed; shawl collar style, very full; rarely worn. \$185. If interested call Florence on Ext. 8824.

Looking For: A car. If you are interested in selling your car, contact Ann Teahan, Room 786, Ext. 8703.

NBC Chimes

RECEIVED

MAY 1951

COMMUNICATIONS COMPANY

MAY - JUNE 1951



301st LEAVES

President McConnell chatting with Bob Barron (Spot Sales), a member of the unit; Capt. Bill Buschgen (Spot Sales), Commanding Officer of the NBC Detachment; and Col. Ellsworth Gruber (*right*) Commanding Officer of the Psychological Warfare Group.



NATIONAL BROADCASTING COMPANY, INC.
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MAY-JUNE 1951

OUR ATHLETIC ASSOCIATION

Perhaps you will notice that a good deal of the space in Chimes this month is devoted to the activities of the Athletic Association. We have a good reason for this. At this time only about one out of three employees belongs to our AA. In order for any program of this nature to remain a success, it must meet with enthusiastic response from its members.

The AA has always belonged to the employees of NBC. It was established about 15 years ago, taking the place of the old NBC Baseball team that used to make an annual outing to Sing Sing for a game with the residents there. As the name implies, sports activities have been especially prominent in AA plans through the years. Among these there have been groups set up to provide facilities and very often reduced rates for those interested in such sports as bowling, basketball, softball, horseback riding, tennis and others.

For those of you who aren't interested in such strenuous endeavor, despite the health benefits that might be ascribed to it, there are clubs organized by those interested in the arts. Included in this category are the camera, hobby, and art clubs.

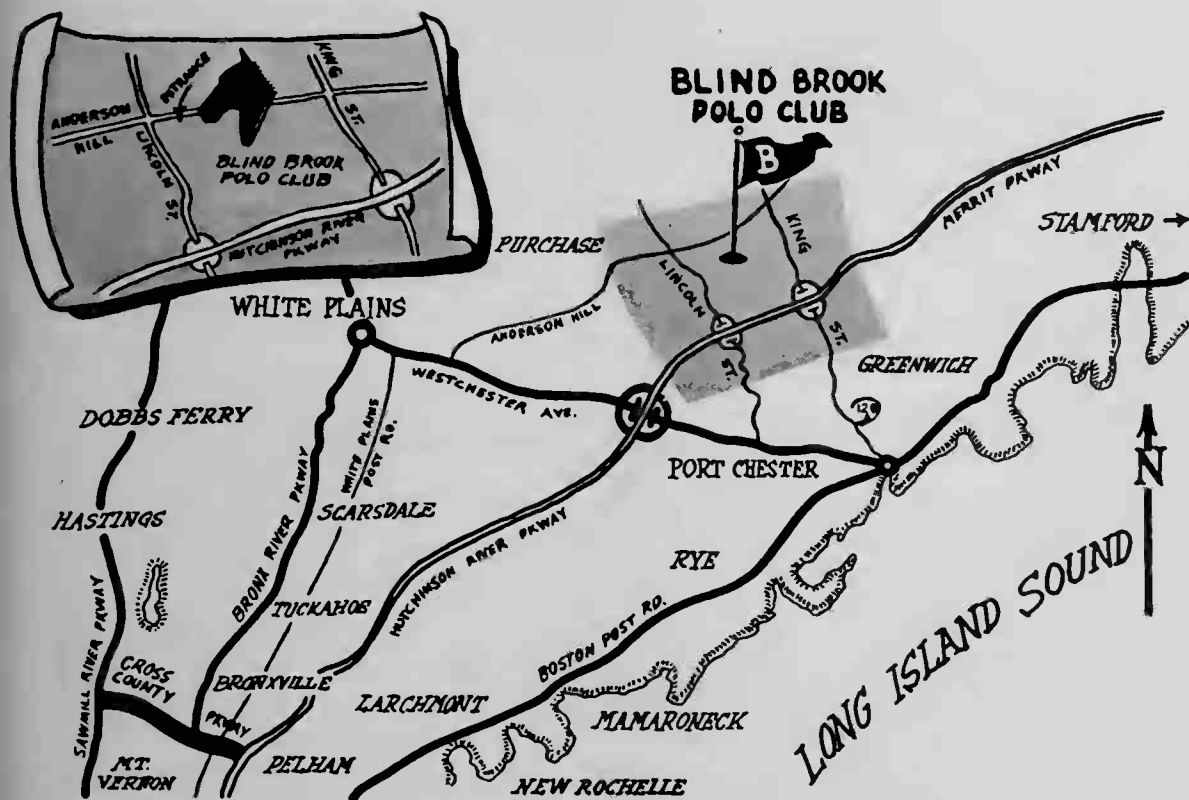
Whether we are interested in sports or in the arts, we are all looking for just plain old fashioned fun. We have had informal get-togethers at the Hotel Dorset, dances each year, and of course, most popular, the Annual NBC AA Outing. (See page 3)

Membership in the AA costs only \$1.00 a year. \$1.00 is a small price to pay for all the benefits we receive as active members of the AA. Its true we want your dollar for the AA, but more important than that, we want a large and active membership. Some of the more popular projects have sort of "faded away" (they never die) because the individuals who were most active have left the company or are tied up in other things. We can reorganize these groups, but we need evidence of your active support. To make our AA a success, we must strive for 100% membership, and this membership must be 100% "livewood". This year the \$1.00 membership fee covers the cost of the Outing. Send your application and dollar to Employee Services, Room 735, and insure yourself of the right to participate in the Outing and other AA functions.

OUTING NEWS

After last year's experience with September weather, the Outing Committee decided to pick a date in August. We called the Weather Bureau and were informed that long range forecasting is not yet an exact science. Soooo we took our crystal ball in one hand, and easing ourselves out on a limb with the other hand, we decided on Saturday, August 18th. Saturday was picked because there were so many people who were beginning to fear that they would retire before they had a chance to get to an outing.....some departments just can't let their personnel off on a weekday.

About that clambake dinner.....so you're not a seafood fiend.... it includes half a charcoal-broiled chicken, sweet potatoes, Boston brown bread, etc, watermelon. You should be able to make a meal out of that even if you don't like clams, lobster, and fish.



MAP TO ANNUAL OUTING

The noon meal will be a box lunch so that you form picnic parties and eat when and where you like. (They have 114 acres...you should be able to find a quiet spot and your own private supply of ants.

Kegs of beer will be set up at the sidelines of the various athletic events...soft drinks will also be available. Raw and steamed clams will be served throughout the day...until you say "uncle".

(continued on next page)

OUTING NEWS (continued)

To give you a chance to build up an appetite, there will be swimming at the ol' swimming hole.....hickory limbs and cabanas nearby, softball, quoits, golf at the driving range, and a program of organized contests for those who never got to win a sack race at the Sunday School Picnic (prizes will be awarded to the winners...no professionals please). If you want to play a round of golf, we have obtained guest privileges at a nearby course...there is an extra charge (\$3.00 per person - this includes locker and shower). Horses will be available at the Polo Club....the charge is \$1.75 per hour. Mixed drinks will be available at moderate prices at strategically located bars.

If you are the spectator type, you may find the practice polo game interesting....two local teams will be practicing that afternoon at the far end of the grounds.

Blind Brook Polo Club is located at Purchase, New York, just above White Plains. (see map, page 3) If you are driving out in your car, you can get driving directions from Employee Services. Bus transportation from the RCA Building to the Polo Club (return trips in the evening) will be scheduled if necessary.

With the exception of the extras mentioned above (golf and horseback riding) the outing will be paid for by NBC for AA members only... Tickets for non-members and guests may be purchased for \$10.00 each. Check your AA card now to see that it does not expire before the outing.

BLUE CROSS-BLUE SHIELD PLAN RE-OPENING

If you failed to join the NBC Blue Cross-Blue Shield Group when the opportunity was offered to you as a new employee, you may enroll now. Notices have been sent to all eligible employees who are not yet members of the group. If you have not received your notice, you may obtain information and the necessary at Employee Services, Room 735. Coverage will begin July 1 for those employees who have turned in enrollment cards by June 20. By special arrangement with the Blue Cross we have been permitted to accept enrollments up to July 20 for which coverage will start August 1. Don't put off enrolling until the last minute....you may miss out. The next re-opening will not be until November.

BARGAIN NOTICE!!

English Setter Puppies, black and white. Whelped May 5, 1951. Eligible for registration in F.D.S.B. Good pets and shooting dogs. For further information: John Falk. ext.8055

NBC ATHLETIC ASSOCIATION BOWLING LEAGUE CONCLUDES FIFTEENTH SEASON WITH ANNUAL BANQUET AT HOTEL TAFT



F. R. Rojas, this years chairman of the Bowling League, with Joan De Mott, chairman for the 1951-1952 season.

The NBC Bowling League concluded its fifteenth year of successful operation with a banquet at the Hotel Taft on May 21st. Eighty-nine of the league's 128 active members attended.

F. R. Rojas, this year's chairman, acted as toastmaster, introducing the evening's speakers. The group was addressed by Ted Thompson, Manager of Personnel, Bill Roden, President of the AA, and George McElrath, Director of Radio Network Technical Operations, one of the group's outstanding and longtime bowlers.

After listening to the speakers, the group awaited the awarding of prizes. This year the top team in the women's division was the Gremlins. The Gadgeteers finished on top in the men's division. The last and perhaps the most exciting game of the year was the play-off between these two teams which was won after a bitter struggle by the Gadgeteers. In addition to the team ratings, individual prizes were awarded as follows:

		MEN		WOMEN
High Average	Carey	168.80	DeMott	159.23
2nd High Average	Protzman	168.20	Lynch	155.51
High Game	Hathaway	265.00	DeMott	242.00
High Series	Carey	612.00	DeMott	593.00

The individual winners were awarded trophies in the shape of a bowler in action.

Elections for chairman of the 1951-52 season resulted in the election of a woman for the first time in the history of the League. Joan DeMott, the woman who won most of the honors in the women's division as elected.

Following the business, the main concern of the group was good old fashioned fun. Records were broken out, and dancing continued until the end of the evening.

THREE FROM NBC RECEIVE JUNIOR ACHIEVEMENT CITATIONS



Members of Teen Age Radio Productions conferring with NBC advisors Richard Jackson (*center*) and Lalia Pleadwell (*right*).

Citations were presented to three members of NBC at the Future Unlimited banquet sponsored by Junior Achievement, Inc. held recently.

Those receiving the recognition were Richard B. Jackson, TV Controllers, Lalia Pleadwell, TV Sales Service, and Jerry Verbel, WNBC. They have been active in an advisory capacity to Teen Age Radio Productions, the NBC sponsored Junior Achievement Company.

In addition to the citations mentioned above, Teen Age Radio Productions was awarded the Industrial award. This award is given

annually to the Junior Achievement company outstanding in business procedure, attendance, and business records.

The banquet held at the Waldorf-Astoria was attended by some 600 advisors and officers of the organization. Earl O. Shreve, Chairman of the Board for Standard Oil Company of New Jersey, and President of Junior Achievement, Inc., served as master-of-ceremonies for the occasion.

SUMMER HEALTH HINTS

Food poisoning resulting in gastro-intestinal upsets is very common in hot weather because of the difficulties encountered in maintaining proper refrigeration. Prepared foods, if not properly refrigerated act as efficient culture media which multiply the bacteria and therefore the severity of the poisoning.

The following foods are most frequently involved in food poisoning cases and should be avoided, especially during the warm weather, unless it is known that they have been freshly prepared.

Salads—egg, potato, tuna-fish
Chicken a' la king
Gravies
Custard filled pastries

Chopped chicken livers
Corned beef hash
Precooked hams
Hollandaise sauce

This advice comes from the health office which hopes to save you some unpleasantness.

PRACTICE ALERT

A practice alert for the RCA Building was held on April 27th. At 3:00 PM the alarm sounded 50 times and the alert was on. While most of us waited in the shelter zones or stifled on the fire stairs, an emergency fire squad battled a simulated fire on the seventh floor. First Aid was administered by Nurse Stuve to volunteer casualties who were treated and removed with dispatch.

We were not alone in our discomfort. The entire audience of "Live Like a Millionaire" was detained in the sixth floor corridor for the duration of the alert. All programs went on the air as usual.

For pictures taken during the alert see below.

Nurse Stuve administers first aid to Renee Scialom as Paul Wandel waits for treatment and Bob Howard watches during the alert on April 27th.

This took place near the elevators on the seventh floor.



Jake Evans wields a soda-acid fire extinguisher as Benedetto Giacalone and Thomas Henry work with CO-2 extinguishers during the simulated fire on the seventh floor. Edward Layng watches.

PINT PARADE



The lower lounge of the Center Theater during blood-letting for the "Parade of Pints" on May 24th.

A total of 120 employees of the National Broadcasting Company contributed one pint of blood each to a 14 table mobile unit of the Red Cross installed in the lower lounge of the Center Theater on May 24th. This was the second time in the past three months that NBC personnel have made contributions of blood to aid the war wounded in Korea. In February 113 employees made contributions.

These donations were part of the month-long campaign held by the united entertainment industry in New York City, which culminated in an all star benefit show, "The Pint Parade," presented at the Center Theater on the 29th of May. Each contributor of blood in the current campaign received a ticket to the extravaganza.

Represented in the contribution total was a typical cross-section of NBC employees, including vice presidents and pages. From 10:00 a.m. to 4:00 p.m., a steady stream of NBC and ABC personnel crossed the street from the RCA Building. The total from both networks (ABC and NBC) was 193 pints of blood. This doesn't include the many pints that were donated at the special bleeding center at the Hotel Astor by NBC employees. About 50 people who volunteered their contributions at the Center Theater but were unable to actually give blood for physical reasons, were nevertheless rewarded with tickets for the benefit show.

The program at the Center included performances by such headline entertainers as Milton Berle, Kate Smith, Dagmar, Victor Borge, Paul Winchell and Jerry Mahoney, Frank Sinatra, Sam Levenson, and many others.

The response from NBC was very typical of the generous and patriotic spirit of our personnel. Our contributions surpassed those of any other network. In this as in radio and television entertainment, NBC proved itself the number one network.

PRESIDENT McCONNELL'S FAREWELL LUNCHEON FOR THE NBC SPONSORED RESERVE UNIT

President McConnell gave a farewell luncheon honoring the men of the NBC Detachment of the 301st Radio-Leaflet Group at the University Club on May 1st, the day the members were officially inducted. All enjoyed themselves before leaving for active duty.

From what we hear now, the unit is at Fort Riley, Kansas. Some individuals are temporarily assigned to an infantry unit for basic training, while those who previously completed basic training are taking special courses. Upon completion of their training at Fort Riley, it is expected that the unit will be assigned duty in Europe. The unit will remain intact and the NBC personnel in it will be doing work very similar to that which they did before their call to active duty. They will be working together much of the time.

TO ALL RETIREMENT PLAN MEMBERS

In the next few days you will receive a statement of the retirement annuity purchased by your own and NBC contributions. You will note that the figure given is the annual amount of the benefit payable at the age of 65. This figure represents the annuity purchased by all contributions up to and including November 30, 1950. Do not confuse the amount of the annuity with the amount of your own contributions--the latter figure is not stated on the slip.

EMPLOYEE SERVICES CHANGES

For those of you who are used to calling room 705 for your discount cards, benefit information, etc., etc,...there have been some changes made...we are now in Room 735. The names you used to hear are no longer around either (with the exception of Betty Wilcox). Art Angilly, who took Eddie Starr's place when Eddie was called with the NBC Unit, was called into the Marine Corps. John Michel, Supervisor of Employee Services was recalled into the Navy. It just goes to show what happens when you sign your name once too often. John Michel is being replaced by Seth Faison, formerly of the Placement Division. Art Angilly was replaced by John Titman.

We want to wish Art and John lots of luck...not only good luck to them but to all who have left the company recently...no matter what the reason.

The names and room numbers are different, but Employee Services is still anxious to do what they can to help you, whatever your problem may be.

COLOR TELEVISION

Following the decision of the United States Supreme Court on May 28, upholding the authority of the FCC to approve a non-compatible color television system, the Radio Corporation of America issued the following statement:

"Now that the Supreme Court has made its decision, RCA will go ahead with public demonstration of its improved compatible all-electronic system of color television.

"Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

"At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore it adopted the less desirable non-compatible system.

"RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black and white on the nearly 13 million existing sets without any change whatever.

"Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black and white picture degraded in quality.

"To receive color they would also need to buy an expensive and cumbersome converter.

"Approval of the compatible system would save present set owners about a billion dollars and would avoid waste of material and labor, which it is vital to conserve in these critical times."

Information on how to design and produce the RCA tri-color television picture tube, as used in the all electronic fully compatible color television system developed by RCA, was turned over to virtually the entire radio-television manufacturing industry at a technical symposium sponsored by the Radio Corporation of American on June 19 and 20 at the Waldorf-Astoria Hotel.

Fulfilling a promise made to the industry on March 30, 1950, RCA invited representatives of 231 television receiver and tube manufacturers to the symposium. RCA's plans for immediately making available sample tri-color tubes and associated components for the manufacturers use in laboratory work, were announced during the two-day meeting.

EXECUTIVE--Legal: We wish to bid farewell to BETTY GREENWAY who is leaving us to join her husband who is a member of Gen. Eisenhower's staff. LIZ MALONEY and RUTH BUTLER join those traveling in distant lands--Liz to Bermuda, and Ruth to Europe during their vacations. DORIS CROOKER is spending her vacation motoring through the Smokey Mountains.

ADMINISTRATION--Controllers: ROSE D'AMICO has left tabulating and moved into Payroll.

Personnel: There were two recent marriages in personnel recently; JERRY DUFFY joined the ranks of married men, and LORRAINE McCUE became the wife of Jerry Dour. GLORIA GARDENER is flashing a beautiful diamond bestowed upon her by Ed Newburger. OLGA PAVLOVA just returned from basking in the Florida sun during her vacation. There have been many changes in our staff since the last issue. JACQUES BIRABEN left Spot Sales to become Labor Relations Assistant. DORIS ANN, Placement Supervisor, is now Director of TV Causes and Religious Programs. EILEEN GOMBER has moved with her as her secretary. ELIZABETH HAGLUND is the new Placement Supervisor, with KIT TUCKER remaining her secretary. JOHN STEEVES is now the Assistant Placement Supervisor. New additions to the Placement Division are GLORIA FISHBONE, JOAN DALY, and JAMES ANDERSON. EDDIE STARR from Employee Services was called with the NBC Reserve Unit. ART ANGILLY replaced EDDIE, but was ordered to duty with the Marine Corps. JOHN TITMAN will replace ART as Administrative Assistant. JOHN MICHEL, Employee Services Supervisor, is returning to the Navy, "by special request", and will be replaced by SETH FAISON.

Engineering: Technical Services: MIKE REIDY transferred to our group May 1st replacing CAROLYN GRANZON who left us to join FRANK LEPORE'S group. CLARK BUNDICK'S back from a week's vacation in Virginia. GEORGE TOWNSEND underwent surgery on June 11th and will be away for some time.

Radio and Allocations: Lt. MARTIN H. MEANY, JR. will take a temporary leave from duty with the Marine Corps to receive his MA from Polytech at the end of this month. GLORIA BIZZIGOTTI will take her summer vacation in Florida with her family.

Audio-Video: JOE GILLIGAN left to join our Hollywood group. NICK PONELLA joined us as a clerk. HAROLD MILLER, JOHN KENNEDY, and HAROLD McDERMOTT are also new additions. Mrs. JOHN CARROLL (ELAINE HOLLYWOOD) moved into her new apartment June 8th. Hope you enjoy your new home..best of luck, Elaine.

Mail Room: We all journied down to the G.A. Club to give BILL QUINN a party celebrating his marriage (June 18) to JOAN COBB. A good time was had by all. Congratulations to KIT SIEGFRIED and MARIE ANDERSON who left us to fortake new jobs in the company.

Music Library: Congratulations to MURIEL MORRISSEY who plans an October marriage to ED KISHKILL, a former NBC employee. Also to PHOEBE CROSS who is planning a September wedding to a "wonderful guy".

Purchasing: BILL BLOXHAM returned from his vacation in Florida and Bermuda. MARY McNULTY is making a tour of the West for vacation.... eventually to California. BARBARA PRICE took a busman's holiday with her mother in Detroit and went to several radio broadcasts.

Stenographic: JACQUE WEISS married JERRY WEISS (TV Engineering) on June 17th. AUDREY BUCHANAN was married to Sgt. LEE MAYHEW of New Hampshire on June 2nd. DOLLIE VIESIG and DARLETT LIETZMANN recently vacationed in Quebec. Good luck to RENEE DeVONYAR who has left the company and to HELEN REILLY who went to Sales Services. Welcome to ELOYSE GELFER, VICTORIA KEATOR, and PAT MITCHELL.

General Service: When TV needed a cane for a prop, PBX supplied them with one left by Mr. CUNNINGHAM in the office. PEG MORAN is out of the hospital and on the mend. DOT DOOLEY resigned to give her complete attention to her baby son. BERNIE KEESLER takes over for ELEANOR GARDELLA as budget clerk. ELLA REDMOND had a lovely weekend in beautiful Maryland. JOHNNY WELTER'S new home will soon be a reality. Welcome to Patrolmen WRIGHT and TRAINOR.

Guest Relations: Mighty cute Guidettes on stage for the Berle Telethon. Many promotions in the department: DON UPTON to WLVA in Lynchburg, Va. PAT DENEHY to Spot Sales, ART ANGILLY to Employee Services, MARY CASE to Photo Files, BETTY NOLEN replacing BLANCHE GAWRONSKA as Ass't to the Office Manager (BLANCHE to 56th Street), VERN LOWELL to A&P, FRANK KELLY to TV Film, JIM HAINES to night Production, TONY CORVO to TV Operations, RUTH RIDEOUT to Music, TOM VARNUM and NEAL EDGAR to WNAM, JOAN SHEER, ELAINE HANDABAKA and BARBARA PEET to Tix, ED MANSER to Main Hall Supervisor, BILL WOOD to Mezz. Control Desk. Welcome to new Guides: DENNY DENES, SALLY GRUSSNER, BARBARA WITSELL, BILL GREEN, DON ELLIS, JOHN VOULGARIS, MEL SCHLESSEL, JOE JUDGE, BOB SWEENEY, and MARSHALL STONE. Also to new Pages: DICK MAZUR, BILL BROTHERTON, BOB ANDRUSS, DAN MORIARITY, PHIL McGAUGHAN, ANDY McCHESNEY, ED BIERLEY, ART NORTH, BOB DePOTO, MURRAY McCAIN, and BILL GRUDENS.

Set-Up: RAY COUTANT has left to serve his country. GLORIA CLYNE will soon be off to vacation in Canada in her new convertible. JOYCE HANFT is leaving temporarily and will be replaced by JANE HENDRY.

Air Conditioning: TOM HENRY is getting married at the end of the month.

TELEVISION NETWORK: Controllers: JUDY RIETER returned to the department (as MRS. TED MARTIN) after a honeymoon through the Yellowstone National Park in Wyoming. KAY MURREY plans an "I do" to FRANK WICKS in July. They will reside in Colorado where Frank will continue school at the Colorado School of Mines. Mr. and Mrs. RICHARD JACKSON are the happy parents of an 8 pound 10 ounce son, BRIAN FREDERICK JACKSON, born on May 28th. JACK HAYWOOD and his wife have a new addition to the family also; a son, THOMAS MICHAEL HAYWOOD. Congratulations to FRANK O'SHEA who announced his engagement. WILLIAM FERRINGTON appointed Internal Auditor for TV Network, WALTER GARRITY to System and Procedure Division, CHARLES MCCUITION new Assistant Director of NBC Television Operations. Greetings to new employees; ANN DANNENBERG, TONY LUCCHETTI, ANN BECKER, CAROL ELLIS. Glad to see ANTHEA MASTERSON is back to work after losing a battle with a heavy door.

Advertising and Promotion: RICHARD BLAKE and his family are abroad until July. A son was born to Mr. and Mrs. JOHN HURLBUT on May 24th. His name is DAVID EVAN HURLBUT. ED VANE from Radio A and P is now replacing Lew Brenner.

Technical Operations: RITA RAUNECKER now wears a new smile on her face and signs a new name on her checks...she "marched down the aisle" on May 12th with GEORGE LAUBSCHER. GLORIA HUGHES is now married to TOM SMILEY, one of our TDs. ANNE PACURAR was neglected when she came to NBC last year, so CHIMES wishes her a happy anniversary. Welcome to our new members: HELEN KALL from TV Film, RENEE FERN on her first job, and WINIFRED GREGG who is happy in her job as payroll clerk, and JOAN COFFEY who is secretary to N. E. SPRECHER.

Television Film: RUTH MIDWINTER became engaged to THOMAS F. FIALA who is in the graduating class of 1952 at the United States Military Academy, West Point, New York.

Sales: MARY ALCOMBRECK is on her vacation in Bermuda. FRAN DE GENNARO is still convalescing from her recent operation. We are happy to welcome TONY CERVINI to our group; TONY came from Mezzanine Control Desk.

News and Special Events: CINDY ASH has joined us from Advertising and Promotion, as has KATHY DAMINO from our uptown studios. CARL KORTER held a housewarming at his new home on 86th street.

Production Operations: A very warm welcome to: ANN KLAPPER, PAT QUINN, and MARGARET DELANEY who came to us from AM Research, and HELEN JACKSON from AM Program Supervision-- all contributing to the efficiency of Studio Scheduling; SUSAN WRIGHT, formerly secretary to WALTER GIEBELHAUS in Central Shop, is now with BENJAMIN WEBSTER. HELEN LAMPROS left the ranks of AM Network Sales to Replace Bertha Cola as secretary to ERNEST THEISS. We are sorry to lose PETER AFFE, but wish him lots of luck

in his new job as Operations and Production Supervisor of WNBT. MILLICENT MELHAUSER left us to prepare for matrimonial bliss. EDITH TYNES decided to spend her summer in Hawaii. Wedding Bells rang in May for PRISCILLA PRYOR AND JOHN TYLER BRITTON, Jr.

RADIO NETWORK: Controllers: Congratulations are due MARION STEPHENSON for winning first prize in Travel Magazine's recent contest for black and white photographs. HENRY SJOGREN is planning a block party for the department at Port Washington on June 23. Highlight of the day is sure to be the sail on his auxiliary cruiser "Hula Kai". ART LEWIS is enjoying his two weeks vacation. SALLY O'BRIEN recently bought a new TV set to watch night baseball, and MARIE PEREY, also in a buying mood, is the owner of a fine French Poodle.

Advertising and Promotion: Many changes have taken place here...NORM GLENN now with Sales, ENID RICHARDSON now with Y&R, CINDY ASH transferred to News and Special Events, DAVE BELLIN now with the Army, LEN GIARRAPUTO with the NBC Reserve Unit, and LUCY TOWLE with Public Relations. MARILYN MARSH, JOHN GRAHAM, GERRY SOBA, FRED VEIT, and ED VANE have all moved to the fifth floor. Welcome to PAT GABANY (replacing BETTY WILCOX, now in Personnel), VERN LOWELL, and MARIE RUPPE. Our best to GEORGE WALLACE who was replaced by JAKE EVANS. PAT STEEL is spending his vacation in Texas, and PAT GABANY is home in Butler, Pennsylvania.

Sales: MARY SICKLE and ENID NICHOLLS have left the company and are seen around quite often. JACKLYN BECK has gone to Kansas to join her husband CHARLIE BECK, who left with the NBC Unit. VINTON FREEDLEY and NORMAN GLENN have joined the department as salesmen. GEORGE MCGOVERN has joined us as Administrative Assistant.

News and Special Events: Welcome to newcomers JEAN MACKIEWICZ and TOM KEARNEY. Belated congratulations to recently-married BILL SPRAGUE. Vacations too are getting under way..PEGGY WHITMORE and ROSEMARIE TRAERIS planning a gala holiday in Mexico.

PUBLIC RELATIONS: Press: MARY CASE is now in Photo Files taking CONNIE COLLINS' place. MILDRED KALBAC, Program Editor, was married on June 23. HELENE SCHUCK has been elected Captain of the Gremlins, the women's bowling team.

Information: GEORGE DEUBEL took his vows on June 17...lots of luck to the DEUBELS. ROSEMARY PFAFF is back to work after her vacation in Virginia.

Continuity Acceptance: Well, we are happily settled in our new quarters on the seventh floor. KAY HENDERSON has returned from "a wonderful visit to Europe", where she saw Paris, London, Birmingham, Belfast, and Glasgow. During the trip Kay was able to see one of NBC's top stars in action...Bob Hope, who put on a fine show at the Hippodrome in Belfast.

TATION RELATIONS: Radio: GERTRUDE ZARNOWSKI is back from her trip to Massachusetts and Oswego. PAUL HANCOCK is moving into his new house in Bronxville soon. MURIEL MORGAN is on vacation and headed for the coast. IV (CARROLL) REIDY was in to see us last week.

traffic: CLAUDIA JANE FREY, born Monday, June 4th, weighing 6lbs 11 3/4 z., had her dad, AL FREY, of Traffic Operations passing sweets to all his co-workers. JOHN UDRY acquired a super tan while vacationing in his home state of Florida. Welcome to JOHN BIE, our new Communications Operator and also GENE SUHL who will act as Vacation Relief Operator. We had a visit from F.W. KENWORTH who seems to be enjoying his retirement more than ever.

OWNED AND OPERATED STATIONS: WNBC-WNBT: In the "hate-to-see-you-go" department, we've said goodbye to two of our staffers; HARVEY GANNON and DICK STAHLBERGER. Harvey, who is recalled into the Navy, was honored at a cocktail party at the Johnny Victor Theater. Dick was feted at an informal dinner given him by his immediate associates. Welcome to the station to CAROL WHITTMORE, TONY SHARPE, and ALAN CARTER. Carol is with WNBT A&P, the boys are new NBC producers. Also welcome and congratulations to the families of two of our associates. RONA SUE, the first child born to CAROL and JERRY VERBEL, arrived May 26 and weighed 7 lbs. JONATHAN ANDREW, the second child born to MARY KAY and JOHNNY STEARNS, arrived June 1, and weighed 7 lbs., 6 oz.

Staging Services: RICK KELLY was married in April and is back from his honeymoon in Florida. ED STEINER married LOIS MacLARDY on April 1st. They drove to Canada for a two week honeymoon. There are several new people in our department: SHIRLEY ROGERS, BILL HAWLEY, BARBARA SMITH, NANCY PHELPS, ROBERT FIERMAN, J. EGNLISH SMITH, DENIS BLACKETT. We were sorry to say good bye to RALPH HUNTER who is going to serve with the State Department, and PAUL MAYER who entered the Army.

Casting: Captain Anderson became a father on June 2nd. His son named THOMAS GARTH COOPER ANDERSON.

FOUND EFFECTS: Some of the older boys in SE and Engineering may well remember ED PADGETT, who left during World War II. He's finally taken the marital plunge and is now residing in Alfred, New York, where he is an instructor at one of the universities.

A.A. activities



THE DRAMATIC WORKSHOP

The month of May brought about the organization of a new department within the Dramatic Workshop called the Arena Theater Group. This type of theater, also known as Theater in the Round, is similar to the theater of Shakespeare's day. The audience surrounds the stage, in this way achieving the feeling of being included in the action. TV Director Albert McCleery urged the group on by delivering a lecture on the Arena Theater. It is very similar to television inasmuch as the actors are surrounded by the audience in Arena Theater as they are by cameras in

Theater-in-the-Round has been adopted in lieu of television due to the scarcity of television facilities. The group is currently working on a well-known two act comedy which will soon be ready for presentation.

The dramatic workshop invites all NBC employees interested in dramatic work to join their group. For further information, contact Employee Services, Room 735.

SOFTBALL

Since the NBC Softball team has been formed, they have played four practice games and two games in the Advertising - Radio League, and at this time are undefeated. NBC won the first two games (against Fleet Messenger Service) 9-6, and 10-9. Then behind the tight pitching of Gary Iorio, NBC beat the "Parkers" 10-2, and the Central Park Precinct New York Police Department, 7-4.

The team won their first league game on May 31st, beating the Bureau of Advertising, 2-1. On June 6th, we downed Lennen and Mitchell 16-4.

The team is now in a tie for first place, with nine more games in the regular season. Should we finish in first place, the play-off will consist of three games, two out of three meaning the championship.

TENNIS

There have been many inquiries regarding the Tennis Club. At this time we have laid plans for a Tennis Club, but are being held up by the difficulty in locating tennis courts. The courts we used last year are no longer available. If anyone has any suggestions as to available courts for the tennis club, please contact Employee Services, Room 735.

NBC Chimes

RECEIVED
OCT 27 1951
POSTAL SERVICE

SEPTEMBER - OCTOBER 1951



ATHLETIC ASSOCIATION ELECTS

The above group has been named by the AA to head its activities during the coming year. They are (top l. to r.) Bill Kelly, Pres.; Frank Macauley, 2nd Vice Pres.; (bottom) Betty Bagshaw, Sec.; Doris Ann, Vice Pres.; (becomes next year's President) and Ann Teahan, Treas.



NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

*Published monthly by and for the
employees of NBC.*

SEPTEMBER - OCTOBER 1951

HELP A FRIEND -- SAVE A LIFE

The two deeds suggested by the title of this story are unquestionably praiseworthy. To lend a friend assistance or to save an individual's life are also deeds that will provide the doer with infinite satisfaction. The only remaining item to question is the sacrifice necessary for these ends, and what follows will suggest a way involving a minimum of effort.

Here is how the whole thing works. The end of this month will mark the beginning of the semi-annual NBC blood drive. Half of the proceeds from this drive go into the NBC blood bank for future use by NBC employees and their families. Those who have had to pay for blood needed for transfusions know how much help this service can offer. Major operations often demand as many as twenty or more pints of blood, the cost of which can approach \$50 per pint.

The remainder of the blood accumulated in the drive will go for use by our servicemen. In Korea blood means "life", and upon the lives of our servicemen in Korea depends the freedom of America.

Supplies of blood available to our armed forces are precariously low, and the NBC account has been seriously depleted by a flood of withdrawals. Thus, the urgency of the coming drive is doubly apparent.

Contrary to popular belief, there is no pain involved in the donation of blood, and yet a life may be saved. Remember all these things when October 31 comes around, and take this chance to help a friend or save a life. Watch for further notices.

FOURTH ANNUAL COMMUNION BREAKFAST

On Sunday morning, November 25, the Catholic employees and friends of NBC are planning to hold the Fourth Annual Communion Breakfast. Nine o'clock Mass will be celebrated at St. Patrick's Cathedral and will be followed by breakfast in the Starlight Ballroom of the Waldorf-Astoria. Uncle Jim Harkins, Committee Chairman, promises excellent entertainment as well as some very special guests. An invitation is extended to all, both Catholic and non-Catholic.

AA SOFTBALL TEAM TAKES ADVERTISING LEAGUE

PENNANT WITH PERFECT RECORD

Drops Playoffs in Final Game

Playing in its first year of league competition, The Athletic Association softball team copped first honors in the City Advertising League. The team amassed a perfect record of eleven wins and no defeats in league competition and an equally commendable record of six wins and no defeats in pre-season practice games.

The title, however, was not won with the ease the record might indicate. Only after a final game with Hershon Garfield was the title assured. That final game was one necessitated by a prior game with the same outfit, a game which ended in a tie and a game in which NBC had to come from behind in the last inning. Bob DePoto's bases loaded triple kept alive the team's chances.

In the final game, NBC won a close decision, 4-3. In the sixth inning Ray Dillon walked to be driven home by Bob Henratty's triple for what proved to be the winning margin and league title.

In a post-season playoff series, the NBC team continued its record through the semi-finals but lost a best of three series in the final game to Hershon Garfield. In one of these games Gary Iorio pitched a one hit shut-out.

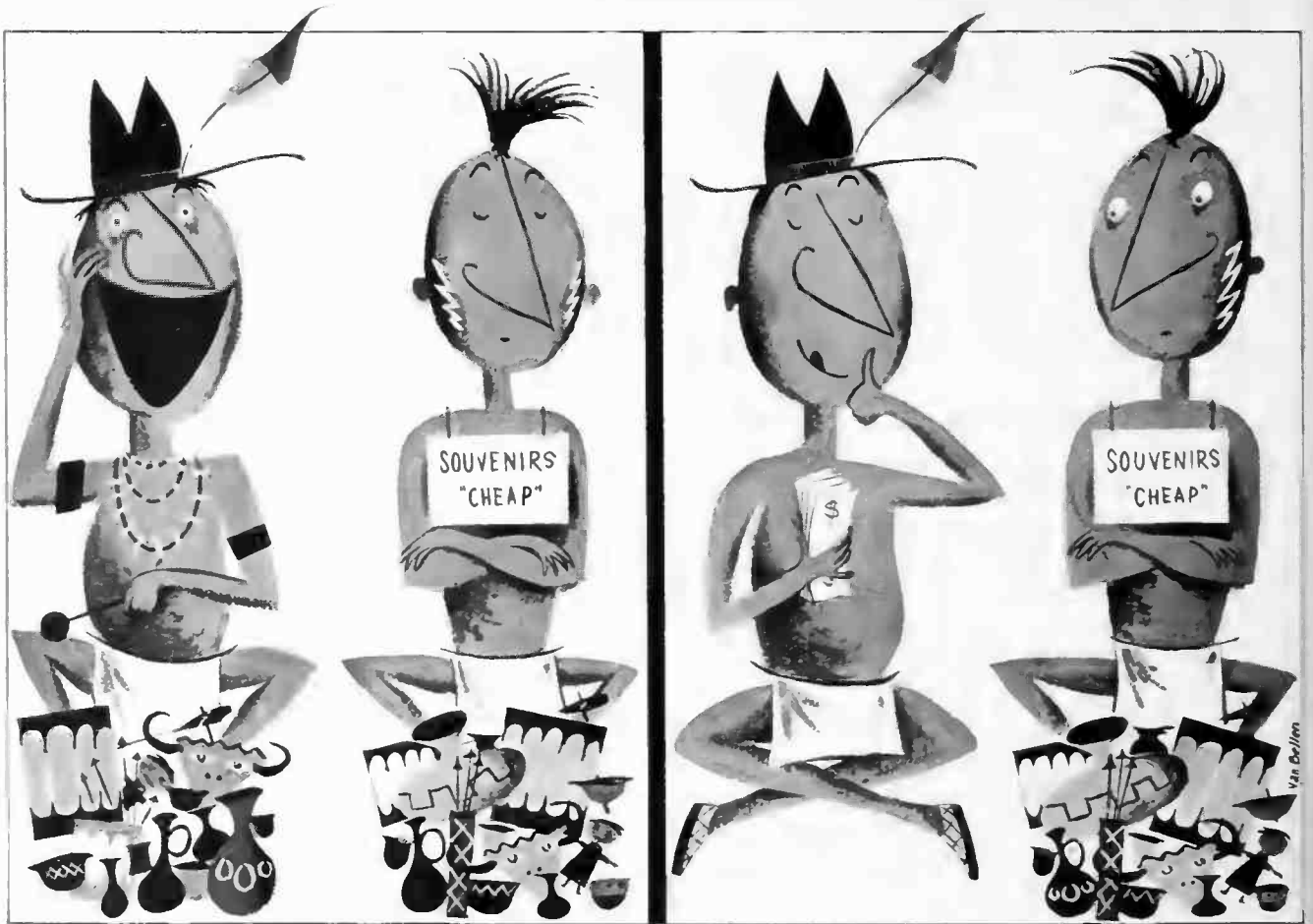
Playing for the club were: Bill Lynch, 2nd base; Gary Iorio, pitcher; Ray Dillon, shortstop; Bob Henratty, center field; Bob DePoto, short field; Jack Marshall, left field; Frank Gibbs, right field; Al Vecchione, third base; Ed Steiner, catcher; Bill Quinn, first base; and spares Walt Law, Jess Frankfort, Charles Zucker, Frank Woodruff, Ed, Hale and Don Salviola. Outstanding fan honors go to Diane LaPerch.



VICTORS

Top; Frankfort, Lynch, Quinn, Dillon, Henratty. Middle; Hale, Woodruff, Zucker. Bottom; Iorio, Steiner.

PEOPLE sell better than paper



OPEN MOUTH, TELLUM STORY...

...NOT BE LEFT WITH INVENTORY

When you want to close a sale with a tough customer, you don't send a printed page. You send a man. And when that salesman gets there, he doesn't hold up a sign urging the prospect to buy. He opens his mouth and he talks.

Newspapers are a wonderful advertising medium—we use them ourselves. So are magazines. But the strongest sales message ever printed doesn't have the conviction of the same message delivered by a good salesman. And what is the closest thing to personal selling that you can get in any truly national advertising medium?

You know the answer. It's radio.

People sell on television, too, but television reaches only 3 out of every 10 families—compared to radio's 19 out of 20. Only with radio can human salesmen sell to a really national audience.

With a half hour evening show on network radio this fall, you can talk—yes, talk—to 2³/₄ million more people than you would reach with a black and white page in *Life* . . . And it'll cost you 95¢ less per thousand.

With that same show, you can talk—yes, talk—to 1 million more people than you would reach with a black and

white page in *This Week* . . . And it'll cost you \$1.11 less per thousand.

The money you spend for that fall show will sell—as only the voice can—to 8,289,000 people . . . The same investment in newspapers will reach only 3,696,000.

You know that 95% of America listens to the radio. But did you know that they listen more . . . 13 million man-hours more every week . . . than in pre-television 1946?

To get a man-sized share of that audience, NBC radio now offers a plan with which you can use the human voice to reach twice as many people in the evening hours as the average evening television show . . . At considerably less cost.*

Above all, remember:

People sell better than paper. The voice is more persuasive than ink. You don't win an election by holding up printed speeches—and you can't expect printed salesmen to sell as well as human beings.

Like a demonstration? Just ask us for it.

We'll be only too pleased to send around the complete story—delivered not by printed matter but by human beings.

*ASK US ABOUT "TANDEM."

NBC Radio Network

a service of
Radio Corporation of America

PEOPLE SELL BETTER THAN PAPER

The biggest advertising campaign of the NBC Radio Network in the last four years is now in progress.

Under the guidance of Jacob Evans, manager of AM advertising and promotion, the campaign, "People Sell Better Than Paper", began in August. It is utilizing 14 national business and trade publications and five network radio programs.

Section heads in A & P engaged in the campaign are Hank Shepard, sales promotion; Walter Van Bellen, art director; Ed Antonioli, production; and Pat Steel, audience promotion.

NBC Radio and its advertising and promotion department, in presenting the story of how People Sell Better Than Paper, have prepared a series of advertisements (a sample of which you see on the opposite page) forcefully telling the story of the selling power of the human voice. These ads will appear every other week for the remainder of 1951 in 14 different publications.

In addition, the Radio Network is using its own medium to further spread the story. The "commercials" on five network programs tell the NBC audience, both listener and client, that People Sell Better Than Paper.

The new campaign will establish radio as the most persuasive and economical mass sales medium, and NBC as the network offering the most to its clients.

Since radio is people, and uses the human salesman, it reaches more people, more effectively, than any other medium per advertising dollar invested.

Why? Because People Sell Better Than Paper.

A CRY FOR HELP

Any office can be a mighty unpleasant place to work if your fellow workers aren't able to shoulder their share of the daily routine and still remain agreeable companions. The people you work with are vital factors in both your own happiness and the successful achievement of the company's many goals.

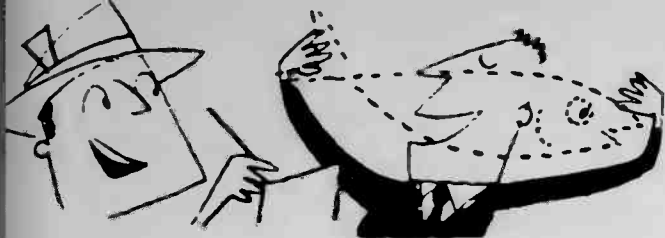
If you know of someone who you feel is especially qualified (both as a person whom it's fun to know and as a capable, skilled worker) to fill a job at NBC, you'd be doing us all a good turn by recommending that person to the Personnel Office. All you have to do is call Paul Ross, extension 363, and if an opening is available or in prospect, he'll be glad to arrange an interview. Most job openings for women fall in the clerk-typist and secretarial categories, those for men in the technical field and in Guest Relations. By bringing qualified people to the attention of Personnel you'll be doing a favor all around-- to the applicant, to the company, and to yourself.

NEW RCA RETIREMENT PLAN CERTIFICATES ISSUED

A change was made in the RCA Retirement Plan on December 1, 1950 to provide for a different method of accumulating the money to pay retirement benefits. The change did not alter in any way either the contributions made by Retirement Plan members or payments made upon retirement. However, it did require the company to enter a new agreement with the Equitable Life Assurance Society. This necessitated the issuance of new certificates and new Retirement Plan booklets setting forth the details of the plan as amended. These items, together with a letter of explanation, made up a package which was distributed to Plan members in September. For employees who were members of the plan prior to December 1, 1951, a rider was included to be attached to the certificate previously issued by Equitable. These certificates should be retained along with the new booklet which offers a source of explanation about your retirement plan.

ATTENTION SHOPPERS!!

All you Christmas shoppers or just plain shoppers! Here is some mighty interesting and pertinent information. Employee Services has continued to add to its reference file the names of shops offering merchandise at a saving to NBC employees and their families. No matter what type of goods you are thinking of buying, stop in at room 735 for some money saving information.



It happens at NBC

EXECUTIVE -- Legal: Legal is still buzzing these days with talk from our various vacationers. RITA PAOLUCCI has returned from a gay time at a Connecticut resort. The Bermuda tans LIZ MALONEY, ALICE GOUNULIAN, and TAM BEHRENS were sporting are slowly disappearing. TOM ERVIN is back with his annual Fire Island "glow" which he manages to maintain by week-end jaunts. JOHN SHUTE has been spending both weekends and vacation at his Maine retreat. Other vacationers included PAUL LYNCH, at home and visiting relatives; BEN RAUB, settling his new house; JOAN BAIRD and JEAN SCHNEIDER, to Point Pleasant; GRACE RICHARDSON, Vermonting; PHYLIS BUSS, to Iowa and her family; PAT SULLIVAN, to her home in Wisconsin; and INA SUGIHARA, to New Hampshire, Washington, D. C., and points unknown. Looks like Christmas will be here before we're all present and accounted for.

PUBLIC RELATIONS -- Press: SAM KAUFMAN, special assignments editor, has become radio producer of "Silver Jubilee on NBC". CRIS CASSERLY enplaned to the West Coast to see how the other half lives-she liked it. It wasn't supposed to be a vacation, but DON BISHOP went to Paris, or London, or was it both. It may not be news, but MILDRED KALBAC is now MRS. BRACCO. That sweet voice that introduces the Press Department is JOAN McCALLUM. Press had an outing all its own honoring WARREN CROMWELL who will return in mid-autumn.

Continuity Acceptance: JANE CROWLEY is now working with DOTTIE McBRIDE reading television scripts, and to replace her we have welcomed JANE CANNON. We also have extended a hearty welcome to ELEANOR KOSS who replaces ERNA SCHILD.

STATION RELATIONS -- Radio: ELIZABETH McNAMARA has changed her name to MRS. ROBERT CAPUTI - lucky Bob. One week later MURIEL MORGAN took the name of MRS. LIEUT. JAMES CHISM. Messrs. CASH, MERCER, RITTENHOUSE, and KELLEY reported they enjoyed their vacations. It is believed they all journeyed to New England. NATALIE GLASER spent her vacation in cool New York and returned very tan, while EVELYN SOBOTKA traveled out to Long Island for her vacation. Welcome NANCY WEST, to Station Relations,

Traffic: Cupid's bow and arrow is pointing at the Tau Kappa Epsilon pin JOAN DUGGAN is now wearing. The lucky man is Tom Tierney. THERESA ZUCCHETTO returned from her vacation sparkling as much as her new diamond ring. Welcome to newcomers JEANNE JENKS, WM. BROWN, TOM DISTASIO, and JAMES MULLANEY.

ADMINISTRATION -- Controllers: It is rumored that JOAN BACCO has been

receiving orchids from a wealthy playboy in Bermuda, her vacation haunt CECELIA McQUADE has left the department in pursuit of a teaching career. Among controller's new additions are SHIELA BROWN, MARIA NILES, and JOHN MITCHELL. PHIL CROUCH returned from vacation nursing a swollen jaw for seven days; his explanation - an impacted wisdom tooth.

Treasurers: A belated welcome to LOUISE KACICZAK, STEVE WOZNICA, DICK OLSEN, and JIM WILSON. Congratulations are in order to STEVE WOZNICA on his recent wedding. TOMMY is using her experience in Cashiers as Treasurer of the Bowling Club. Watch for that gleam in her eye as she approaches you on the alleys. There'll also be a gleam in GLADYS HARDY's eye when she sports that new fur coat this winter. Two weeks ago Herbie Schumm Jr. surprised us with a visit. It seems he is quite impressed with "cho cho" trains for he gave us a demonstration of one by walking on all fours. MR. WILLIAMS recently returned from his vacation during which he drove his son back to Dartmouth College. Thanks to HENRIETTA GRICE for her brainstorm in putting a fan in our vault. ADRIENNE SELLITTO has just returned from a wonderful three day holiday in Atlantic City. P.S. She still longs for Florida. GLENN JOSIAH surprised MURIEL REIMERS with a visit one Friday afternoon. GLENN is now on Navy payroll.

Purchasing: Congratulations to BILL RYAN on his promotion to Junior Buyer and big welcomes to BOB VALLERA and JOLEEN FOSSEY.

Personnel: The whole gang managed to have a great time at TED THOMPSON's farewell party in spite of the sadness of the occasion. TED has left the company to reenter the army. The welcome mat goes out for BILL TICE, his replacement as Manager of Personnel. Promotions have made OLGA PAVLOVA, JANE COSTELLO, and MERRIMAN HOLTZ old grads of Personnel. JOHN MICHEL, who recently left the company to enter the Navy has just been made a full Commander. Welcome to new Personnel members: PEGGY PLAGGE, FRANCESKA CAIRNS, LEE ANN HAHN, BARBARA MILLER, HYMAN BUSCH, PHYLLIS ORAM and PAUL ROSS.

Set-Up: JOE KALL found a 'star' pinned on his locker after his successful engagement at Grossingers. VAL McCORMACK is offering free legal advice since he enrolled in Fordham Law School. JAMES CASHION, on a recent visit to his hometown, Glens Falls, N.Y., was pleased to find the Elk's bank waiting to greet him at the station. BILL McNEILL, electrician at the Belasco, is combining business with pleasure down Texas way. GLORIA CLYNNE wants the world to know she finally won a baseball pool.

Sound Effects: In spite of hurrican warnings, MR. KNOPFKE stuck to his plans for a Florida vacation. Perhaps this complacency is due to experience in such matters as Fire Chief in his and neighboring towns on Long Island. From all reports, the members of this department enjoyed this year's outing. In his anxiety to join in the fun and delve into the delicious looking food, AGNEW HORINE used the emergency exit of the outing bus.

Guest Relations: A large party was held in honor of JOHNNY FAULK who was drafted into the Marines. We all bid a sorry farewell to all the temporary Guides and Pages who were with us during the summer. JACK MARSHALL and BOB CRAIG headed for Atlantic City where they opened their new night club act the first of September.

Stenographic: Vacation time found MISS LEONARD taking a series of trips to neighboring spots of interest, MRS. THOMPSON in New Jersey, ELOYSE GELFER in Monticello, MARGIE TRINKA, JO WHALEN, and MILDRED CUCCINIELLO at the Jersey Shore. A cheery hello to all the newcomers who have joined our group since the last "Chimes".

Duplicating: DICK PEDERSEN has been transferred to TV Engineering. JOHN CORSO took his place amidst the mailing lists with CHARLIE ATLEE. LOUIS VINCI and CHARLIE ATLEE spent "all expenses paid" vacations at Pine Camp thanks to the National Guard. VI SPARKS journeyed to Cape Cod for her vacation. Welcome to Duplicating newcomer BILL GARVEY. LOFTUS McDONALD is now the driver of TV Film's Jeepster.

Mailroom: The conversation here as all over the city has been nothing but talk of the Jints, Bums, and Yanks so we have little but baseball to report on. BILL LYNCH, is going to Fordham U. these nights and trying to work basketball in on the side. We had a pleasant visit from our friends from Fort Riley, Kansas, SAM KIRISHMAN, GEORGE BILL, and JIMMY BYRNE. They all looked as if Army life agreed with them. Best of luck to SAM NOVENSTERN who has moved on to Station Relations.

General Service: The stock room boys had better look out, Air Conditioning is looking for a window from which to install a ventilating duct. Heartiest greetings go to new Protection members GEORGE HEATHERTON, NEIL HANSEN, and DOMINICK VACCARO. AL HUMBERT spent his vacation fishing, but what he caught remains a secret. BILL SCHMITT was called for reserve duty in Watertown, New York. BILL's only complaint -- "no women". The whole department sends a sincere wish for a speedy recovery to ED LOWELL.

Music Library: We have two newly-weds and one soon to fall into the same category. PHEBE CROSBY is now MRS. PAUL HAAS, while HELEN HOWELL recently became MRS. PERRY BURGETT. ANNIE MULLER invited us all to dinner in honor of HELEN and MURIEL MORRISSEY. MURIEL is to be married October 6 to Ed Kishkill. No one else in the department is allowed to get married until finances have recovered. JIMMY DOLAN is the father of two at one time. MIMI KILGORE sends us cards from Europe where she is picking up both impressions and expressions. The newcomers in the library are SOL RUBIN and LEA KARINA.

O&O STATIONS - WNBC-WNBT: There have been many recent changes in our staff. First of all we want to welcome and congratulate CHARLIE PHILLIPS as Assistant General Manager. Also congratulations to JIM HIRSCH on his promotion to Manager of Advertising and Promotion. A big welcome to all

the new people in the department: BARBARA SCOTT, BARBARA BARBER, MARIE CADIGAN, DORIS BRAVERMAN, ANN KRAMER, HAL GOLDEN, and CHARLIE FREED. We sure do miss FRAN CARLSON's cheerfulness, and here's hoping her illness ends in a hurry. Taking FRAN's place is JOYCE ROBERTS. STEVE WHITE had a little difficulty a while back. It seems that after calling and making a date with a young lady, he found upon arriving there it was the wrong girl. LAURA SWARTZ had such a good time in Oregon on her vacation that she'll be getting engaged shortly.

Spot Sales: Congratulations to JAKE EVANS on his promotion to Manager of Radio Advertising and Promotion, and welcome to NORM NEUBERT who takes his place as Manager of Sales Development. Hearty welcomes also go to MARTIN WERNER, FRED LYONS, and CHARLES DRESSER. DICK CLOSE has been promoted to TV Sales Manager.

RADIO NETWORK -- Sales: JOANNE NOLT has replaced GLORIA SAHM as secretary to VINTON FREEDLEY and CHARLES PHELPS. MARION SCHWOLERT is wearing a twinkle in her eye nearly as large as the twinkle on her left hand. There was lots of excitement last Thursday when we celebrated the signing of Mario Lanza. Picture shows HENRY SJOGREN, Controller for Radio Network; JOHN HERBERT, Vice President in Charge of AM Network Sales, and PHILIP PORTERFIELD, Salesman for the account at the festivities. A special welcome goes to the newest member of our department, HOLLY TITMAN.



Program: Our "Big Show" family returned this week from their European venture where they taped two shows, one in England and one in Paris. Members of the family who went abroad were DEE ENGLEBACH, Producer and Director of the show, his secretary, DOROTHY BROWN, writers GOODMAN ACE, SELMA DIAMOND, MORT GREEN, and GEORGE FOSTER, Assistant Producer, Director, JIM HARVEY and MR. CHARLES BARRY, Vice President in charge of Radio Program.

Technical Operations: JO STURNIOLO, WALTER HILL and JERRY SCHEYER, all new fathers, are looking very tired these days. Must be those 2 AM bottles. ELLEN JOHNSON deserted a nice air-conditioned office, which is now being enjoyed by ROSEMARY SCHAUBLE. GEORGE VOSE and JACK BRAVERMAN went to Europe with the "Big Show". MARY and BILL SCHWARTAU have finished their dream house in Shorham, L.I. They invited JACK KENNEDY

out for a rest one weekend and put a hammer and some wall boards in his hands. BILL claims it was a job well done, but JACK refuses to comment.



Controllers: Much fun was had by all at the boat and beach party HENRY SJOGREN threw last month for the gang. JOE MULLEN proved himself an expert sailor when he took his turn at the helm of the Hula Kai. In the picture at the left, which was taken that day, JOHN DEMAIIO doesn't look as if he's buying the story LOU NEWMAN is telling about the one that got away.

TELEVISION NETWORK -- Controllers: JACK HAYWARD has been appointed Budget Manager of Television and will be assisted by NICK GILLIS who has moved over from Radio

Controllers. Mary and THOMAS MEEHAN are the proud parents of their first boy, Thomas Jr. BILL FARRINGTON has been burning up the hills of West Massachusetts with his nightly sorties. Rumor has leaked the disclosures of his engagement, but no one will commit themselves.

Technical Operations: We all had a most wonderful time at the outing. Many thanks to those who made it such a great success. The Yankee scouts should have been around to see AL PROTZMAN knock 'em over the Polo Field! One more deduction on their income tax is allowed to TAMBI TAMBURRI, RAY BARRETT, BOB DANIELS, and our star pitcher, GARY IORIO for becoming "daddies". We'd like to say hello to JOAN SCHALLER who has helped Mr. BASTON get the TV Students ready for our new Fall schedule. MEL HENCH, BILL SIMMONS, and DON DUNN have said goodbye to the bachelor life and are sporting wedding rings and blushing brides. We finally found someone who can "out-shout" JACK IRVING. A hearty welcome goes to PAT McMAHON, HERB DeGROOT's new secretary.

News and Special Events: Here's one for the books, and if it isn't news, at least it's a special event. It could only happen to STANLEY ROTKEWICZ and it did. The scene is the Green Valley Golf Course along about the eleventh hole. "Stan-the-man" teed off in an accepted fashion, and away she went.....A HOLE-IN-ONE.....but..and herein lies the tale.. the hole just happened to be located a couple of fairways distant. This feat so bewildered "The Man" that it required all of a dozen (conservative) strokes before he finally arrived at the hole he was aiming at in the beginning. From 106th Street comes word of bigger families for both RALPH PETERSON and DAVE BASHKOW. DAVE KLEIN proudly announces a new acquisition for his den - a bear trap. (girls please note). MARY JO TODD and TOM PRIESTLY returned from Bermuda with stories of much hard work but no stories to account for a nice suntan.

chased a car and is now learning to drive. PEGGY WHITESIDE has joined our office as secretary to JOHN PORTER.

Broadcast Operations: MONTE MORGAN's fabulous vacation included visits to Mexico City, Apaulco, and Havana, Cuba - as he relates the tale. (According to close friends, a gay week was spent in oo-la-la Paris, France.) MARGE MULLEN and BETTY ANN FEE - needless to say - strongly recommend Canada.

Television Film: September first was the day EMILY AYLING, formerly VIC BORSODI's secretary, decided to take the big step with ART BRUCKMAN, Supervisor of our Film Exchange. ART, incidently, has been advised of his transfer to Hollywood to set up a new film exchange out there. Going along with ART to handle secretarial duties is MARILYN GANDEL, also a former secretary of VIC BORSODI. Welcome to new TV Film members TERRY COLOSACO, MILDRED LINDQUIST, and HARRY NOVICK.

Program: MARIE FURGUSON and SALLY LOU RUSKA had such an eventful time in Bermuda, they're going down for more in October. Best wishes to ROSE SHEEKY EVANELIA and her new husband, FRANK, of Staging Services.

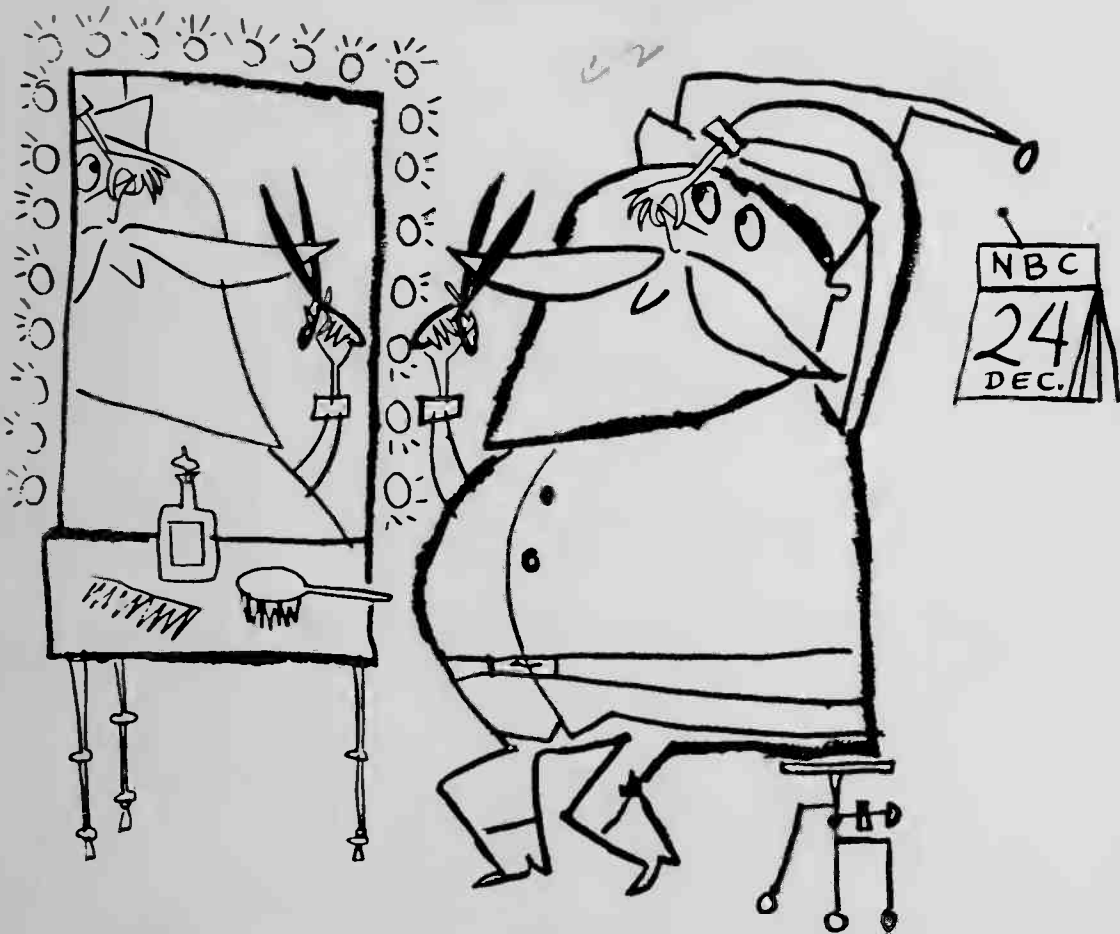
Production Operations: On October 27th both BARBARA SMITH and FLO CAPRIO will join the married set. If anyone failed to see MARY REGAN's picture in Collier's last month we just happened to have a couple hundred extra copies down in 670.

RADIO NETWORK -- Advertising and Promotion: ENID BEAUPRE, librarian, was the honor guest of a party by the office staff on the occasion of her 22nd anniversary with the network. Almost a Silver Jubilee here, too So long and all the best to HARRY WELSH, DON FOLEY, and MARILYN HOFFMAN. JOAN HAYES is now in Station Relations. Everybody is back from vacation at last: LORETTA LEHIVE returned from the Jersey Shores, ED ANTONIOLI from Pocono Pines, Pa., CLYDE CLEM, the Carolinas, HOPE SHINKOFF back from Maryland, TOM DATER still singing the praises of St. Louis, and MARION LUTZ summered (for two weeks) in South Hampton. New "People (who) Sell Better Than Paper" include: BOB HITCHINS, ALAN HIRSHFELD, and MURIEL SMITH, sales promotioners; and BOB DOLOBOWSKY and WALT EINSEL, artists.

ADMINISTRATION -- Engineering: MARGIE NEWCOMB bid farewell to NBC to marry BOB MAUSLER of TV Maintenance. Welcome to draftsman GEORGE ISEDA and to TOM LOGAN who takes THOMAS FLYNN's place. MARTIN H. MEANEY, formerly of Radio and Allocations has been promoted to Captain in the Marine Corps. All awards for most vacation travel go to DAVE MOLONEY who went all the way to Ireland. Audio Video offers a hearty welcome to newcomers SHERMAN ATWOOD, HENRY BARTOLF, RICHARD EDMONDSON, JOHN KENNEDY, MARJORIE MARSHALL, MARIE MCGREEVY, EDWARD PORES, GERALD RESTER, SALVATORE SALANITRO, LAWRENCE WEILAND, and DAVID WILLIAMS.

NBC Chimes

DECEMBER 1954



Merry Christmas



DECEMBER 1951

NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

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employees of NBC.*

CHILDREN'S CHRISTMAS PARTY SET FOR DECEMBER 24

The annual NBC-ABC Christmas Party for the children of employees will be held this year on Monday, December 24th, at the Center Theatre. As in the past, this party will feature Christmas greetings by the presidents of both companies, a program of variety entertainment and the distribution of gifts to the children by Santa Claus (with Milton Cross behind the whiskers).

The doors at the Center will open at 9:00 A.M., and the program will start promptly at 10:00 A.M. Admission will be by ticket only. All employees will receive ticket request forms in the near future.

Last year 1296 presents were wrapped by employees to fill Santa Claus' pack for the party, and this year the number may be even greater. When the call for help goes out, remember how many packages have to be wrapped and how much pleasure those presents are going to give to the children at the Christmas Party.

NOAH SPRECHER -- "FISHER OF MEN"

A drowning Latvian refugee owes his life to Noah Sprecher, Television Maintenance Supervisor, who happened to take up surf fishing early this fall. On Sunday morning, November 4, Sprecher reeled in the 160-lb. man like a striped bass from the choppy waters of the Atlantic Ocean off Far Rockaway beach. It took him just three casts to wrap his line around the body of Robert Stuls, a 59-year-old year-round "health swimmer" who arrived in America four months ago.

"I played him like a big fish," Sprecher said. "I thought my 9-foot glass rod or the 36-lb. line would snap. Luckily they didn't. There wasn't time to take off the hook or the metal squid that could have killed the man if I had hit him. On the third cast, when the undertow had already pulled Stuls 50 yards from the shore, I felt him on the line. Then I managed to work him alongside the rocks where I could jump into the surf and heave him out of the water. Stuls is one man who can say that his life hung by a thread."

SECOND 1951 BLOOD DRIVE

NBC's second blood drive of the year came to a successful conclusion on October 31st and November 1st, when 312 employees registered at the Rockefeller Center Gym with the Red Cross mobile unit. At the end of the two-day period 244 pints of blood had been donated to provide aid to the wounded in Korea and to add to the NBC Blood Bank account with the Red Cross.

When contacted last week, Drive Chairman Tom Naud expressed appreciation for the fine cooperation given by so many employees and apologized for the delays caused by the large turnout. He also reiterated the fact that although the drive was successful, the need for blood is still critical.

If you were unable to contribute blood during the regular drive, you may still help a soldier who's been wounded in Korea or a fellow employee who needs blood after surgery or an accident by arranging an individual donation with the Red Cross. All you have to do is to call MURRAY Hill 9-1000 and ask for the Blood Donor Appointment Desk. An appointment will be arranged for you to visit the Blood Donor Center at 70 West 40th Street at your convenience. Or if you live in a suburban area, there may be a donor center close to your home.

The donation of blood is simple and painless and takes only a few minutes. And that few minutes of your time may add many years to another person's life.



"Lovely day," says the nurse. Norman Cash, Tom Naud, Art Hamilton, Jo Dine, Pat Weaver, and Robert Montgomery agree.

TOSCANINI MAKES AND BREAKS RECORDS

Arturo Toscanini, NBC's veteran precedent breaker, broke another one during November when he conducted a recording session with the NBC Symphony Orchestra in Carnegie Hall starting a half hour after midnight. The two and a half hour session ending at 3:00 A.M. was devoted to recording Brahms' Symphony No. 1 for RCA Victor. Toscanini was pleased with the late hour since the BMT subway under Carnegie Hall runs very little at that hour, and the resulting interference with the music was considerably reduced.



NBC-TV STUDIO BROOKLYN

Despite the continuous and startling growth of NBC during recent years, television remains a precocious child -- no longer an infant but a strapping adolescent, bursting buttons and outgrowing studio facilities with clockwork regularity. To meet TV's latest demands -- a realignment of facilities to permit morning programming and semi-permanent studio set-ups -- the Company has acquired a tract of land across the East River in Brooklyn.

Several weeks ago NBC signed a contract to purchase from the Vitagraph Corporation, a subsidiary of Warner Brothers Pictures Corporation a full city block of property in outer Brooklyn formerly used for the production of motion pictures. The conversion of this facility to television is being carried out at present, and it is expected that live programs will be emanating from "NBC-TV Studio Brooklyn" by the time Christmas arrives.

The new studio is located at 1268 East 14th Street, one block from the Avenue M station on the Brighton Beach Line of the BMT. The area contains three buildings -- a large sound stage, a small adjoining building, and a construction shop. The sound stage, measuring 85 by 16

feet, is being converted into NBC's largest single studio, more than one and a half times the size of studio 8H. The abundance of space at Brooklyn will make it possible to set up shows which use the same scenes in consecutive weeks and leave these scenes in position for some weeks at a time without interfering with operations in other areas of the same studio.

The technical installation will be relatively simple, at least for the present. Four camera chains are being installed, and the only new type of equipment contemplated will be remote-control electric hoists on the lighting battens. Until a permanent circuit can be built, programs will be fed from the Brooklyn studio to the Empire State Building by means of a special microwave radio relay linked through the Willoughby Street office of the Telephone Company.

Studio operations at Brooklyn will be under the direct supervision of "Rod" Rodomista, who will be assisted by several studio supervisors and a clerk-typist. Brooklyn Supervisor for the Television Technical Operations Department will be Tony Rokosz. Staging Services is re-conditioning the construction shop building, and all scenery to be used in the studio will be built and painted right on the lot. This shop and the Staging Services personnel will operate under the direction of Murray Husskind.

Since the Brooklyn studio is in a partially residential area, NBC employees will find it a pleasant place to work, and the location will be particularly convenient for residents of Brooklyn.

It is too early to say what the ultimate position of this new production location will be within the NBC Television organization, but it is certain that new flexibility will be added to television operations, and the name "Brooklyn" will soon be as familiar to all of us at NBC as "106th Street".



Bernard Sachs, studio supervisor, surveys the view from the radio relay platform.

1268 East 14th Street

AA DANCE A ROUSING SUCCESS

270 Crowd *Sun Room* of Hotel Edison



Thanks to unusually thorough preparation by John Steeves and the members of his committee, the first Athletic Association dance of the season turned out to be one of the best in recent years. More than 270 AA members and guests gathered at the Hotel Edison on Friday evening, November 9th, to enjoy the pleasures of dancing, good company, and a top-notch floor show. When the last couples finally departed at 2 A.M. -- two hours after the schedule closing time -- AA President Bill Kelly bid the dance committee good night with a "Bully! Well done!"

Music for dancing and listening was provided by Johnny Andrews and his band, featuring for the occasion Henry "Hot Lips" Levine of "Chamber Music Society of Lower Basin Street" fame. This group, with admirable versatility, furnished danceable renditions in every rhythm and mood from Dixieland to rumba to "pop". "Judge" Harkins commanded a posse of silver-starred deputies and with measured fairness meted out stern penalties for "dancing too close". As master of ceremonies Uncle Jim presented a fine troupe of entertainers including Gloria Ryan, James Oliver, Roy Douglas, Albenese, and NBC's own Gene Wood and Bill Szathmary.

Congratulations are owed to committee members John Steeves, Gloria Fishbone, Sam Novenstern, Helen Kall, Rosemarie MacLellan, Uncle Jim Harkins, Bill Kelly and Jim Hirsch. NBC will be looking forward to the next AA dance on January 18th.



Counting noses and pennies with John Steeves and Gloria Fishbone.



Look who's dancin':

THE BROADCAST COORDINATOR

(This is the first in a new series of articles describing typical and interesting jobs at NBC.)

The "fired up" light on the Technical Director's console gleams red. A monitor screen shows that the program from 3B is winding up. As the hand of the clock swings quickly past 29 minutes after the hour and speeds on, a voice pierces the shadows behind the TD's shoulder -- "15, 16, roll!" Numbered film leader flashes by on the preview monitor, a moment of darkness, a switch in Master Control, and the NBC three-chimes identification blends smoothly into the end of the live show with split-second timing. Another local station break has been expertly organized and started on its way, and very roughly another \$1000 of company revenue has been successfully earned.

Supervising station breaks is only one of the many duties performed by the Broadcast Coordinator (Associate Director), whose staggering major responsibility is to serve as the accurate final check on the work of many of those employees who build the day's television operations, both network and local. He must see that all the complex elements, the output of many departments, that go to make up the television schedule are integrated into a smooth-flowing and accurately-timed on-the-air presentation. If Titling inadvertently sends out the wrong telop card, if Scheduling makes a mistake, if an announcer is assigned to the wrong film studio, it is up to the Broadcast Coordinator to anticipate these errors and correct them before air time, wherever possible. The "BC" serves as a memory and operational conscience for scores of engineers who have their hands full doing an efficient job of operating complicated equipment without having to shoulder the additional burden of providing operational supervision,

To perform his work satisfactorily the Broadcast Coordinator must have a good basic knowledge of the duties and problems of the people he works with. He must know the capabilities and limitations of NBC's technical facilities and of the AT&T transmission facilities. He must understand film makeup, scheduling, titling, announcing, and the techniques of directing television programs, both live and film.

At present there are 14 Broadcast Coordinators on the TV Broadcast Operations staff. They provide over-all coordination of the day's operations from Master Control and also direct local station breaks, the integration of film into live shows and complete film programs from studios 5F and the new 5E in Radio City and 11F at 106th Street.

So this month it's "hats off" to NBC's Broadcast Coordinators: Bill Brown, Bob Corwin, Ed Cosgrove, Denny Dunn, Grant Johnston, Jim Kitchell, Don Kivell, Dan O'Connor, Fred Rawlings, Charlie Rawski, Ed Roth, Charlie Sieg, Chet Wayne, and Bob White.

A.A. activities



BASKETBALL TEAM STARTS '51 SEASON

November was kick-off month for the 1951 season of the Industrial Basketball League, and coach Marty Cohen predicts a busy and successful string of games for a strong NBC entry. The league is made up of nine teams, including the FBI, J. Walter Thompson, Eastern Air Lines and others, which will be played on a double round-robin basis as the winter progresses. At the season's end a play-off will be held with the leaders in the Advertising Basketball League.

At present there are approximately 30 men on the roster of the NBC aggregation, but League rules limit team membership during any one game to 12 players. The starting quintet consists of Randy Goetz, Tom Naud, Bill Lynch, Dick Jackson and Marty Cohen, ably backed up by such stalwarts as Jim Loomis, Jack Weir, Bill Quinn, Charlie Zucker, Doug Rogers, Bill Coldwell, Jack Berg and Herb Oxman.

All employees and friends who would like to watch the NBC basketball team in action will be very welcome at any of the games. Three Monday evening contests will take place during December, on the 3rd, 10th, and 17th. Game time is 7:00 P.M. in the Eastern Airlines Building Gym.

BOWLING LEAGUE

Interest is running high as the popular NBC Bowling League enters its third month of winter competition, on a ten-pin marathon that will last until April 17th. Rivalry on the League alleys this year is provided by 14 five-man teams engaging in 26 weekly clashes.

Team standings as of November 15th were as follows:



	<u>Won</u>	<u>Lost</u>	<u>Average</u>	
(1) Avengers	26	10	619	26
(2) Controllers	23	13	679	74
(3) Construction	23	13	674	33
(4) Engineering	22	14	737	54
(5) TV Maintenance	21	15	657	74
(6) General Service	21	15	611	96
(7) Audio-Video	18	18	657	33
(8) Gremlins	17	19	644	60
(9) Development	16	20	545	33

		<u>Won</u>	<u>Lost</u>	<u>Average</u>	
(10)	Set Ups	15	21	568	26
(11)	Radio Rogues	14	22	589	26
(12)	Flashers	13	23	590	89
(13)	Execretaries	12	24	578	93
(14)	Pinheads	11	25	523	19

The highest individual average for the first two months of the season was held by Les Vaughn, who chalked up a neat 169. Leader among the women bowlers during the same period was Mary Lynch with a 153.

As a sidelight on NBC bowling, it should be noted that at least one prospective team was unable to join the League this year because of late planning and that as a result several bowling enthusiasts were denied a chance to play. A contract for a certain number of alleys for the following year must be signed at the end of each season in order to insure a reservation of the alleys for the highly desirable 5:30-8:00 period. Therefore, any employees who wish to participate in the NBC Bowling League during the 1952-53 season should organize a definite team sometime during the next few months and enter that team with League resident Joan DeMott before April 17th.

JUNIOR ACHIEVEMENT AT NBC

Junior Achievement is a national business-sponsored organization established for the purpose of acquainting American youngsters with the theories and practices of the "free enterprise" system. It achieves its goal by assisting groups of teen-agers in forming "companies" to operate and to make profits in various fields of business.

This winter, as in the past several years, NBC is sponsoring a Junior Achievement company in the radio and television broadcasting field. Twenty-five youngsters, ranging in age from 15 to 20, are engaged in the project under the professional tutelage of their NBC advisors, Dick Hollands, Newton Feldman, Lelia Pleadwell, and Bob Garthwaite.

In their first meetings the "stockholders" reached agreement on Jay Productions as their official company title and decided that their business activities would include the writing and attempted selling of several radio and television scripts. Two-hour meetings will be held each Wednesday evening through the winter in studio 8F, and many of these meetings will feature prominent NBC employees speaking about the broadcasting specialties they are best acquainted with.

For Christmas purchase discounts on a variety of items, call Employee Services, Extension 462.



It happens at NBC

EXECUTIVE-- Legal: RUTH BUTLER and RITA PAOLUCCI have successfully auditioned for the Rockefeller Center Choir. *(Grace Richardson)*

PUBLIC RELATIONS -- Press: Nancy Ellen Lauten, born Friday, November 9, is now living with her parents, Mr. and Mrs. BILL LAUTEN. Welcome to writers SHIRLEE GIBBONS and ALEX MUMFORD and to JACK TRACY's new assistant EVELYN SALERNO and to HANK WILLIAMS in Photo Files. WARREN CROMWELL has been welcomed back to the fold. JOHN O'KEEFE is now in Germany with the 301st. MARY LYNCH is merrily playing records on the door prize she won at the AA dance. Travelers: ALLEN KALMUS spoke at the University of Florida; PHIL DEAN made a bond drive trip to Colorado; MILT BROWN and ART SELBY were aboard the Big Show Southern Show Train; DON BISHOP returned to the hills of North Carolina. *(Bob Wren)*

Information: Reverend and Mrs. CHARLES COLE (KATHRYN) celebrated their thirtieth wedding anniversary in November at Atlantic City. ROSEMARY PFAFF, Information's Lark, gave a benefit recital for St. James Presbyterian Church. ANITA BARNARD, RITA MAURY, ALICE KENNEL and ROSEMARY PFAFF participated in the NBC blood drive. *(Eileen Tobin)*

STATION RELATIONS -- Radio: We shall all miss NORMAN CASH, Director of Radio Station Relations, who has resigned to join the Crosley Broadcasting Corporation as Assistant General Sales Manager. ALAN COURTNEY of Station Relations in Hollywood has been visiting the New York office for the past few weeks. BILL KELLEY became the father of a daughter, Susan, in September. Welcome to GLORIA CAGGINE, MARILYN SICHEL and ELLEN COIT. *(Beverly Badger)*

Television: After 18 years with NBC, E. B. LYFORD has left to join the Dumont Network as Director of Station Relations, taking AGNES HANFORD, his secretary, with him. Farewells and best wishes were voiced to both Mr. LYFORD and NORMAN CASH at a gala party in the Rainbow Room. JOAN HAYES, secretary to TOM KNODE, has announced her engagement to a West Pointer. "SPIKE" KNAPP and NED DALY have joined the department as contact representatives. Much activity around here getting ready for the annual NBC Convention at Boca Raton, Florida. The big question was "Where'd I put that bathing suit I had in July?" *(Miriam Lacomara)*

Traffic: Two engagements have been announced in recent weeks -- that of THERESA ZUCCHETTO to Sgt. Kenneth Garcia and JOAN DUGGAN's engagement to Tom Tierney. Former Trafficite SANDRA NEEDHAM REDA became the mother of a bouncing boy, Thomas Joseph, on November 9, New additions to Traffic and Communications are BARBARA GRIFFITH and HELEN DOUGHERTY. ELIZABETH CURRY is back with us again after an absence of a number of years. *(Joan Duggan)*

RADIO NETWORK -- Sales: Several new faces around Radio Sales. MARILYN RADSHAW joined us from Guest Relations. MARY ANN JONES, our Tennessee Miss, is taking JOAN BRELL's place as secretary to CHUCK DENNEY. Leaving at the same time as Joan was salesman NORMAN GLENN. A welcome also to MARTIN SOPOCY. The NBC Blood Bank had three depositors in the persons of KATHLEEN WALKER, JEAN MARTIN and JOANNE NOLT. *(Mary Mercer)*

Advertising and Promotion: Belated greetings to SONIA EDIFF and JIM MULLEN, new audience promotion writers. Another new addition, LOIS BERNER, is proudly displaying an engagement ring. To her, congratulations. Department head JAKE EVANS is pleased over NBC Radio's promotion pieces winning a special outstanding award in this year's Direct Mail Advertising Awards contest. The sales promotion section has been boosted by two new faces belonging to MARTIN HUMMEL and WALTER UNCAN. Sales promotion chief HANK SHEPARD is keeping a busy schedule because of many showings of the new Radio film "This Is NBC".

(Vernon Lowell)

Planning and Research: Best wishes to ALDONA CHASE, who became Mrs. William Dallago on November 25. She has been replaced as Client Service Supervisor by CAROL BURTON. DWAYNE MOORE leaves NBC to take over ratings operations at Lennen and Mitchell. His replacement is BILLIE RUBER, a previous NBC employee. DORIS PHILLIPS has been promoted to be Tom Tart's secretary in TV Studio Operations. *(Alice Greenstein)*

News and Special Events: A hearty welcome to three newcomers -- PHILIP GOULD, writer, and STEVE SCALIA and DICK HAMMER, copyclerks.

(Margaret Whitmore)

Technical Operations: Good luck to MAX JACOBSON, GEORGE ANDERSON, JOE ILVA, HOLLIS "PAPPY" YOUNG and GORDON WINDHAM, who have gone on to television. HARRY GRELCK has replaced M. Jacobson. Congratulations to JOHN SCHNURMAN of Audio Maintenance on the arrival of his fourth baby boy. The Welcome Mat is out for BOB HANRETTY, who has been transferred from Recording to Operations. BOB McINTOSH and PETER GROOM, formerly of CBC in Montreal, have joined us, as has MARTIN ENGHÄUSER. A belated welcome to MARY BROICH, who is the latest addition to the Recording Group. Congratulations to JOHNNY DEEG and his new wife, Dorothy. GEORGE ROBINSON of the Field Group went to Boca Raton for the NBC Convention. BOB RUDICK and BOB ZWECK, now with the 301st in Germany, stopped in to say hello in November. *(Jane Ermentraut)*

Program: MARIE SUCHAN has returned to her desk after a three-week siege at the hospital. It's good to have you back with us, Marie. Our newest addition to the department is JOAN POLLAK, secretary to MEREDITH WILLSON.

(Ellen Johnson)

TELEVISION NETWORK -- Controller's: At press time, DAN SULLIVAN, who

was married recently, is waiting on Governor's Island for the final decision whether or not he'll be drafted into the Armed Forces. We wish him luck. Best wishes to Mrs. TERRY McBRIDE, who'll be taking a leave of absence starting December 1. Her reason -- happy anticipation. Our congratulations to TONY DENTE, JAMES CHENARD, IRVING TRAEGER, GEORGE ROGERS, IRWIN WELPEN and DAN SULLIVAN, all of whom have received recent promotions. New members welcomed to the department are JOHN NATALE, JOE HEWES, MARTY MACEDA, KAY O'BRIEN, and LES CLARKE.

(Irving Traeger)

Sales: Short movies have been made of all salesmen visiting clients in their offices. GEORGE FREY has supplied the commentary, and the films were shown at the Boca Raton meeting. HARRY FLOYD, ANDY ANDERSON and JACK CARSON are fighting for top billing. HERB HOBLER has been giving a weekly shingle by shingle description of the building of his new garage. Wedding bells are ringing for ELLEN BREEN and Bob Coyle and BETSY DICKSON and Bill Henn. Betsy has left us to make her home in the South, but Ellen will be with us until her man returns from New Foundland.

(Hallie Robitaille)

Advertising and Promotion: On October 9 ED VANE became the father of a baby boy, Richard. Congratulations, Ed. *(Joan Windle)*

Production Operations: BARBARA SMITH and FLO CAPRIO both were married on the same day, October 27. Flo left NBC to take up housekeeping in Connecticut. Barbara is back with us after a two-week honeymoon in Florida. JIM LOOMIS, our Gin Rummy Chump, has become the father of a baby girl. Welcomes are extended to MILLICENT FUCHS, BARBARA CHAPPELL and BEN TOMKINS. *(Jo Sommer)*

Broadcast Operations: On November 24 church bells chimed for HELEN JACKSON and Wylie Hunt. *(Helen Lampros)*

Technical Operations: Hello to JOYCE PETERS, the pride of the engineers. She figures out how much overtime the boys are entitled to. Welcome also to CLAIRE HILLMEYER, new secretary to COURTNEY SNELL at Long Island City. NOEL WARWICK was scheduled to cook a turkey for a Thanksgiving dinner party. Wonder how he made out? ROD DAVIS paid a visit to the West Coast during November, and 501 wasn't 501 without his southern drawl, jokes and likeable manner. Happy-go-lucky JOE WALENTA won a door prize at the AA dance. Congratulations to CHUCK SHADEL, WARREN ZITO and FRANK GIBBS, our new fathers. *(Helen Kall)*

Program: Congratulations to DON HILLMAN on his engagement to Sara Jane Arons. LEE HALL has just returned from the West Coast, where she vacationed with her husband Lt. Wilson Hall. MARGIE GOUGH, formerly of the reception staff, has been promoted to secretary to JOE BIGELOW, who is in charge of new comedy development. *(Pat Powers)*

ADMINISTRATION -- Engineering: Audio-Video engineers FRANK CONNOLLY, JOE GILLIGAN, JOHN LAKE, JOHN McBRIAN and DAVE WILLIAMS have returned from Hollywood. Welcome to newcomers BOB POST and DOROTHY STAAB. We are glad to have BOB KEOWN back with us again and to see BILL RESIDES at his desk after a leave of absence. GERRY RESTER entered active duty with the Navy on November 28 as a Lt. Senior Grade. JANE KENNY has left Audio-Video to enter the Marienitte Convent. JEAN BISSELL left for Europe, and ADELAIDE ORR took her place. Extensive construction has given 503 a "new look". JOHN MITCHELL has replaced MIKE REIDY in Technical Services. The Model Shop said hello to JOHN WOJTOWICZ and temporary good-bye to BILL McMURRAY, who was taken to the hospital with appendicitis. A newcomer to ARNOLD BACON's group is THEODORE PRONTNICKI. Welcomes to Construction are extended to JOE MERGNER and CHARLES PORTER. TIM McCARTHY is now wearing his bowling shoes to and from the bowling alleys in the Windy City. *(Marjorie Marshall)*



Stan Zabka entertains the 301st.

Personnel: Welcome to WARREN SIMMONS, who has joined the interviewing staff from Guest Relations. Best wishes to DICK HOLLANDS on his recent engagement to Elizabeth Robinson. The wedding is set for January 6. Recent visitors included EDDIE STARR, enroute to Germany with the 301st, and ART ANGILLY, who is stationed at Camp Lejeune. *(Grace Anderson)*

Controllers: A hearty welcome to ETHEL PONT, EDITH LOUCHE, HELEN DUERR, SHELIA BOYER, CHARLES COHEN, ELEANOR DARCY and BARBARA MAYHEW. A vote of thanks is due the entire Payroll Section for the extra time spent in changing records for the new tax increase. BOB JOHNSON is the father of a third child, Kristen Ann. *(Ethel Pont)*

Music Library: RICHARD BANNIER, a former employee of the Music Division, passed away on October 24. We extend our sympathy to his family. MIMI ELGORE returned from her two-month sojourn in Europe with a Scotch brogue and a Tartan skirt. Our congratulations to Mr. ERNEST LAPRADE, whose daughter Joan Maitland will be married at Christmas time to Roger Evol Cannon. *(Nora Weinraub)*

St Up: STEVE DIEKHAUS returned recently with a New Orleans tan. JOE KELL's services are much in demand following his successful appearance at Grossinger's. TOM LONGMORE was active in organizing the Communion Breakfast until laid up by a recurrence of gout. *(Gloria Clyne)*

Program Services: Many congratulations on promotions are in order this month. JOHN CURRAN has left Night Operations and joined the Associate Directors, replacing CHUCK KEBBE. BOB TROY takes over as new Night Supervisor. JIM VAN GAASBECK has been promoted from Guest Relations to assist Bob. JOE KILMARTIN and HOWARD ATLEE have each moved up a notch and willed their night secretaries' posts to JOHN BROPHY and GARLAND GRANT. BOB SOSMAN is covering most of the nation in a month, as he trots from New York to California via Memphis and Chicago. Announcer MEL BRANDT has moved from Dobbs Ferry to Montclair, N. J. JACK COSTELLO is redecorating his house. BOB DENTON has sold his Bronxville home and is searching for a Manhattan apartment. *(Anne Mendenhall)*

General Service Administration & Protection: Our sympathy to JOHNNY WELTER on his brother's passing. Welcome to new guards THOMAS GILLEN, JOSEPH JAEGER, PETER LANGAN, WILLIAM RUEHL and JOHN DUNNION. *(Mary Heller)*

Mailroom: The Mailroom is planning a mammoth Christmas party to be held at St. Albans, N. Y., on Friday, December 21. *(Bill Quinn)*

Duplicating: Good luck to CHARLES HAMILTON, who has been promoted to Engineering. Welcome to our newest member, KARL TORJUSSEN. BERNARD BARMASH has answered Draft greetings from Uncle Sam.

Stenographic: Our best wishes to LILY SUAREZ, who was recently married to Dr. Manuel Merida of Princeton, N.J. We're glad to see INGE KOHL back at work after her recent attack of pleurisy, but we're sorry she didn't receive the cake MARGIE TRINKA labored over. AUDREY MAYHEW is walking three feet off the ground. Her husband, Staff Sgt. Lee Mayhew, will be released from the Air Force December 10. The French accent you've heard around Steno belongs to HELENE CANALE, formerly of Paris. Welcome to our many new Stenoites. *(Mildred Cucciniello)*

Air Conditioning: ROBBY EVANS and ED WILLIAMS are both new fathers. Welcome back to HAROLD PIETSCH after a long illness. Good luck to JOHN LYONS and WILLIAM HESS, who have moved over to the Colonial Theatre. HUGH REILLY wants to thank the NBC Blood Bank for giving blood to his father-in-law recently during a serious operation. Hugh plans to reimburse the bank shortly. KEN SULLIVAN is excited about his wedding in February. TOM HENRY has unveiled a hidden talent and is doing art work for Chimes. Welcome to new members WILLIAM CONBOY, WALTER BARWICKE, GRAHAM SNEDICKER, JAMES TREACY, WILLIAM WALKER and ERNIE HULTGREN. *(Tom Henry)*

Guest Relations: BILL GRAINGER has been promoted to Tour Promotion Manager, and HUGH TEANEY is now Supervisor of Reception. JIM GAINES is now Supervisor of the Ticket Division. BILL GRUDENS has replaced Jim, and JACK BERG has replaced Bill. LATTIE DAWSON has taken over as assistant to the Tour Promotion Manager. VIC PASSY and MARGE GRIFFITH

are our new cashiers, GEORGE BROOMFIELD, PAUL SILBERSHER and BOB ANDRUS new mezz receptionists. TOM REED has become Main Hall Supervisor. New page supervisors are BOB GARBER, BILL COLDWELL and LARRY OWEN. Best wishes to HARVEY MULLER, JACK MILLER, TOM O'KEEFE and JOHN NEWMAN, now on military leave. Welcome back to BOB MESSNER, and a welcome to all the new pages and guides. JERRY REINSTEIN married JANE NORVEL. VAL CHEVRON and MARSH STONE are assisting on Big Show. *(Jerry Reinstein)*

OWNED & OPERATED -- Spot Sales: Best wishes to newlyweds RUTH LOZIER NORTON and RUTH BEBER, who will take the step on December 8. Congratulations to new salesmen DICK BERGH and FRED LYONS. Farewell to JOAN BELL, who joins the Blair Agency. *(Elaine Simpson)*

WNBC-WNBT: A big welcome to JACK GROGAN, our new WNBC Program Manager, also to LEN WEINLES, new supervisor of on-the-air promotion, GRETCHEN GROFF, LARRY ALEXANDER, SHIRLEY BURKART and ANNE KEELEY. RAY JOHNSON has been promoted to national A & P. WNBC Production is gnashing its teeth in view of plans for creating an office for GEORGE WALLACH in the midst of 294. *(Mary McBride)*

TELEVISION DEVELOPMENT BOARD

Following a suggestion by a company employee, a group of 18 people now meets regularly to discuss problems relating to NBC Television. Known as the Development Board, its representation -- which will be changed from time to time -- currently covers the Production Services (James Kovach, William Ervin, Ernest Theiss), Controllers (Edward Stegeman, William Sargent), Sales (Neil Knox, Herbert Hobler, Mary Alcombrack, Michael Dann), Station Relations (Stephen Flynn), Program (John Rayel, Roy Passman), Promotion (John Hurlbut), Research (Richard Paige), Engineering and Technical Operations (Charles Townsend, Reid Davis), Film and Kinescope Operations (Frank Lepore) and Personnel (Bill Roden) Departments. Through the Development Board, its members hope to be able to pool their collective thoughts in constructive recommendations to management which will contribute to the NBC Television operation.

BARGAIN COUNTER

For Sale: 1950 Plymouth, 2-door Deluxe, blue; contact Hal Golden at Extension 167.

Wanted: 78rpm automatic record-player in good condition; call Anne Mendenhall, Extension 390.



DAVID SARNOFF

COMMEMORATING THE FORTY-FIFTH ANNIVERSARY OF DAVID SARNOFF'S ENTRY INTO THE FIELD OF RADIO ON SEPTEMBER 30, 1906, THIS PLAQUE IS DEDICATED BY HIS ASSOCIATES IN THE RADIO CORPORATION OF AMERICA AS A SYMBOL OF THEIR ESTEEM AND ADMIRATION.

AS A PIONEER OF WIRELESS, HE HAS CONTRIBUTED IMMEASURABLY TO THE DEVELOPMENT OF RADIO, TELEVISION AND ELECTRONICS AS NEW SERVICES TO THE NATION AND TO THE AMERICAN PEOPLE.

A CREATIVE CRUSADER OF PROGRESS ENDOWED WITH A PENETRATING VISION, DAVID SARNOFF HAS CONTINUALLY LED THE WAY ACROSS NEW FRONTIERS IN SCIENCE, ART AND INDUSTRY TO MAKE THE UNIVERSE VIBRANT WITH INTERNATIONAL COMMUNICATIONS.

THESE LABORATORIES, THE RCA VICTOR PLANTS, THE RCA WORLD-WIDE RADIO CIRCUITS AND THE NBC RADIO-TELEVISION NETWORKS, SYMBOLIZE HIS FAITH IN SCIENCE, HIS CONSTRUCTIVE PLANNING AND ENDURING ACHIEVEMENTS.

DAVID SARNOFF'S WORK, LEADERSHIP AND GENIUS COMPRISE RADIO'S PREEMINENT RECORD OF THE PAST, TELEVISION'S BRILLIANT PERFORMANCE OF THE PRESENT, AND A RICH LEGACY IN COMMUNICATIONS FOR THE FUTURE.

THIS LABORATORY OF RCA IS NAMED
THE DAVID SARNOFF RESEARCH CENTER

SEPTEMBER 30, 1951

This bronze plaque, commemorating General Sarnoff's 45 years in the field of radio, has been placed in the entrance foyer of the David Sarnoff Research Center at Princeton, N.J.

NBC Chimes

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JANUARY 1952

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JANUARY 1952

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A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

*Published monthly by and for the
employees of NBC.*

MERRIMAN HOLTZ, *Editor*

A NEW YEAR'S MESSAGE FROM THE PRESIDENT

First of all, I want to thank you, on behalf of the company, for all the fine things you have done in 1951 and wish for you a wonderful New Year. In my opinion, you deserve it.

More than anything else, of course, all of us hope that 1952 will see peace in the world, and I am sure all of us at NBC join in praying every day for this.

In our own company we have reason to be proud of what we have accomplished in the last several years in a very trying period in our industry in accomplishing the transition into television. We would be extremely unimaginative, however, if we did not realize that our pride certainly does not entitle us to swell instead of growing. The problems which confront us are unbelievably complicated and a day-to-day challenge to each one of us in the company. I am sure we will resolve them and overcome our obstacles, but this will only be done through working and thinking every day by all of us.

One of the things, of course, that is most gratifying to me is the fact that we are in an industry and a company with no limits to where any of us might go and room for everybody. I say this because I am sure all of us want to feel this sense of security, and I am sure it is right.

I hope we all will meet with great intelligence and effort what we have to do in 1952, and again, I wish for each of you and your family great New Year.

Sincerely,

Joseph H. McConnell

A CHRISTMAS PRESENT FOR THE COLES

NBC stagehands James Cole, Sr., and his sons James Cole, Jr., Matthew Cole and William Cole received a heartwarming Christmas present on December 19, when the name of Pvt. Thomas W. Cole appeared on the list of war prisoners issued by the Communists in Korea.

Pvt. Cole is another son of Mr. Cole, Sr., and also was employed at NBC as a stagehand prior to his induction into the armed forces. He was reported missing in action as of May 17, 1951. Nothing further was heard by the Coles until the end of October, at which time a letter was received from Pvt. Cole posted from prisoner of war camp number III in North Korea.

The additional assurance offered by the appearance of Tom Cole's name on the recently issued list has meant a much happier holiday season for all the Coles.

WRAPPING BEE

On Monday, December 17, thirty-five employees reported to the Ladies Lounge to wrap a total of 1400 presents for the ABC-NBC Children's Christmas Party, which was held in the Center Theatre the following Monday.

Among those who contributed their services were Betty Wilcox, Roy Ford, John Titman, Joan Daly, Anne Mendenhall, Betty Kelly, Jerry Einstein, John Wojtowicz, Alys Reese, Margaret Herrholz, Helen Kall, Dan Culbert, Len Lucas, Roberta Beck, Daphne Pinou, Bernadine Kessler, Dan Mooney, Mary Mercer, Tom Naud, Tommi Phillips, Irma Santos, Diane Marsh, Barbara Sheehy, Helen Lampros, Gloria Leyendecker, Jane Di Leo, Gene Cannon, Win Cregg, Joan Coffey, Pat McMahon, Peggy McNeany, and Florence Williams.

WNBC -- PORT WASHINGTON



John Flynn, Station Engineer

Thirty years ago, when radio broadcasting was still an infant, the transmitter was recognized as the most vital link in a station's operations. Every time there was a breakdown, each minute that the station was off the air because of technical failure, the station personnel saw vividly the uselessness of good programming when no transmission facilities are in operation. Today, on the other hand, most people take the operation of the station's transmitter for granted. Improved equipment and skilled personnel have reduced technical failures to an almost non-existent minimum.

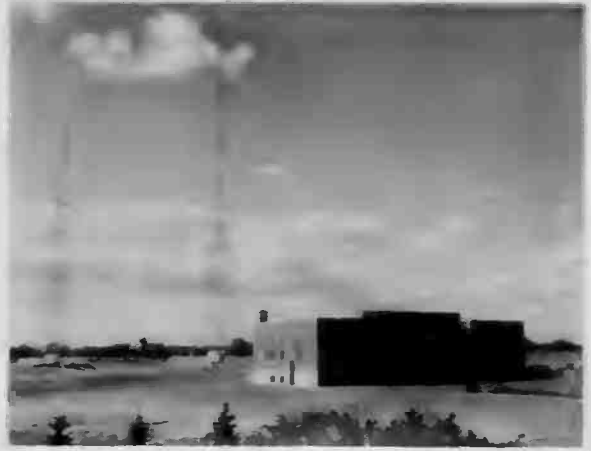
Recently an NBC employee, when asked for directions go to the WNBC transmitter, replied, "It's up on the Sixth Floor -- Room 660!" Most employees are better informed than this, but indirectly that statement was a great compliment to the transmitter crew. They do their work so quietly and so well that many employees are not even sure where the transmitter is located.

The WNBC transmitter is situated at Port Washington, Long Island, 28 miles by cable from Radio City. It was moved there in 1940 from Bellmore, where in 1927 NBC had built radio's first 50,000-watt transmitter for commercial broadcasting. WNBC, Port Washington, was put on the air for the first time on November 11, 1940, by Dr. Frank Conrad of Pittsburgh, "the father of broadcasting." (Picture on Page 5.)

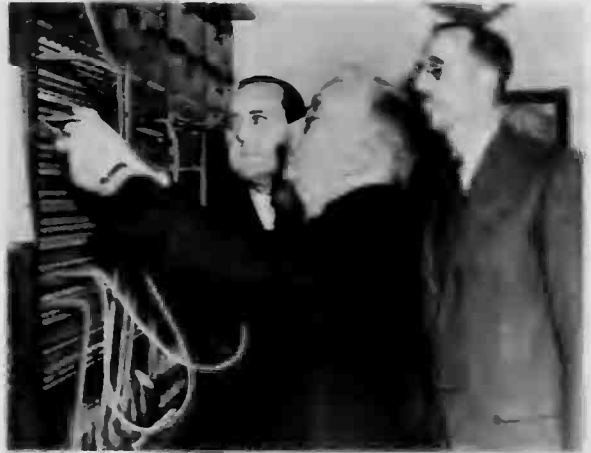
The Port Washington site is a beautiful one from both the visual and technical points of view. The transmitter building and towers are situated on rolling ground 104 feet above the water and look out over Manhasset Bay to the west, Long Island Sound to the north, and Hempstead Harbor to the east. This gives the transmitter both the adjacency to water so helpful to proper functioning of the ground wires and a fine aspect for beaming a directional signal toward the center of New York's population. 55 acres of fields and woodland provide the transmitter engineers with a golden opportunity for hunting rabbits and other critter during their time off.

The transmitter units presently in use were custom built by RCA twenty years ago. Since then they have been repeatedly modified and brought up to date by NBC engineers so that today WNBC has probably the finest radio broadcasting transmitter in the United States. This trans-

mitter is housed in a modern brick building designed for technical efficiency and for the working comfort of the engineers. Behind the building are two 328-foot vertical radiator antenna towers built to transmit the WNBC signal in a special directional pattern. The area in front of the building has been carefully landscaped, and thanks to the efforts of gardener William Borer, WNBC has won the Nassau and Suffolk Counties Old-fashioned Gardening Prize every year for the past five years.



The transmitter building itself is kept spic and span by technical porter Thomas Sprague. On the main floor are found the units of the transmitter arranged in semi-circular fashion with the main control console in the center of the area. Opening off the transmitter room are the station engineer's office, the engineers' kitchen and dining room, the stand-by studio and control room and the maintenance shop. The garage and the emergency power plant are situated on the ground level. In the basement are located the water-circulatory machinery, the power transformers and equipment, and the tube vault.



The water-circulatory system draws special attention from most visitors since it employs an eye-catching pool and fountains in the center of the front yard. The water cooled in this pool is circulated by pumps to a heat exchanger, where it cools distilled water which, in turn, is used to prevent overheating of the 20,000-watt and 100,000-watt tubes in the transmitter.



WNBC boasts a fine record of operation, averaging only seconds of lost time for every 1000 hours on the air over the past years, and maintains a high standard of on-the-job safety. Safety drills are held at regular intervals, and Red Cross safety courses are given to all the engineers. To eliminate danger of electrocution -- some components of the transmitter carry voltages of 17,500 volts -- the transmitter's power supply is rigged so that it automatically shuts down whenever one of the transmitter panels is opened. Furthermore, continued operation in case of emergency or disaster is assured by a series of special protective measures. Typical of this is the program link with Radio City. Two special cables are kept in operation at all times during programming hours. If one of these lines fails, the other can be switched in immediately. If both lines fail, two radio relays -- one AM and the other FM -- are available for almost immediate use. Other protection features are many duplicate units in the main transmitter, a separate stand-by transmitter, a mobile unit transmitter, a short-wave radio connection with the other five NBC owned and operated stations, and a gas-driven emergency power generator.

The standing of WNBC's Port Washington transmitter among broadcast engineers is so high that it has been chosen repeatedly as the training site for large groups of foreign engineers brought to this country under the auspices of the United States Government and other agencies to study American methods of broadcast engineering. The engineers so trained then return to their native lands to bring the benefits of NBC's vast experience to their own broadcasting systems. Engineers from Turkey, India, Brazil and other countries have studied at Port Washington under the tutelage of NBC's transmitter engineers.

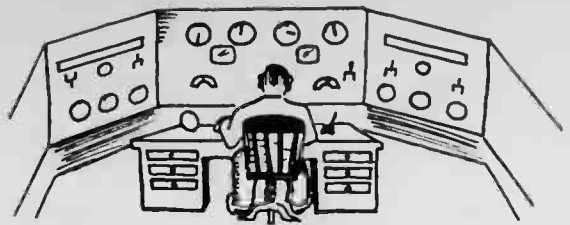
Station engineer is John Flynn, a veteran of 25 years as an NBC engineer. Mr. Flynn reports to Ted Cott, WNBC general manager, and to Tom Phelan, New York division engineer, and supervises the work of nine engineers, the technical porter and the gardener.

Although the station is at present closed to the general public, Mr. Flynn invites any NBC employees and their relatives and friends to stop in for a look at the transmission plant any day of the week. Instructions on how to reach the Port Washington transmitter can be obtained by calling Port Washington 7-0660. The staff is noted for its fine hospitality.

BARGAIN COUNTER

For Sale: A.K.C. registered wire-haired fox terrier puppies; call Joe Sturniolo, Extension 454.

THE
RADIO
TRANSMITTER
ENGINEER



(This is the second in a new series of articles about typical and interesting jobs at NBC.)

It's 4:30 A.M. on a cold winter morning. Most of us are still comfortably in bed -- but at the WNBC transmitter at Port Washington the night watch engineers have just finished three and a half hours of routine maintenance work on the transmitter and are beginning their "tone runs" to check all the circuits. In twenty minutes they will switch the transmitter on at low power. At 5:12 A.M. the carrier will be stepped up to full power, and at 5:26 the first program feed of the day will be received from Radio City Master Control and put "on-the-air."

By taking on the obligation of keeping the 50,000-watt WNBC transmitter in full operation for better than 19½ hours of programming each day, the radio transmitter engineer shoulders one of the heavier responsibilities in the NBC organization. Along with his associates, he is responsible for the monitoring and maintenance of one of the largest and most complex transmitters in the country, and in order to be able to do this he must learn and retain an extensive amount of technical information and "know-how".

Even though only thoroughly-experienced transmitter engineers are hired to work at Port Washington, each new man is put through five years of break-in training on the job before he is considered ready to assume full responsibility for the operation of all parts of the plant. A good bit of this training involves actual blackboard instruction given by the station engineer.

WNBC's eight transmitter engineers work on an around-the-clock basis, with two men assigned to each eight-hour shift. The 9:00 A.M. to 5:00 P.M. and the 5:00 P.M. to 1:00 A.M. shifts are concerned primarily with broadcasting operations. The engineers on these shifts keep a constant check on all the transmitter meter readings and make adjustments when necessary. Also they maintain five written logs, including the WNBC program and transmitter logs. The engineers on the 1:00 A.M. to 9:00 A.M. shift perform the majority of the station's routine and scheduled preventative maintenance. They service the transmitter and associated machinery, check tubes, change recording charts, look over the logs for unusual operating conditions and correct same, and check all rotating machinery carefully. In addition, once each weekday morning a transmitter engineer becomes a studio engineer by journeying to the McCrary homestead in nearby Manhasset to monitor The Tex and Jinx Show.

The engineers at Port Washington are justly proud of their teamwork and spirit. One Sunday morning last year, when a bad condenser caused a rare transmitter breakdown, five additional engineers -- one clad in pajamas -- appeared on the scene in a matter of minutes without being called. Cooperation and friendly relations are furthered in weekly meetings at which members of the staff exchange advice and "gripes".

WNBC's transmitter engineers are James Kneeland, Walter McKinley, Joseph Miller, Robert Milos, Daniel Murphy, Stephen Sullivan, James Walker and Arthur Walters. They work under the supervision of the station engineer, John Flynn, and the assistant station engineer, William Haerer. This month it's "hats off" to the radio transmitter engineer!

DRAMATIC WORKSHOP OPENS WINTER SEASON



Rehearsal?

The "SRO" sign was out at the Center Theatre training room for all three performances of the AA Dramatic Workshop's first winter productions, November 28-30. The offering consisted of two one-act plays, both skillfully presented by Workshop members.

Acting credits were garnered by Ronnie Fowler, Daniel Durning, Mary McBride, Joan McCallum and Mac Shaw. The two directors were Robert Williams and Joseph Bush. Hal Shadwell and Mary Narsis were the production assistants and all publicity was handled by Sheila Hirschman.

After a holiday season lay-off during the month of December, plans are now being made for a larger and more ambitious production to be presented sometime during the coming month. These plans center around the acquisition of an original script and of a larger theatre to accommodate more comfortably the many playgoers who have become interested in the performances of the Dramatic Workshop.

All AA members who are interested in script writing are urged to submit scripts to be considered for production by the Dramatic Workshop to Sheila Hirschman, Room 670-K. Also, any AA member who would like to participate in the regular activities of the Workshop can obtain information from Miss Hirschman by calling Extension 8976. And all employees are reminded to watch for the announcement about the time and place of the next production.

JOSEPH A. McDONALD ELECTED TREASURER OF NBC

At its regular monthly meeting in December the NBC Board of Directors elected Joseph A. McDonald treasurer of the National Broadcasting Company. He assumes his duties January 1.

Mr. McDonald has had a career of more than 20 years spent largely in the business side of broadcasting. He was most recently vice-president, secretary and general attorney of the American Broadcasting Company.

Well known for his work with various industry committees engaged in negotiations and the solution of business, labor and licensing problems. Mr. McDonald was previously with NBC from 1931 to 1945, serving in the New York and Chicago offices. He left the post of assistant general counsel of NBC in the spring of 1945 to become general attorney of the American Broadcasting Company. He was elected a vice-president of ABC in November, 1946.



Joseph A. McDonald

Mr. McDonald was born in New York in 1903 and was graduated from the Webb Institute of Naval Architecture in 1924. He later received an L.L.B. degree from Fordham Law School and an L.L.M. degree from New York University. In the fall of 1931 he joined the Legal Department of NBC in New York. In 1937 he moved to Chicago as Central Division attorney. He returned to New York in 1943 as assistant general counsel of the company.

In his new post as treasurer of NBC Mr. McDonald will report to the financial vice-president, Joseph V. Heffernan.

NORMAN GRANT APPOINTED TV NETWORK ART DIRECTOR

Norman Grant, former manager of staging services for NBC-TV in Chicago, has joined the television network in New York as art director. In the position of art director Mr. Grant will be responsible for set designing, costume designing, make-up and titles and graphics for all New York-originated television shows.

In Chicago Mr. Grant designed such shows as "Garroway at Large," "The Wayne King Show" and "The Jack Carter Show."

NBC CONVENTION BOASTS RECORD ATTENDANCE

More than 450 officials of the radio and television stations affiliated with NBC met with network executives at Boca Raton, Florida, November 28-30, in their fifth annual convention. These broadcasters were welcomed by Chairman of the Board Niles Trammell, who urged them to devote themselves to solid planning and more self-analysis. Mr. Trammell recalled the industry debates in the past over such NBC-initiated moves as written station affiliation contracts and pointed out how thoughtful planning made these past big decisions good decisions. He added that the measures recommended in NBC's Basic Economic Study are essential to a sound future for broadcasting.



Joseph H. McConnell

Joseph H. McConnell, NBC president, delivered the keynote address of the convention. He emphasized that NBC radio sales, programming and merchandising will be greater than ever during 1952. He also urged radio affiliates to consider the opportunities for the establishment of hundreds of new television stations with the opening of the UHF band.

Mr. McConnell expressed great confidence in the future of network radio. "I think we at NBC are coming to grips with our main problems and are developing patterns that will keep radio strong for the future," he said. We are in an industry that can only move forward."

The first afternoon session of the convention was devoted to Sound Broadcasting. Charles Denny, NBC executive vice-president, outlined a seven-point plan for further strengthening the radio network. He added that the new NBC rate formula will become effective about July 1, after discussions with the individual stations are completed. The Minute Man "pay-as-you-sell" plan was described by Charles Barry, and John Herbert outlined NBC's dramatic new sales operation, the "Market Basket" plan. Fred Dodge, newly-appointed merchandising director, told the broadcasters of the establishment of a 12-man merchandising department "superior to anything in the advertising media field."

Television, its present status and unlimited future, occupied the attention of the broadcasters and NBC executives during the second day's sessions. Sylvester L. Weaver, Jr., vice-president in charge of television, delivered the keynote talk. He told the convention that no other group in the world today has the power that broadcasters hold; that by design, NBC Television can create an aroused, alert, knowledge-

able, balanced, mature public opinion, and that public opinion will force a drastic upgrading of all activities for social good.

Preceding Mr. Weaver, Joseph V. Heffernan, NBC financial vice-president, informed the conventioners that NBC is determined to bring color television to the homes of the public. He said that NBC, which pioneered in the development of color TV, believes that it will be the most effective medium yet known to convey information, entertainment and sales appeal.

Announcement of the expansion of NBC-TV's broadcast operations into the morning hours was made by Frederic W. Wile, Jr. Director of Technical Operations Robert Shelby described the disaster mobile unit now under construction. This will be a complete broadcasting plant, entirely independent of external wire connections, which will bring to TV homes immediate views of any catastrophes the future may bring. Also on the NBC planning boards, Mr. Shelby revealed, are such marvels as air-borne TV from helicopters, a flying box-car capable of transporting a small mobile broadcasting unit to the site of any event of public interest, and a remote control camera operated like a robot plane.

Completing the roster of speakers at the television session were Joseph H. McConnell, who spoke concerning the economics of network television, Edward D. Madden, George H. Frey, Brig. Gen. E. Lyman Munson, and Fred Shawn.

The final day's meeting of the convention was devoted to a discussion between the network officials and the affiliates of matters brought up by the affiliates.

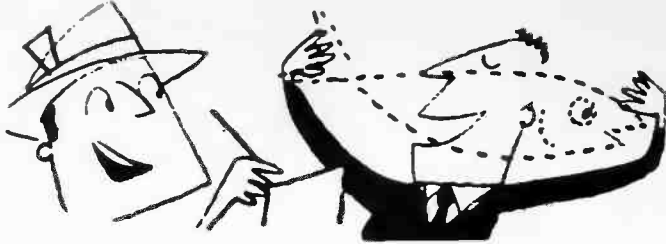
The famous sunshine and luxurious surroundings of Boca Raton, along with top-flight entertainment each evening, rounded out NBC's good hospitality to the officials of the affiliated stations.



Marguerite Piazza
arrives from New York.



Niles Trammell greets
a temporary employee.



It happens at NBC

EXECUTIVE -- Legal: The department Christmas party was held at the Warwick Hotel on December 19. The entertainment consisted of a short but snappy revue written and produced by the girls of the department.
(Grace Richardson)

PUBLIC RELATIONS -- Press: Lucky JOAN McCALLUM was able to journey home to Detroit for the Christmas holiday. The Press Department's staff for the Boca Raton convention was reinforced and augmented by the addition of a real heavyweight in the industry with years of public relations experience. His picture may be seen on Page Eleven of this issue. (Bob Wren)

Information: The members of the department celebrated the arrival of the holiday season on Thursday, December 20, with a gay party at the Frances Bell Restaurant. ALICE KENNELL is singing regularly these days as a member of both the NBC Choral Group and the Welsh Chorale.
(Eileen Tobin)

Continuity Acceptance: JUDY CHENKIN flew half way around the world recently -- her destination, Israel; her object, to marry Fred Freed of CBS. Mrs. Freed is now back at her desk in 799. (Kay Henderson)

STATION RELATIONS -- Radio: Welcome to Mr. LUD SIMMEL, Manager of TV and Radio Co-op Sales, and to his gal VIRGINIA BADUM. They came over from ABC to join us. ALAN COURTNEY returned to Hollywood for the holidays. He will be back with us shortly. A hearty hello to BARBARA HARLIB, who is Supervisor of Files and Custodian of the Scissors and Shears. (Beverly Badger)

Television: SPIKE KNAPP and NED DALY can now stop walking around like lost souls. They have a secretary to take care of them. Her name is CHARLOTTE CAINE, and we're happy to have her aboard. The NBC Convention is now a thing of the past, and everyone is busy settling down till it's time to prepare for the next one. Practically all the gals in the department sang with the NBC Chorus. You may have heard GRACE LYNCH, GINNY BADUM, BARBARA HARLIB and BEVERLY BADGER carolling in the halls.
(Miriam Lacomara)

Traffic: Two former Trafficiters, SANDRA NEEDHAM Reda and JOANNE HEITMA Kirkeby, visited us recently bringing Christmas greetings to all their NBC friends. (Joan Duggan)

Station Clearance: Vacations for 1951 came to an end when A.M. CARAMORE returned from a three-week vacation on the sunny sands of Miami Beach.

A hearty welcome is extended to RUTH MIDWINTER, who came to us from Film-106th Street. Whenever there is any question as to the trend in men's fashions, just ask JOHN UDRY, as he is our expert -- especially in plaid shorts! We are all anxiously awaiting the January opening of Pal Joey. The entire department is attending -- after cocktails at the Rainbow Room and dinner. (Joan Oury, Terry Gerbes)

RADIO NETWORK -- Controller's: A belated welcome to HELEN WALKER, ANN SUROWITZ, BETTY WEISS, GINNY BODE, JOHN DE MAIO and AL WEIDENMULLER, all of whom have joined us in our new office, 2M5. Congratulations to MARION STEPHENSON, who has been promoted to replace NICK GILLES as budget accountant, and also to HELEN WALKER, who has been promoted to Marion's old job of general ledger accountant. GINNY BODE's husband has returned from Korea. MARGARET HERRHOLZ has a new apartment. A gala Christmas party for the department was held at the Hotel New Weston on Friday, December 21. (Vickie Casella)

Sales: We extend a cordial welcome to TOMMI PHILIPS, who joins our department as jr. secretary to JOHN K. HERBERT, VP in charge of Radio Sales. MARION SCHWOLERT, our statistician, took to the air with flying colors during the Thanksgiving holidays, when she visited the "Windy City". (Mary Mercer)

Advertising and Promotion:

All year long we use words here
Relating to ourselves,
But for this issue, at any rate,
We'll put them on the shelves.

Instead we extend a hearty wish
To you of N B C,
"Good luck, good health in '52'
From Radio A & P.

(Vernon Lowell)

Planning and Research: A new member has cometh to the Research Department in the name of GLORIA BETROS. Gloria was formerly of the Atlantic Mutual Insurance Company. (Alice Greenstein)

Program: JOEL MURCOTT, writer for the Big Show, has left for the West Coast to do some writing and to visit his family during the holidays. He will return shortly. MARIE SUCHAN vacationed during Christmas week and was replaced by MICHELE LESCURE while she was away. VAL CHEVRON is opening mail for the Big Show. Our congratulations to JIM HARVEY, assistant producer-director on the Big Show, who was married on December 2. (Ellen Johnson)

News and Special Events: Current items of interest in the newsroom include the bountiful collection of Bach recordings amassed by BILL WEINSTEIN and the tropical fish being raised by BILL SPRAGUE and CHET HAGAN. (Margaret Whitmore)

Technical Operations: Three new fathers have been added to the bottle lines this month. TED LeVAN's wife presented him with a baby boy, and

VINCE CASELLI and JOHNNY WARD are both proud papas of baby girls. The "welcome back" mat is at the maintenance shop door for GEORGE MORROW, who has been in the hospital this past month. STEPHEN SULLIVAN has joined our staff at the WNBC transmitter. (Jane Ermentraut)

TELEVISION NETWORK -- Controller's: The TV Controllers hastened the Christmas spirit along with a gala pre-Christmas party staged by committee members JIM REINA, NICK GILLES, JOE FULLER, SADIE ZUZZOLO, BETT RANDOLPH and JOLINE BRADLEY. It is reported that Santa Claus, JACK HE WOOD, needed no additional padding. Welcome to our new members -- DIA LOWRY, DICK HOLLANDS, VIRGINIA PROVAN and TED WIENERT. DAN SULLIVAN has answered Draft greetings from Uncle Sam and is now at Camp Kilmer. Congratulations to JIM REINA, who soon takes over a new job with JOE MILR and to CAL WHEELER, who replaces Jim. Also our best to JOE McDONOUGH, who joins JACK HEYWOOD in the Budget Department before long. BEA REIS is vacationing in Florida. (Edward Rossi)

Sales: PHYLISS CHRISTIANSON has been giving us exciting descriptions of her new apartment. RAY DILLON has left NBC to accept a position with another network. (Hallie Robitaille)

Advertising and Promotion: Two engagements have added to the joy of the holiday season in 705. Best wishes go to department members PEGGY WHITESIDES and JOAN WINDLE. (Joan Windle)

Planning and Research: ROSETTA FINCK became Mrs. Franklin A. Leeds on November 18. The happy couple honeymooned in Bermuda for two weeks. EVELYN PAIGE left NBC to wed Rudolph Gutwein on December 16. She will reside in Atlanta, Georgia, where her husband is a senior at Georgia Tech. The girls in the department gave Evelyn a gay send-off at the Stockholm. (Dorothy Poser)



Mr. & Mrs. Leeds

Production Operations: Congratulations and best wishes to DICK MANLEY, who was married on December 1. (Jo Sommer)

Film Library: Our thanks to JACK KELLEY for his capable assistance as temporary supervisor at the library. We all say "welcome" to the new members of our department -- EDNA PAUL, LENORE MARKOWITZ, RITA CURRAN, JULIUS NOVLOTZKY and ROBERT SCHULEIN. A pat on the back to FRANK KELI and JIM BUTLER, who have both received promotions. We regretted losing KEN BRIGHTON and HAROLD ROSS to TV Newsreel but most certainly wish them well. A special welcome from all of us to our new supervisor, IRVING TRAEGER. (Lenore Markowitz)

Broadcast Operations: Sorry indeed we are to lose DON KIVELL, ex-Broadcast Coordinator, now recalled naval ensign. A welcome to TOM

BYRNE, who has moved up from Guest Relations to become a BC, and to DIANE MARSH, a former Chicagoan who is now assisting in studio scheduling and broadcast routines. (Helen Lampros)

Technical Operations: Everytime we see HOWARD GRONBERG he's carrying a mysterious suitcase. MURRAY GOLDBERG passed his General Class Amateur Test and is waiting for his call in the mail. Since TV, radio has gone "to the devil". Even LUCIFER is opening up a "ham shack". EDDIE BAND and JIMMY SUNDER have new homes. Smilin' GEORGE JACOBUS and MARV SHEINESS are back from Florida with a quick tan. New names added to the engagement list are WALT WERNER, LEON PLISKIN, DOM SALVIOLA and GEORGE MARSHALL. Passing out the wedding bands are ERNIE DeROSA, HANK GERLING, ARNIE DICK and our Southern belle JOHNNIE EVANS. BOB BARNIK is saving his wedding for next month. New children to CARMEN PICCIOCCIO, KEN ARBER, ANDY SWITZER, FRANK CONSOLA and another red-headed boy for WALTER VAN GIESON. Glad to have STOD DENTZ back from jury duty. January 18th is going to be an interesting night for all of us at NBC, especially since it's Leap Year. Please pick up your copy of Chimes under the lamp post on Helen's desk. (Helen Kall)

Program: JOHN RICH left for the coast last month, where he will take on duties with the Colgate Comedy Hour. SARA MACON has taken a leave from NBC to work for Dean Martin and Jerry Lewis as "girl Friday" on all their show biz commitments. CAROLINE BURKE has just returned from a Carribean cruise. (Pat Powers)

News and Special Events: TV News extends best wishes to BILL McANDREW on his recent transfer here from Washington and to ELEANOR MARTINO, who is now working for him. Glad to have CONNIE GOCHIS back with us again after a year's service with the Army Signal Corps. Two proud new papas in our department -- DAVE BASHKOW and KEN BALDWIN. We welcome MARJORIE AVAKIAN at 106th Street and wish DAVE KLEIN bon voyage on his visit to our London and Paris offices. (Rose Homa)

ADMINISTRATION -- Personnel: Welcome to MIKE NOONAN of Executive Placement and DAVE BROWN of Wage and Salary. Congratulations to nurse RUTH COBURN, who became Mrs. Arthur Gilbert on November 30, and to LEE ANN HAHN of Records on her engagement to Frederic Halstead. "Ching", thoroughbred Pekingese owned by CYNTHIA PIGOT, took third prize in a Long Island hog show. (Grace Anderson)

Controller's: FRANK NESTOR and his big blue eyes are missed on the Third Floor since he has changed his desk, together with a promotion, to the Second Floor. Good luck, Frank. FRANCES HEIM just returned from vacation. PHIL CROUCH has an interesting hobby. He makes oversized candles from colored crayons. Very beautiful they are. New additions to the tabulating room are ARLENE SEIBERT and JOAN RIVERA. Punch our checks right, girls. (Ethel Pont)

Treasurer's: We've received many nice compliments on the Christmas decorations in Rooms 217 and 218. The tree and trimmings in the Cashier's office were put up by GLADYS HARDY and JAMES WILSON. Thanks for the decorations in the Treasurer's office go to MURIEL REIMERS, LOUISE KACICZAK and ADRIENNE SELLITTO. (Ernestine Thomas)

Purchasing: JOE FOSSEY's folks came all the way from Kansas to visit her during the holidays. Welcome to DICK HOLBROOK, who joins Purchasing as an invoice clerk. Dick was formerly a page in Guest Relations. (Mary McNulty)

Music: BILL PAISLEY vacationed in sunny Florida during Christmas. (Nora Weinraub)

Set Up: BILL BERGEN is expected to walk the middle aisle before Lent. JOHN WELSH is spending busy weekends at his country place in Woodstock, New York. THOMAS LONGMORE revived childhood memories when he played Santa Claus to the boys at the Catholic Protectory. MICHELE AMAROTICO won the title of "Sweetheart of the Set Up Staff!" (Gloria Clyne)

Sound Effects: FRED KNOPFKE, our manager, now has another title added to his name, that of Fire Commissioner of New Hyde Park. He received 55% of all the votes. Congratulations! MAX RUSSELL motored to Florida for two restful weeks. Anyone like a grey and white kitten? CLEM WALTER will gladly give you one at no cost. They're of genuine Maltese extraction and very well mannered. (Fay Fourby)

Program Services: JOHN BROPHY had a two-week battle, but the mumps finally went down in defeat. "UNCLE SCOTT" BUCKLEY is in his element with the Howdy Doody Show, where he gets to supervise the bicycle horns and washboards of the All Clown Orchestra. If you recognize a deep voice on the Philip Morris Playhouse, it probably belongs to HOWARD ATLEE, who's making his debut as a crowd noise. PAUL DUMONT scores on two counts -- a birthday and a hectic change of residence. (Anne Mendehall)

General Service: Welcome back to Mr. LOWELL! Good to see you, and easy does it. Deepest sympathy to PATRICK CURLEY upon the loss of his brother. MRS. MELLEN back on her feet and about. FRANCES RENDE and MARY HELLER celebrating birthdays, one the day after the other. The cakes were scrumptuous. MARY DRISCOLL, PBX operator, anticipating an additional reason to celebrate the New Year -- maybe a baby sister for little Bruce? Will Santa Claus be on the beam and give GEORGE MONAHAN that toupee he's been kidding about? (Mary Heller)



Titling licks the barbers' strike.

Mailroom: We want to extend greetings to all our new personnel and to wish the best of luck to TERRY SLOCUM going to Spot Sales and to DOUG SCHULTZE and ART SIBLY moving to Staging Services. The Mail Room is very proud of BILL LYNCH, one of the best players on the NBC basketball team. The party for the Mail Room and our alumni was a huge success. WILL HANSON and LEO SHANLEY sang with the NBC Christmas Choir this year. (Bill Quinn)

Duplicating: Last month we bid farewell to GENE KENEFICK, who answered greetings from Uncle Sam. A welcome to our new duplicating operators -- GARRY RASCHELLA and IAN CHRISTIE. (Charlie Atlee)

Stenographic: Belated congratulations to JO ANN WALSH, who was recently engaged to James Clements. Also our heartiest congratulations to JO WHALEN, who celebrated her first wedding anniversary on December 17. Welcome to all our new members. (Mildred Cucciniello)

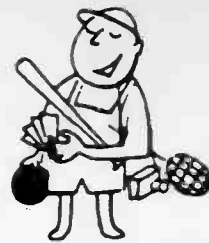
Air Conditioning: ROBBY EVANS has been transferred to the Colonial Theatre from the Center, and WILLIE HESS has been brought back from the Colonial to the Center. JOHN GILCHRIST is on the verge of being grabbed by the Army. AL CROWDER has been transferred to NBC's Brooklyn studio. He's starting to get the equipment in shape out there. We were all sorry when our new chief, Mr. McCONAGHY, was taken ill. He'll be out for about two months. Here's wishing him a speedy recovery. TOM GANNON is working on his new house in Floral Park. FRANK OTTAVIO and CARL OUSTLAND have been moved from the Center to Radio City. Another sketch by TOM HENRY appears on Page 7 of this issue. Welcome to new members JERRY PIKE and ROGER ANSINK. (Lloyd Campbell)

Guest Relations: BETTY DREHER has become Mrs. Albert Jackson. Good luck, Betty! BOB SMITH has finished basic training at Fort Knox. The Draft has caught up with MARSHALL STONE, BILL GREEN and JOHN BARNETT. A welcome to new GR members CAROL BECKER, TOWNSEND COLEMAN, AL BARAGUNA, BOB CAREY, ELDON WHITE and KELLY LIGHT. (Jerry Reinstein)

Engineering: EDWIN PORES and wife are the glowing parents of a new baby girl. The name -- Susan Jo. (Marjorie Marshall)

OWNED AND OPERATED -- Spot Sales: With the holiday season upon us we found it was once again time to make out our Christmas list. Among the many extravagant items we selected were a poodle for LILLIAN MARTINEZ, to match her new hairdo; a Jaguar for GEORGE DIETRICH to complete the picture; a garage for CAROLYN MAUS for her new vehicle; a bicycle for PAT DENEHY for obvious reasons; an alarm clock for MARGE GERZ; two extra hands for busy ELNA STEINMANN; an English Grill credit card for JOE GOODFELLOW; some more dancing lessons with her favorite dancing instructor for JANET PAYNE; some gleaming roller skates for both BOB LEDER and "RED" NEUBERT; another good year for FLORENCE HUNTER's favorite team; some sheep's clothing for ED ENGLAND; a truckload of "little things" for
(continued on Page 19)

A.A. activities



CLEAR THE DECKS!

Another glowing chapter in the social history of the NBC Athletic Association will be written with flourishes in the Grand Ballroom of the Hotel Edison on Friday evening, January 18.

According to AA Dance Chairman John Steeves, this January Cotillion of the Association will be a "truly monster affair", surpassing even last November's triumph. By taking over the Grand Ballroom of the hotel the committee has made it possible for 500 people to be accommodated -- with plenty of seats for all. Dance steps will be tripped to the torrid tempos of Henry "Hot Lips" Levine and his now augmented orchestra from 8:30 to 12:30. Mammoth door prizes will again be awarded to a number of lucky party-goers, and master of ceremonies Uncle Jim Harkins will present a brief and highly select program of professional entertainment, starring some of the greatest names on the fringes of Broadway.

Your departmental representative will be happy to sell you tickets to this dance. Don't wait till Bill Kelly's boys start scalping these ducats. Buy yours today while they're still available at list price.

NEW GROUPS FORMING

Two new Athletic Association clubs are in the process of being organized at the present time. The first of these, the Ski Club, will endeavor to provide low-cost ski weekends and large discounts on the purchase of skiing equipment for all AA members. Everyone from novice to expert will be invited to join. Another new organization, the Camera Club, is being formed to offer NBC shutter-bugs an opportunity to compare notes. It is hoped that this club will be able to make dark-room facilities available to its members.

Further and more detailed information concerning these two new AA clubs will be distributed by memo and bulletin board notice later this month. Any members of the Athletic Association who think they would be interested in either one of these clubs can help the organizers obtain an idea of the membership potential by sending a note to Employee Services, Room 735.

AA BASKETBALL TEAM SETS SIZZLING PACE

After inaugurating the season with a decisive loss to the Esso team of the Industrial League, the NBC Athletic Association basketball team has gotten its second wind and mowed down three successive opponents. Liberty Mutual was defeated handily by a score of 39 to 36, and a strong Eastern Airlines aggregation was sent to the showers on the short end of a 44 to 40 count.

The most exciting game of the season so far, a real thriller right down to the final horn, was played against Continental Baking on December 10th. When the smoke cleared, NBC was declared the victor by a narrow one-point margin, 36 to 35.

In each game NBC coach Marty Cohen has been able to utilize all his reserves, a good indication of the strength of the team, and the future appears bright for one of the most successful seasons in the history of AA basketball.

All employees are again invited to attend the games played by the team in the gym in the Eastern Airlines Building. These games are exciting to watch, and a good turnout will help insure continued victories on the part of the team. To secure information concerning the dates and times of games call John Titman, Extension 446.

A VOTE OF THANKS

A word of gratitude is owed the forty members of the NBC Chorus who did such a fine job of filling our hallways with Christmas spirit and Christmas carols on Friday, December 21. The group was under the musical direction of Warren Scofield. Credit for re-organizing the NBC Chorus goes to Olga Pavlova.

MARION SHEEHAN; and a thousand smiles for DICK HAYES for all those he has bestowed. (Elaine Simpson)

WNBC-WNBT: We enjoyed the recent visit of THOMAS B. McFADDEN, former station manager, and Mrs. McFadden, who was MARJORIE HUTCHISON. Mr. McFadden is now general manager of KNBH, Los Angeles. A big welcome to RUTH HODIS, secretary to JACK GROGAN, and to JIM ELSON, new member of the WNBT directors' staff. A belated welcome, but a hearty one, to WILMA STERN and OSCAR CAMPBELL, both in Controller's. (Mary McBride)

amazing revelations about the Pacific Coast

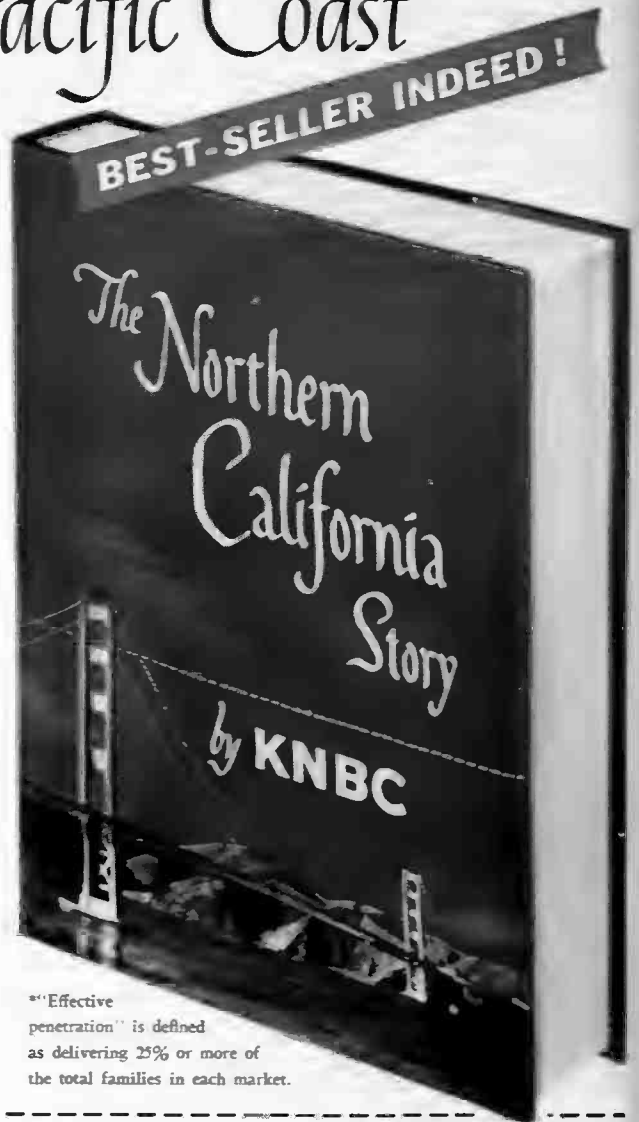
28 Stories in One! If you need effective* penetration in Northern California at the lowest possible cost, KNBC will deliver all 28 of the key markets as compared to 14 for the largest newspaper, 8 for the area's leading newspaper, and only 1 for the leading television station.

Tender Love Story! KNBC has the largest weekly BMB audience of any S.F. station — in the city, the entire Metropolitan area and the whole state of California. In fact KNBC reaches 50% more people daily than the next best station.

Blazing Passion! Even in TV peak viewing time (6-10 PM) radio has 63% of the S.F. broadcast audience. There are 9 times more radio homes (1,885,000) in San Francisco than television homes (210,000).

Treasure Chest! KNBC literally poured gold into the coffers of a national book-publisher, delivered the lowest cost-per-order of any of the other 78 stations he used across the country, 20% lower than the next best station. One year later KNBC delivered sales for the same advertiser at a 30% lower cost-per-order than he had expected.

Thrilling Characters! KNBC's own top favorites, hacked by stars of NBC's big network shows, help station's Hooper and popularity outstrip all other S.F. stations — such as *Judy Deane* (9-10 am), *Jane Lee's Woman's Magazine of the Air* (10-10:30 am since 1932), *Bob Letts* (10:15-10:30 pm MWF), *Jimmy Lyons Discapades* (midnight -1 am, Mon-Sat).



*"Effective penetration" is defined as delivering 25% or more of the total families in each market.

You can't afford to miss this story

These are some of the reasons on the books why KNBC is your best media buy in San Francisco and Northern California. Just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account... the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets...

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- WGY Schenectady-Albany-Troy

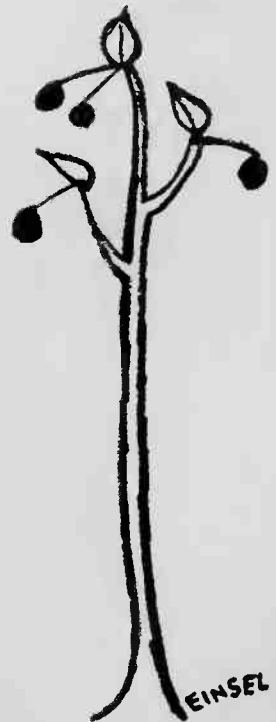
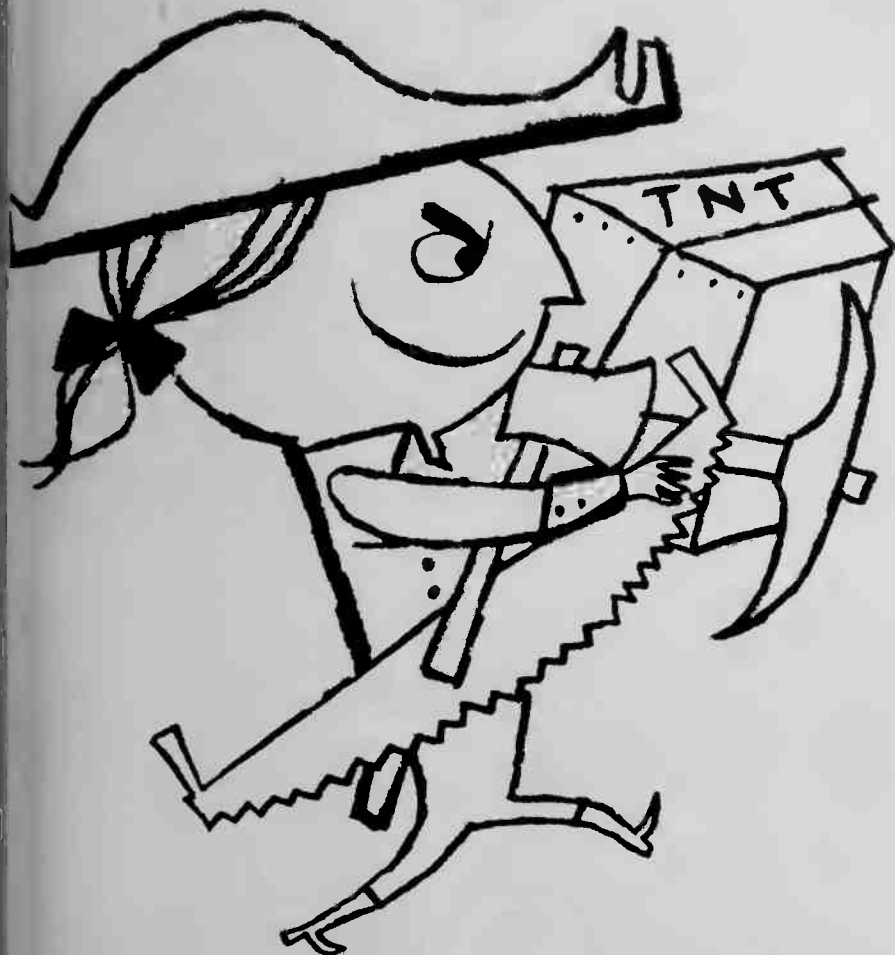
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EINSEL



FEBRUARY 1952

NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

*Published monthly by and for the
employees of NBC.*

MERRIMAN HOLTZ, *Editor*

INCOME TAX RETURNS

Now that you have received your statement of gross income and federal taxes withheld during 1951 it's time to start working on your state and federal income tax returns. Even though federal returns are not due until March 15 and state returns until April 15, you'll avoid bother and delays by filing as soon as possible. Most people need a bit of assistance in filling out the somewhat complex forms, and this assistance is much easier to obtain now than it will be next month.

If you haven't received tax return forms in the mail, you can obtain the forms you need and instruction booklets at Employee Services, Room 735. Arrangements have been made for two government tax consultants to be at Radio City from February 15 to 29. An appointment to see one of these men for advice on filling out your tax return can be made by calling Extension 462 or 446.

There are six basic rules you should follow in preparing your income tax returns. (1) Choose the correct form. (2) Take all your legitimate exemptions. (3) If you are married, you should usually file a joint return. (4) Consider all the deductions that may result from owning your own home. (5) If you had heavy medical expenses during the year just past, determine whether you have an allowable medical deduction. (6) Make sure you have reasonable proof to back up your deductions.

Every person who had a gross income of \$600 or more during 1951 must file a federal income tax return. Every resident of New York and every non-resident who earns his living in New York must file a state return if, in general, his income as a single person was \$1000 or more or his income while married was \$2500 or more. This state requirement is more complicated than the federal one and should be checked carefully.

If you (a) will have income exceeding \$100 from sources which do not withhold taxes and your total income is \$600 or more - or (b) your wages from which taxes are withheld now amount to more than \$4500 plus \$600 for each exemption annually, then you must also file a federal Declaration of Estimated Income for 1952 by March 15.

A.A. SCHECHTER REJOINS NBC

On January 1 A. A. (Abe) Schechter returned to NBC after a ten-year absence to become General Executive for the Television Network. In his new position he will report to the Vice-president in Charge of Production.

Mr. Schechter originally joined NBC in 1931, and soon thereafter he became the network's first Director of News and Special Events. He left NBC in 1942 to enter war service where he was in charge of radio and press transmission for General MacArthur's headquarters in the Southwest Pacific area with the rank of Lieutenant Colonel.

Upon his relief from active duty he joined the Mutual Broadcasting System as a vice-president. Two years ago he became associated with the Crowell-Collier Publishing Company, where he also served as a vice-president.



ABE SCHECHTER

As television General Executive, Mr. Schechter will supervise various major projects for the Television Network. His first assignment has been to take complete charge of the new program, Today, which began January 14.

JOSEPH McCONNELL HEADS SALVATION ARMY DRIVE

The 1952 fund appeal for the Salvation Army in Greater New York is being conducted under the general chairmanship of NBC President Joseph H. McConnell. On January 15 Mr. McConnell announced the formation of a volunteer corps of artists, writers and composers to help the Salvation Army reach its goal of \$1,250,000.

"I believe this represents a unique step in the history of campaigns for charitable enterprises," Mr. McConnell said. "We will have paintings, sketches, musical compositions, a specially commissioned ballet, photographic essays and written vignettes. And all of these voluntary artistic offerings will dramatize the importance of public support for this great humanitarian organization."

For Sale: 6-room house with garage, beautiful waterfront location in Massapequa, L.I.; owner transferred from New York; call Bob Johnston, MA 6-1337.

ALLEN WEISSE PRESENTS

On Wednesday evenings, January 2nd and 9th, in studio 9C a very ambitious project on the part of NBC employee Allen Weisse reached its highly successful conclusion. On those evenings a cast of professional actors appeared before an invited audience in an adaptation of Eugene O'Neill's play, The Hairy Ape, staged in a new experimental form of production.

The new staging format was developed by Mr. Weisse as a special project for Caroline Burke's NBC-Columbia University course in television production. Basically it involves the application of television techniques to a dramatic presentation. Strict continuity and concentration of action and dialogue are observed, and the use of dummy cameras assists the director in conforming to the television pattern. The format was created with the idea in mind that the industry needs an economical testing ground for developing new production concepts and new talent. Mr. Weisse's techniques, involving no expensive technical facilities and personnel or lavish props and scenery, would seem to offer such a testing ground.



Producer Allen Weisse,
cameraman Dave Guastelle
and cast pose for Chimes.

The two experimental performances of The Hairy Ape were produced by Mr. Weisse with energetic cooperation on the part of Miss Burke, several other company employees and a group of volunteer professional actors. Both were enthusiastically received by audiences composed of people from many areas of television and legitimate theatrical production.

The favorable reactions received last month have led Mr. Weisse to a decision to attempt further productions of this type, from which, it is hoped, a tested and stable format may eventually be developed for experimenting with new television concepts.

TOM GALLERY APPOINTED DIRECTOR OF SPORTS

Tom S. Gallery, formerly director of sports, news and special events for the DuMont Television Network, has joined NBC as director of sports for radio and television. Associated with all phases of the sports world for the past 30 years, Mr. Gallery served as business manager for the New York Yankees baseball club from 1945 to 1948, before joining DuMont. In his new capacity, Mr. Gallery will report to Davidson Taylor, general production executive.

THE MUSIC SELECTION ASSISTANT

(This is the third in a series of articles describing typical and interesting jobs at NBC.)

In one corner of the Music Library, Room 293, there's an office filled with racks of recordings and transcriptions and flanked by four music listening rooms. This is the often melodious, sometimes honky-tonk home of NBC's music selection assistants, where at any given moment one's ears may be treated to a discordant blending of such musical numbers as Garden Factory and Wagon-Lits with the clatter of a brace of typewriters and the untalented humming of a talented director.



"Let's stab it here with a steam calliope."

The major responsibility of the music selection assistant is to select recorded background music for radio and television dramatic programs. She (or he) receives a script from the director of the show, for which music is to be provided, several days before broadcast time. She must analyze this script carefully and use her thorough knowledge of the department's library of special background music to set up a tentative series of cues, bridges, themes, etc., which will implement the mood and polish the production of the particular program. This music must be chosen with great care and skill to match the mood and tempo of the dramatic action, to provide the correct number of seconds of playing time, and to meet the requirements of program standards, historical accuracy and copyright clearance.

Once the background music has been selected and pulled from the files, the music selection assistant is visited by the director of the show, who listens to the music and, if it is satisfactory, gives his approval. The selection assistant then marks the portions of the recordings to be used with a special crayon and makes up program cue sheets and copyright clearance sheets.

In order to perform her duties the music selection assistant must have a good knowledge of the history of music and of musical harmony and theory. A segue between two selections in widely divergent keys could bring disastrous results to a program.

7 weekly radio show, 20 weekly television shows and 25 programs that use background music on occasion are handled by selection assistants Phebe Haas, Lea Karina, Marilyn Kilgore and Harold Venho under the direction of their supervisor, Margaret Snider.

BROADCAST
TICKETS

NBC		CENTER THEATRE RADIO CITY • NEW YORK	
MON. 14 JAN 1952	BROADCAST AND TELECAST SIMULTANEOUSLY FIRESTONE TIRE & RUBBER CO. presents THE VOICE OF FIRESTONE COMPLIMENTARY TICKET . . . NOT TO BE SOLD	DOORS OPEN 7:45 PM	DOORS CLOSE 8:20 PM

"My cousin and his family from Montana are going to be in town next month, and I've got to get tickets to Howdy Doody for them."

Numerous requests of this type made each week to Employee Services highlight the fact that many employees are not sufficiently familiar with the system of ticket distribution for NBC radio and television broadcasts. With the exception of tickets for the NBC Symphony, broadcast tickets for employees are handled directly by departmental representatives, not by Employee Services or the GR Ticket Division.

Each departmental representative requisitions a general supply of tickets two weeks in advance of broadcast and often has a few tickets on hand in her desk for the more "run of the mill" shows. For the very popular programs such as Howdy Doody, particularly where studio capacity is small, an individual requisition must be turned in by the employee far in advance. Forms for such a requisition may be obtained from the representative in the department.

For most broadcasts the demand for tickets far exceeds the supply. This means that it is impossible to fill every request satisfactorily. Normally on sponsored programs NBC has control of only 30% of the seating capacity of the studio, the bulk of the tickets going to the sponsor and his advertising agency. From this 30% requests must be filled for listeners who write in, departmental business contacts, affiliated stations, servicemen's organizations and company employees. And to give an idea of how large some of the non-employee allotments must be, each week between 5000 and 6000 tickets are set aside for distribution to visiting servicemen.

Despite the limitations, your departmental representative can make some tickets immediately available to you at almost any time and can secure many of the more difficult tickets if a requisition is filed a sufficient number of weeks in advance.

All tickets for the NBC Symphony for employees have been allotted this season on the basis of an all-employee return memo issued by Employee Services last fall. Because of the reduction in the total number of tickets for the season allocated to employees caused by the late scheduling of two benefit concerts, the Toscanini concerts are all over-subscribed. Tickets for the current series of Cantelli concerts are still available, however, and can be obtained by calling John Titman, Extension 446.

A.A. activities



NBC CHORUS REOPENS RANKS

Under the chairmanship of Olga Pavlova and the musical direction of Warren Scofield the NBC Chorus is completing plans for an active spring season of choral singing. Tentative arrangements have been made for the group to give five consecutive concerts on the mezzanine steps during Easter week, and a radio broadcast may be scheduled for later in the year.

In line with this program of increased activity Miss Pavlova has announced that the chorus will be able to accept a number of new members during the next few weeks. Most of the openings are for tenor and bass parts, but all employees who enjoy singing are urged to apply for membership. Information can be obtained by calling Ext. 8089.

NBC Chorus rehearsals are held every Tuesday in Room 793 from 12:30 to 1:30. Where operations permit, chorus members are allowed an extra half-hour for lunch on rehearsal days.

The notable success of Christmas caroling by the NBC Chorus -- which was achieved after only one week of rehearsing -- gives promise of an outstanding spring season for the group. If you like to sing, now's the time to get on the bandwagon. Call Olga Pavlova on Ext. 8089 today.



LEAP YEAR DANCE A GREAT TRIUMPH

More Than 300 Leap with Joy

From 8:30 to 12:30 on Friday evening, January 18, better than 300 NBC employees and their guests piled into the Grand Ballroom of the Hotel Edison for the Leap Year Dance, the second Athletic Association cotillion of the winter social season.

Once again Chairman John Steeves and his able dance committee outdid themselves in presenting a program of outstanding music and entertainment. Waltzes, fox trots, Charles-ton, rhumbas and other potent rhythms were served up in outstanding style by Henry "Hot Lips" Levine fronting a seven-piece band which featured Johnny Andrews on the piano. "Uncle Jim" Harkins presented a brief show starring a magician and two acrobats.

Lucky winners of door prizes included Bob Anderson, Virginia Bird, Joseph Akulonis, Frank O'Halloran, Charlotte Bartich, Ed Manser and Joan Latin. Grand prize of a set of Ronson lighters went to Fanny Passarelli.

The Grand Ballroom, with ample seating for all, proved vastly superior to the setting of the previous AA Dance, and the success of the Leap Year Dance has given impetus to plans for another dance in the early spring.



The Massive Brothers



Mr. & Mrs. Jim Wood

BASKETBALL SEASON PASSES HALF-WAY MARK

After closing the first half of the season with a win over American Cyanamid, Martin Cohen's AA basketball team took a defeat at the hands of a young, fast Esso team on January 21 to inaugurate the final round of competition for 1952. Age and lack of practice were the deciding factors in a seige of tough-sledding during the past month, but the team is still well over the .500 marker with a record of 5 victories and 4 defeats.

With an ace in the hole in the form of a new 6-foot, 5-inch player who needs only "slight rehabilitation", Coach Cohen promises a streamlined attack almost certain to pulverize all future competition. You can hand this pulverization a vital assist by turning out to cheer NBC's basketball stalwarts at one of the February games. All games are scheduled for the Eastern Air Lines Building Gym.

February 4	McCutcheon	6:00 P.M.
February 11	Eastern Air Lines	6:00 P.M.
February 18	Cyanamid	7:00 P.M.
February 25	Cont. Baking	7:00 P.M.

DRAMATIC WORKSHOP

The NBC Dramatic Workshop has announced that two original one-act plays written by members of the group will be produced during the month of February. These plays are Lady Godiva's Modesty by Bob Williams and Drunk on a Pullman by Dan Durning. All employees and their friends are invited to attend the performances. The place and time will be announced soon.

CAMERA CLUB

The reorganization of the Camera Club has gotten under way, and several photographic competitions are now being planned. For information concerning the activities of the Camera Club, you should call Sam Novenstern, Ext. 8814.

Do you know a clerk-typist with a typing speed of about 50 words per minute and perhaps some office experience? Do you know a secretary who can type 50 wpm and take dictation at 100 wpm and who has the poise and tact needed to be a good personal secretary? Do you know a technician with a year or more of experience as a staff engineer at a broadcast station? Any one of these might qualify for a job now open at NBC. To arrange an interview for a friend just call Paul Ross, Ext. 363.



EXECUTIVE -- Legal: Congratulations and best wishes to our regular Chimes correspondent GRACE RICHARDSON. Grace was married on December 28 to Pvt. Robert Damiano and is now honeymooning with her husband at Fort Riley, Kansas. Having made good her promise to retire from business life, RUTH BUTLER is no longer with us. A speedy recovery to ED DENNING, who has been home for several weeks battling bronchial pneumonia. (Pat Sullivan)

PUBLIC RELATIONS -- Press: The department has expanded again with BILL STEIN heading the publicity for the new Garroway TV show. GEORGE NORFORD and newly-promoted junior writer BOB WREN will assist Mr. Stein. ALEX NYARY from Dumont will fill the spot vacated by Mr. Stein. HANK WILLIAMS moves into Bob Wren's copy clerk job. Welcome to PETE ROSEN, new man in Photo Files. (Hank Williams)

Information: The New Jersey National Guard has just made our part-time soldier, GEORGE DEUBEL, a warrant officer. George celebrated by adopting an aristocratic collie puppy, resplendent with pedigree and title. Star speechmakers of the department, ANITA BARNARD and KATHRYN COLE, discussed the blessings of radio and television at a dinner of the American Women's Association and at local PTA meetings in Baldwin and Hempstead. (Eileen Tobin)

Continuity Acceptance: We have in our midst a promising young singer in the person of ELINOR KOSS. One of her records, "When We Loved", was played over WAAT by Jerry Roberts. (Kay Henderson)

STATION RELATIONS -- Station Contacts: BEVERLY BADGER and MIRIAM LACOMARA have given up their journalistic efforts and henceforth this department will be written up by the Keeper of the Scissors and Files. Cigar smoke pervaded the atmosphere and 25 jaws were busy chewing candy on January 7, all because NED DALY became the papa of Miss Nadine Daly. We welcome back to the fold Mr. DONALD CLANCY, who is taking over supervision of radio and television contracts for BILL KELLEY, who has been promoted to radio contact representative. MARILYN SICHEL and NAT GLASER look smart in new poodle cuts. (Barbara Harlib)

Traffic: Former secretary KAY COLLINS Reilly became the mother of her second daughter, Meg, on Christmas Eve. Hope Dave Garroway appreciates "early bird" RUSS STREBEL's 5:00 AM trick. Russ insists he does not have worms for breakfast. A speedy recovery to JEANNE JENKS, and a welcome to LOUIS MALDONADO and JACK ELMI. (Joan Duggan)

Station Clearance: We all send our get-well wishes to TERRY GERBES, who is "on the mend" following an operation. Also concerning Terry,

that sparkle in her eyes matches the beautiful sparkler on her hand. The lucky man is Tom Dougherty of the Air Force. SAM NOVENSTERN, our official photographer, snapped the picture on the right at our wonderful Christmas party. Heartiest welcomes to new additions JEAN COLLINGTON, IM DRACHMAN and BILL COLDWELL.

(Joan Oury)



RADIO NETWORK -- Controller's: Happy holidays were enjoyed by all the members of the department, especially MARIE SEMPREBENE, whose college Joe came home from Iowa and BETTY WEISS' airman on leave from Warren Air Force Base, Wyoming. We were sorry to lose JOAN LEHMAN but are happy to welcome Miss HELEN SIMS. (Marie Perez)

ales: GEORGE MacGOVERN is back with us after a wonderful vacation in Florida. We are pleased to welcome BILL MARTIN as a new salesman. Leaving us to work as Bob Aaron's secretary is MARY MERCER. KATHLEEN ALKER is replacing her as Sackett Miles' secretary. (Mary Mercer)

Advertising and Promotion: Two new promotion-minded people have been added to the A & P roster: VIVIAN CRESANTI, secretary, in On-the-Air promotion; and WALTER BAUM, in Art. In answer to many inquiries regarding last month's eye-catching Chimes cover, it was the work of ALTER EINSEL. (Vernon Lowell)

Planning and Research: We think PAUL SCHEIER had a good time at the White Turkey, when the gang wined and dined mostly wined) him. Paul, the Barefoot Boy with Cheek, is leaving the fold and is becoming co-owner of a shoe store. Discounts for NBC employees?
(Alice Greenstein)

rogram: Congratulations are due JACK CLEARY, who was recently promoted to the position of Eastern Program and Production Manager for the Radio Network. And welcome to Mr. Cleary's new secretary, EVELYN HOEMAKER. (Ellen Johnson)

ews and Special Events: Newswriter ED GOUGH is handling out cigars in honor of the arrival of his new baby girl. A warm welcome to BURT VRY, new addition to our copyclerk staff. (Peggy Whitmore)

Technical Operations: Our very best wishes to Mary and BILL SCHWARTAU, who are anticipating an addition to their family in the spring. Mr. MELRATH is in California on a business trip. HAROLD CAMPBELL of the Field Group is having a tour of the United States traveling with the Hughn Monroe group. JACK SALM is a recent new member of the Recording Group. FRED GOMMO, BILL SCHNEIDER, and JOE ZUCHER all new maintenance men. STANLEY DAVIS is our latest addition to the Studio Group.

Cheers to BILL CHAMBERS on his excellent instructing of all our new personnel. BILL POOLER has removed all the venetian blinds in his new home after an eye sore experience. (Jane Ermentraut)

TELEVISION NETWORK -- Controller's: We of TV Controller's have organized a committee for "after hours get-togethers" consisting of ANTHEA MASTERSON, EILEEN MONOHAN, BETTY RANDOLPH, JIM REINA, JIM McCANN, and ED ROSSI. Our first shindig will be held in April. Last month FRANK O'SHEA, ED STEGEMAN and BILL FARRINGTON visited KNBH in Hollywood, and BILL MOORE took an auto trip to Florida. We bid farewell to ANN DANNENBERG, who joins the Atomic Energy Commission. Watch yourself at all times, Ann! Welcome to HANK SHENSKY, DON SMITH and CATHERINE DAIMLER. Congratulations to TERRY CHAMBERS, who has announced her engagement to Lt. John Sullivan of the Navy. (Ed Rossi)

Sales: NEIL KNOX is passing out cigars in honor of his new son. Until a better name is decided upon he'll be known as "No. 3 Child". OLGA "SHERRY" SAMARDAK now has her N.Y. State license to teach speech and hearing therapy and spends spare hours teaching Walter Thornton models correct speech. JOYCE CALLANAN delights in making her third finger left hand conspicuous since Cpl. Bob Goodfellow gave her a lovely ring for Christmas. Welcome to AL AMELOTTE, ED RYAN and BOB DICKENSON. Good luck, fellows. (Hallie Robitaille)

Advertising and Promotion: A hearty, if somewhat belated, welcome to BOB GILL, who left "The Clock" show to join us as promotion writer. FRANK McMAHON receives congratulations on his marriage. (Joan Windle)

Planning and Research: We welcome a new addition to the department as market analyst. He is PIERRE MARQUIS, formerly founder and president of Facts, Inc. (Dorothy Poser)

Production Services: Welcome to new production coordinator, MARTIN COHEN. Goodbye to BARBARA SHEEHEY, secretary, married a short time ago, left to take up housewife duties. ED FAUGHT became a proud papa. Wife had a baby girl. Also welcome to LILLIAN LIEBERMAN, secretary who came to us from Personnel. (Jo Sommer)

Broadcast Operations: Congratulations to JOHN PLAIN on his promotion to assistant film cutter. The welcome rug is out for new BC's NORMA COOK, DAN PETERS and CHARLES TATUM. A fond farewell to HELEN LAMPROS who left to join another network. Belated happy birthdays to GLORIA SMILEY and DIANE MARSH. JULIE COHAN spent a holiday vacation in Kansas City. (Ann Reese)

Film: Celebrating birthdays this month are EDNA PAUL, RITA CURRA and IRVING TRAEGER. If they're smart, they'll have CEIL HENNINGE bake their cakes. FRED LIGHTS has taken over night chores. BARBARA WEINER, attractive blonde from Princeton, is our new index clerk. We're glad to have JOHN O'LEARY back with us after a siege with the

surgeon's scalpel. Apologies from the gremlin who couldn't spell JACK TALLEY's name correctly in last month's issue. (Lenore Markowitz)

Technical Operations: So long ARMOND POITRAS, JOHN PETERSEN, CHIP DALEY, BOB JOHNSTON and BUTCH ISAACSON, who have transferred to KNBH. Congratulations to NICK RAWLUK, LEO FARRENKOPF, DON MULLVANEY, LOU HALPERN and ED MARINES, our new fathers. Crew 11 had the honor of doing the first show from the Brooklyn studio. BOB POTTER's English Bull of Howdy Doody fame is close to winning a championship. Correction: LEE PLISKIN is married, not just engaged. DON VOLKMAN has left for Europe as technical consultant for Radio Free Europe. DICK ARMONE has transferred to Special Effects. "Lucifer", as his pals call LOU WEST, can boast of his little angel winning honorable mention in a national beauty contest. Glad to see so many engineers at the Leap Year Dance. We all had a superb time. Thanks for all your cards and presents at Christmas time. (Helen Kall)



Little Lucifer

Program: We have welcomed two new receptionists to the department, PEGGY O'ROURKE and MARILYN JACOBS. Congratulations to LIZ MITH, promoted to secretary to BARRY WOOD. HEA CUNNINGHAM is taking a trip by auto through Mexico. (Pat Powers)

News and Special Events: FRANCIS McCALL has returned from Europe and AD SCHNEIDER from the Rose Bowl and Pro Game on the Coast. The JONES boys will be in Europe for the next six months on special assignment. Best of luck to ANGELO FARINA, who has left for the service. (Rose Homa)

ADMINISTRATION -- Engineering: Room 503 looks very pretty with its new coat of paint. Lt. GERRY RESTER visited us recently. ERIC BERGUND & family spent the holidays in Georgia. TED NOLEN spent his in Florida. Good luck to JIMMY WILSON and BOB BULLOCK in their new homes. Welcome back to HOLLY CARROLL. Capt. MARTIN MEANEY & family joined us at our Christmas party. JACKIE TAYLOR spent her holidays in Washington. ED PRINCE is now in charge of the Drafting Group. LITA STIPO has become secretary to Mr. NIXON, and HELEN SCOFIELD is Mr. D'AGOSTINO'S new secretary. (Marjorie Marshall)

Personnel: WARREN SUNTAN SIMMONS has returned from Florida. Best wishes to JIM ANDERSON on his engagement to Grace Dineen. Welcome to RUTH SEMANS of Records and to MARIE ZANG, who has joined LORRAINE DOUR in Mr. DE LA OSSA's office. Capt. HAROLD CHASE visited us before departing for Germany; has a new daughter, Janet. (Grace Anderson)

Controller's: A vote of thanks to TOM O'CONNELL, ROSE D'AMICO and LIDA ARTIOLI for arranging such a beautiful Christmas party at the

Taft Hotel. Sure are proud of DON RYDELL and his NBC basketball record. Such a reach! Enjoyed listening to and watching MARIA NILES, ANN BURON and ELEANOR DARCY singing in the NBC Chorus. Take care of that cut hand, JIM GLADSTONE. Good accountants are hard to find.

(Ethel Pont)

Treasurer's: With no fresh news to report let's catch up on a pair of belated congratulations -- to JIM WILSON on his marriage and to HERB SCHUMM on the birth of his new son.

(Ernestine Thomas)

Music: In retrospect: we all had a grand time at the holiday luncheon set up on the "Copyright Desk" restaurant and exhibiting such specialties as baked ham, lemon layer cake and deviled eggs home-made by our illustrious chefs, Mrs. ROANE, MARION MURRAY, EDITH WALMSLEY, HELE BURGETT and ROSEMARY BARNETT, not to mention others.

(Nora Weinraub)

Set Up: We all miss GLORIA CLYNE, our capable and reliable Chimes correspondent, who has moved up to TV Operations. A warm welcome to GENEVIEVE SAVAGE, who joins us from Central Booking. Recent visitor included RAY COUTANT and JERRY BURNS, our two men in the Army. JOE KALL is working out with the Bronx Harriers, well-known cross-country running club. TOM LONGMORE is proudly showing an autographed copy of his cousin's autobiography, said cousin being Air Marshal Sir Arthur Longmore of the R.A.F.

(Genevieve Savage)

Program Services: The "Integrated" Services Department is becoming dis-integrated. There's no doubt that WILLIE MALCOLM made a good associate director, but the boys in the Pentagon seem to think he'll make a better soldier, so Willie has gone to war. JOHN BROPHY has transferred his loyalties and his services to an agency. DANNY SUTTE bemoans the high cost of living. The rising price of seegars made his new baby daughter three times as expensive as the last one. PAT KELL chalks up his 63rd birthday and counts the weeks until retirement.

(Anne Mendenhall)

General Service: We were saddened by the sudden passing away of JIM HEALY on January 6. During his year and a half on the Protection staff, most recently as guard at the Center Theatre, Jim became good friend of many NBC employees, and we shall miss him. To his wife our deepest sympathy.

(Mary Heller)

Mail Room: The start of the New Year found supervisor BILL KELL busy looking for new blood to replace promoted and drafted messengers. Thus we welcome ten new faces to the department -- RANDY BURKE, PHIL TROMBETTA, RAY DAVIS, JOHN CALLEY, LOU GERARDO, ELLIOTT GEISINGER, DICK WALKER, JOHN HANEY, BOB HOREN and JIM O'NEIL. During January we bid good-bye to and sent best wishes with ROBERT EVANS, now on duty with the Air Force. Also we're on the verge of losing our night supervisor, AL VECCHIONE. Al is a member of a reserve unit that is being activated as of February 15.

(Bill Quinn)

Duplicating: Last month Duplicating said "goodbye" to MYRON THALER, who left for the Army, and to LOU VINCI, who left for the Navy. Both boys were presented with Parker pen and pencil sets from the department. A welcome to our two new duplicating operators, TOM WADE and BOB BUTTERFIELD. (Charlie Atlee)

Stenographic: AUDREY MAYHEW has set up housekeeping in Bloomfield, N.J., and JO ANN WALSH swears by Audrey's spaghetti. JOAN WEHRLE got a sailboat for Christmas. ELOYSE GELFER, president of the Rosemary Clooney Fan Club of NY, is recruiting new members. We were visited by THELMA BRAINE's three little girls, who sang and performed, much to everyone's enjoyment. Welcome to BARBARA CHEEL.
(Mildred Cucciniello)

Guest Relations: TED WIENERT and HANK SHENSKY have been promoted to TV Controller's. ART NORTH is replacing ED MANSER in Main Hall, who replaces BILL COLDWELL as day supervisor. Bill's gone to the Traffic Department, DICK FRENCH to Staging Services and JIM DRACHMAN to Station Relations. Also CAROLE BECKER to Tix, ELAINE HANDABAKA to Central Files and LOUISE SHERLOCK home to California. New faces: JOHN DORSEY, NORM GLICK, BILL DEALTREY, JOE KIRCHHOFFER, NORM KUDLICK, DOUG ROWAN, JOE TAFERNER, AL SANDE, BILL BRESCKA, PETE FRY, JOAN MALLE, BILL SZATHMARY, ELIOT WAX, KATHY HAMME, HELYN QUINN and ELDON WHITE.
(Jerry Reinstein)

Air Conditioning: We send our best wishes with PETER RATYCA as he leaves NBC after 14 years' service to join the Atomic Energy Commission. HAROLD McCONAGHY is coming along fine, and we expect him back sometime this month. Welcome to ROBERT ROBERTSON. (Lloyd Campbell)

OWNED AND OPERATED -- WNBC-WNBT: CLAY DANIEL, production manager of WNBC has left us to switch from AM in New York to TV at KNBH in Hollywood. Crocodile tears of farewell for him and for JINNA ROLF, ANN RAMER and MARQUITA OLSEN, who are also leaving us. The "flagship" welcomes aboard HUGH LARUE from KHON, Honolulu, JEFF SELDON, taking over for Clay, BILL FENDER, ALLYN SPARROW, MARY JANE MacDOUGALL, JANET TANG and JOYCE HARVEY. HAL GOLDEN's ski scars are healing nicely. Here's a crooner in our midst, FRED ARMIDA.
(Mary McBride)

Spot Sales: On January 18 we gave a baby shower for DICK HAYES, whose wife is expecting. We welcome three new members -- TERRY SLOCUM as sales analyst, DOROTHY BRODINE as Mr. NEUBERT's secretary, and assistant manager of advertising & promotion, ELLIOTT EAKIN.
(Elaine Simpson)

Contrary to cracker-barrel opinion those new contraptions sporting red lights in the office corridors do not provide traffic control for flying insects. They are emergency lights set to ignite automatically in case of failure of the regular power supply.

Two number **1** music makers . . . on NBC



Mario Lanza . . . America's newest singing sensation . . . a tenor who brought a legend to life when he starred as "The Great Caruso." Said the critics . . . Mario Lanza possesses a voice that comes along once in a century . . .

The Mario Lanza Show every Friday at 9:00 pm* on NBC

Vaughn Monroe . . . more than America's number one bandleader-singer . . . a personality who makes a song a hit! Vaughn Monroe and his orchestra make more personal appearances than any other group in the country . . . and the SRO sign is out everywhere they go.

The Camel Caravan starring Vaughn Monroe every Saturday at 10:00 pm* on NBC

**All times given are Eastern Standard. Check your NBC station listing for time in your area.*

NBC Radio Network

a service of Radio Corporation of America

NBC *Chimes*

MARCH 1952

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MARCH 1952

NATIONAL BROADCASTING COMPANY, INC.
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MERRIMAN HOLTZ, Editor

WORKING CONDITIONS IN THE GOOD OLD DAYS

Any person unable to attend from illness shall send notice to the Manager. As wages will necessarily cease during illness we earnestly recommend to those in our employ that they connect themselves with Friendly, or other societies, which give pecuniary allowance during sickness.

The number of regular working hours per week to be sixty. To those on settled wages, all work which exceeds this shall be overtime.

The hours of working to be arranged as follows: on five days of the week from 6:30 in the morning till 7:00 at night, with the exception of an hour, from 9 till 10, for breakfast, and an hour, from 2 to till 3, for dinner. On Saturday there is to be no dinner hour, as the office will close on that day at 3:00.

On all occasions, females to come 10 minutes earlier and depart 10 minutes earlier than the above hours, by which arrangement various improprieties are avoided.

All persons to arrive promptly at the hour, as the office clock strikes, when the door will be shut. There will be no going out for pleasure during working hours.

Weekly wages will be paid each Friday forenoon. By paying our wages early in the day, not at night, when men are more easily led away by ill-disposed companions, there is every likelihood of the money reaching the hands of the wives.

* * * * *

You can relax now. The above is dated 1859, several years before the invention of the radio, and is reprinted with thanks to American Air Lines *Flagship News*. Things have changed considerably since W. & R. Chambers Establishment issued these Rules of Work. For one thing we've overcome the improprieties involved when boys and girls work the same hours.

Anybody want to discuss the good old days?

THE SOUND EFFECTS TECHNICIAN

Somewhere on the expanse of the Pacific Ocean there is an island noted for its "barking sands". The cry of the dinosaur has never been heard by human ears. Yet the barking sands and the dinosaur's cry have both been reproduced on NBC by sound effects technicians.

Such effects are, of course, the exception not the rule. Slamming doors, footsteps and weather are the more normal fare.

The prime requisite for any sound effect is naturalness. It must not make the listener aware of the sound effects man. To achieve this natural blending of sound with dramatic action requires a skilled artisan. Each sound effects technician must be fully acquainted with the dramatic arts, have a keen sense of timing, and be able to create new effects through the dextrous use of an imaginative mind and skilled hands. He must be able to analyze a script and must know what manual and recorded effects are available for his use in the stock room.

If the sound effects man is one of the three assigned to development, he must be capable of devoting his full efforts to the designing and construction of equipment. He may never have heard a spaceship land on Mars, but he will be able to create such a sound.

All sound effects required by NBC radio and television programs are provided by the 19 technicians on the sound effects staff of the Program Services Department. These men work under the direction of Frederick Knopfke and his assistant, Clement Walter. This month we doff the editorial hat to sound effects technicians John Anderson, William Brinkmeyer, Weston Conant, Arthur Cooper, Alfred Finelli, Richard Gillaspay, Norman Gruenfelder, Chester Hill, Agnew Horine, Robert Jacquinet, Frank Loughran, Ross Martindale, Anthony McGee, Stuart McQuade, Samuel Monroe, John Powers, Maxwell Russell, Manuel Segal and Arthur Zacks.



TECHNICIANS McQUADE, GRUENFELDER AND JACQUINOT AT WORK IN THE SHOP.



M. KEELING - M. HEILWEIL - I. FRANCES - G. LANE - S. MANTZ

MERCHANDISING -- A NEW CONCEPT IN NETWORK ADVERTISING

Late last July the word "merchandising" appeared conspicuously and significantly in the body of a red-bordered organization notice. The notice announced that Fred N. Dodge, veteran director of "trade extension" for Hearst's *American Weekly*, had been appointed director of merchandising for NBC.

Through the fall Mr. Dodge planned and laid the groundwork for a fast-moving, effective merchandising organization at NBC. Then, to the enthusiastic applause of our affiliated stations, he pulled the rabbit out of the hat on November 28 at Boca Raton. The merchandising program explained by Mr. Dodge was unique in the history of network broadcasting and held great promise of increased sales for both NBC and its clients.

During January, with the actual staffing of the Merchandising Department, the program moved into high gear. Marshall Keeling and Murray Heilweil joined the staff as assistants to Mr. Dodge. The United States was divided into 12 merchandising districts, and a district supervisor was appointed to oversee each of these. Gordon Lane, district supervisor for the New York area, was delegated the additional responsibility of directing the activities of the materials unit, which was established to create and route all point-of-purchase displays, posters, bulletins, etc. Stafford Mantz was added to the staff to assist Mr. Lane in his duties as head of the materials unit.

By February 1 staffing was completed, preliminary materials had been prepared, and the appearance of a grocery counter display outside Room 411 had heralded the arrival of the Merchandising Department as a henceforth familiar member of the New York office group.

But what is "merchandising", and what does it do? Merchandising has been defined as "the art of converting impressions to sales". NBC will implement this conversion by setting up reminders at the point of sale of impressions which have been given to listeners by means of programs on the network. These reminders will consist of special product displays and posters tying in with specific commercial programs on NBC.

This placing of materials will be just one step in the total operation outlined by Fred Dodge. His step-by-step description goes like this: (1) A contract for time on the network is signed. (2) The services of NBC's Merchandising Department are offered to the advertiser. (3) New York officials of the department meet with the advertiser's sales executives and map out a merchandising program. (4) The program is defined during regional meetings between NBC's district supervisors and the client's district sales managers. (5) A regional point-of-sale campaign is arranged in cooperation with a regional chain of stores. (6) The chain directs the placement of displays in its stores, with the assistance of the local affiliated stations. (7) Sales of the product rise as a result of the campaign. (8) The local NBC station checks to see that the display is in position at the store. (9) The station sends evidence of this display to the Merchandising Department in New York. (10) Merchandising reports to the advertiser, detailing evidence. (11) The increased sales help keep the advertiser sold on the selling power of NBC.

In addition to supplying point-of-sale materials at cost to the client and selling stores on setting up tie-in displays, the Merchandising Department will conduct consumer panels and compile data on the opinions of these panels, perform spot merchandising surveys for the advertiser, assist in the programming of regional sales meetings, and make available for distribution at the local level a monthly drug and grocery bulletin.

In a pilot test NBC merchandising has already given dramatic evidence of its unique sales promotion ability. Sales of two products tested during the week of November 12 were increased from 22 to 100% in participating stores. The cities involved in this experiment were Cleveland and St. Louis. The two products tested were Aerowax and Pet Milk.

Thus Fred Dodge and his merchandisers have already begun to contribute to the equation created by sales vice-president John K. Herbert. "Time plus talent plus merchandising equals increased sales for the advertiser."

CHIMES VISITS ELEANOR NADEJE

(This article inaugurates a new series spotlighting individual employees in the New York office.)



"A blue cheese and tomato on white toast." Eleanor Nadeje looked up from the phone and grimaced pleasantly. "No, that will be all, thanks."

She put the receiver back on the hook and swung around away from the wall. A beam of sunlight spilled through the window, over Eleanor's shoulder and onto the carpeted floor of Room 728, Wage and Salary Administration office.

"I haven't always been a job analyst," she began. "As a matter of fact, when I finished high school, I studied art for a while. Thought I was going to be another Grandma Moses -- but that was during the Depression, and it wasn't long before reality caught up with me. The results? Business school, some pavement pounding and a fortunate secretarial job at NBC."

Eleanor paused to light a cigarette, then continued with a throaty chuckle. "Know what my salary was as a secretary in the loan group? \$87.50 a month -- and brother, I saved money on it!"

"I was only in the loan group a few weeks. Then I got a job as second secretary to Donald Shaw, eastern sales manager." Her brow furrowed. "You don't want them all. The reader'll fall asleep. Just leave it at several more secretarial jobs in sales, a good stint as a promotion assistant and writer, and for the past five years this job analyst's job -- or would 'position analyst's position' sound better?"

She pushed her reading glasses higher on her nose and flicked the cigarette over an ashtray. "No hobbies in the formal sense. For quite a while I spent my free time plowing through the NYU Extension Division, but that came to an end with a diploma in Spanish and econ in 1949."

"Since college days, my main interests have been camera, car and traveling. Last spring I did it up brown the length and breadth of Mexico. Before that there were trips to Hawaii and Brazil. My pet hope right now is a trip to the Orient, when conditions improve."

A knock on the door. The drugstore messenger dashed in. Eleanor grinned, "And furthermore, I eat three meals a day."

up the ladder



FRED SHAWN PROMOTED

The promotion of Fred Shawn, director of production services, to the position of director of radio station relations was announced by Carleton Smith on February 11. Mr. Shawn has spent twenty years in radio and television, serving in many station and network capacities, including sales, administration and programming. He originally joined NBC in 1933 as announcer and vocalist at WRC in Washington, D. C.



FRED SHAWN

* * * * *

Another appointment announced during February was that of Michael Dann, coordinator of television program package sales, to the post of supervisor of special broadcasts for the Television Network. Mr. Dann joined NBC in 1948 as a member of the Press Department.

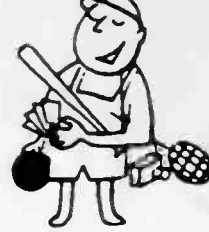
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Other recent promotions recorded in time for publication are:

PAT STEEL to adv. & prom. coord.	JO ANN WALSH to senior typist
CLYDE CLEM to supv. of aud. prom.	ROBERT DAVIE to tour cashier
VERNON LOWELL to sales prom. writ.	MARVIN JACOBSON to GR desk clerk
DICK JACKSON to business manager	JOSEPH BUSH to mail reader-clerk
JERRY DUFFY to chief cost estim.	TED SHUSTER to program clerk
JACQUES BIRABEN to spot salesman	LEO SELIGSOHN to news clerk
DICK OLSEN to sta. comp. clerk	RUTH LOZIER to secretary III
DICK McCUE to night secretary	JOHN CALLEY to post office clerk
BOB ANDRUSS to alt. page supv.	JEAN BACCHUS to continuity typist
LARRY OWEN to floor manager	EVELYN SOBOTKA to secretary III
JAMES ALDRICH to newswriter	LOFTUS McDONOUGH to cutting rm asst.
MARY MERCER to secretary II	WILLIAM HOYLE to TV student

LOUIS SANMAN to production coordinator II
ESTHER SULLIVAN to executive officer's secretary
JOHN CJRRAN to supervisor of associate directors
WALTER O'MEARA to light direction engineer -6
ROBERT WOGAN to supervisor of program operations
LARRY SISSON to loading dock dispatch clerk
JOHN REBER to national TV spot sales manager
MELVIN SCHLESSEL to advertising production assistant

A.A. activities



BASKETBALL LEAGUE GOES UP IN SMOKE

One most unfortunate result of the recent fire in the 6th Avenue Building has been the demise of the RCI Basketball League and the NBC basketball team. The fire which swept the offices of the drafting department of American Cyanamid has made extensive repairs necessary, and during the progress of these repairs the Cyanamid department will occupy temporary quarters on the floor of the Rockefeller Center gym. The basketball season will be well over before the gym can again be made available for sports.

Faced with this dilemma, coach Martin Cohen announced the formal suspension of the NBC team on February 12. If possible, members of the team hope to enter informal competition in other parts of the city, but resumption of RCI League games must wait until the 1952-53 season.

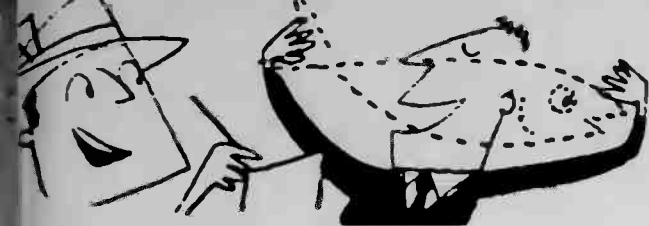
Despite the sudden and untimely end of its season, the NBC basketball team can look back on a sizeable string of well-played games and a fistful of stimulating exercise and competition.

BOWLING RACE ENTERS HOMESTRETCH

Standings and figures released by secretary Joseph Kent of the NBC Bowling League at the completion of five months of battling on the alleys reveal a neck and neck race between the two top teams. Engineering is leading the pack, with TV Maintenance pushing hard just one game behind the leader. Individual scoring honors continue in the skilled hands of Les Vaughn, with a 167 average, and Mary Lynch, with a 155 average.

	Won	Lost		Won	Lost
1 Engineering	51	29	9 Flashers	38	42
2 TV Maintenance	50	30	10 Pinheads	37	43
3 General Service	47	33	11 Excretaries	36	44
4 Audio Video	46	34	12 Development	36	44
5 Avengrs	46	34	13 Radio Rogues	32	48
6 Gremlins	43	37	14 Set Ups	26	54
7 Construction	41	39	15 5 x 9 Flats	3	9
8 Controllers	40	40	16 Gutterballs	0	12

If you are interested in team bowling, now is the time to start thinking about plans for next season. This year several teams were organized which were unable to join the league because no alley reservations were available. The Bowling League hopes to expand its activities next year, but in order to do so it must receive applications for new teams within the next few weeks. For information, call Joan DeMott, Ext. 8833.



It happens at NBC

EXECUTIVE -- Legal: It's happy days for RITA PAOLUCCI, who's wearing a beautiful new ring signifying her engagement to Vincent Vassallo. LOLORES WORSOE has been greeted as a new addition to the department and ED DENNING welcomed back after his bout with pneumonia.

(Doris Crooker)

PUBLIC RELATIONS -- Press: "When the whistle blows its every man for himself," say the people in Press. Still looking for space to sit down and work are new people, NORMAN PADER, BETH BLOSSOM, DAN REGAN, ROBERT McDONALD and PEGGY HEELAN. Word has been received of JOHNNY 'KEEFE's promotion to corporal in Germany. The darkroom has a new helper in BOB GANLEY. (Hank Williams)

Information: ALICE KENNELL spent the last weekend of February in New England visiting HELEN CLARKSON Ripley, former supervisor of the GR ticket division. (Eileen Tobin)

Continuity Acceptance: WYN WALSH has left us to become an associate director for the Radio Network. Good luck, Wyn! We'll miss you. We're putting out the welcome mat for BARBARA DAVENPORT, who is joining us as Wyn's replacement. (Kay Henderson)

STATION RELATIONS -- In order to create a little diversion from the office news and to enlighten those who have little knowledge of this department, your correspondent will attempt to explain the workings of Station Relations.

Station Relations does and is exactly what the name implies. It is the liaison between the five sales departments and the stations in the network. Along with Legal, it supervises and draws up affiliation agreements. The office is divided into two parts, TV and Radio. Each station deals with a contact representative to whom it presents matters that are necessary for the successful broadcasting of network programs. All applications for affiliation are made to this department. The problems handled each day vary greatly, ranging from the submission of a controversial contract for approval to the procuring of broadcast tickets for a troop of Girl Scouts from Peoples Creek, Idaho.

Nautical TED EVERITT of TV Film has asked DORIS WILHELM to be his chief cook and bottle washer on the sail through life. Doris' answer? "Aye, aye, sir!" (Barbara Harlib)

Traffic: The sparkle in ALICE BAKMAZIAN's eyes is caused by the beautiful ring on her third finger, left hand. Best wishes, Alice. "MIKE" JILLANEY spends his weekends as a singing waiter at McKenna & Mohan, Avenue J, Flatbush. ALICE WEYRAUTHER JACOBS is baking in the Florida sun. All the girls are looking forward to a quick recovery for CHARLIE

KELLY. It's Leap Year. We have a good looking red headed rebel in Traffic Operations, JOE CALDWELL. CHARLIE MANGANO helped his in-laws celebrate their 50th anniversary recently. That new face is MARILYN KOLODNY. We all welcome her. (Joan Duggan)

Station Clearance: Heartiest welcomes to our newest additions, LILLIAN McNAUGHTON, JOAN GRANT and TED SHUSTER. Sorry to see JIM DRACHMAN leave. Welcome back to TERRY GERBES. We're all anxiously waiting to taste one of SAM NOVENSTERN's famous cakes. We hear he's quite a chef! Another theatre party was held on February 7, and AGNES STIVALE, TERRY GERBES, JOHN UDRY, JOAN OURY, RUTH MIDWINTER and JEAN COLLIGNON all enjoyed *Call Me Madam* very much. JOHN UDRY was our special office valentine as the proud recipient of a big red carnation from his admirers in Station Relations. (Joan Oury)

RADIO NETWORK -- Controllers: We have said farewell to PATRICIA McNAMARA and EVELYN BERENSON and rolled out the welcome mat for ESTHER D'ALESSANDRO. HELEN SIMS, who joined us recently, is an aspiring musical comedy actress and has succeeded in having an audition with Josh Logan and appeared on the *Family Circle* radio show. MARION STEPHENSON is sporting a broad smile and a brand new puddle jumper.
(Marie Perez)

Sales: MARY MERCER has left to work as secretary to BOB AARON, and KATHLEEN WALKER has replaced her as SACKETT MILES' secretary. The welcome mat is out for MARIANNE PACIFICO, who takes over as RUTH BARRETT's secretary. Congratulations are also in order as Marianne is wearing a shiny new diamond. We'd like to extend our deepest sympathy to Miss Barrett on the passing of her mother. (Kathleen Walker)



PBX PARTY

Advertising and Promotion: FRANK MAC-AULEY, avid owner of a racy MG, is the victim of mechanical inconvenience. Frank's doctor says it's the first time in 20 years he's treated a broken arm caused from cranking an automobile! PAT STEEL has been promoted to Advertising & Promotion Coordinator, CLYDE CLEM to supervisor of Audience Promotion, and VERNON LOWELL to sales promotion writer. We greet ELAINE DAMIS, secretary and MEL SCHLESSEL, production assistant. So long and good luck to LOIS WERNER. (Anon)

Planning and Research: A hearty welcome to a brand-new researcher BOB KAUFMAN. Bob, in his pre-NBC daze, worked in a family enterprise -- an insurance agency in Haverstraw, N.Y. (Alice Greenstein)

Program: MARIE SUCHAN visited surgery during February and is now back on the job minus several ounces of tonsil. GRANT TINKER has resigned

from NBC to accept a position with Radio Free Europe, and Grant's assistant, ELLEN JOHNSON, has left to live in California. BOB WOGAN takes over as supervisor of program operations. (Ellen Johnson)

News and Special Events: AM's loss is TV's gain as both BUCK PRINCE and PAUL CUNNINGHAM have gone to work for *Today*. New members of the staff are WILLIAM HILL, DON MEANEY and MILT BERKOWITZ. Congratulations to BILL SPRAGUE, now handling the World News Round-Up. CHET JAGAN replaces Bill on the night desk and also has been named radio representative for the Mayor's Reception Committee. Commentator GEORGE HICKS is on temporary assignment in London, and MERRILL MUELLER has taken over the 1:30 news. (Peggy Whitmore)

Technical Operations: PHIL FALCONE and JIM HACKETT will be leaving us for a while to tour the South with the Lucky Strike troupe. CAL BRODEAD is looking very sleepy-eyed these days. He now arrives at 3 AM to do the *Today* show. JERRY TRUHLAR is about ready to move into his new home in Westbury. We wish BILL IRVIN a rapid recovery from his prolonged illness. JACK PETRY is also recovering from an operation. PAUL GREENE and HARRY ALEXANDER have returned from Washington, D. C. where they engineered the *Theatre Guild on the Air*. Welcome to RAYMOND GRAY, who has joined our studio staff, and to JOHN OLSZEWSKI up in Recording. (Jane Ermentraut)

ELEVISION NETWORK -- Controllers: Belated best wishes to JUNE FORUNATO, who became engaged to Mr. Robert Wall. The wedding has been set for July 19. The money collected for the "after-hours get-together" has been and will be deposited in the bank after every payday collection. If anyone has any suggestions regarding the party, please speak up. TV Controllers has been joined by many new faces. We welcome DICK OLSEN, ANN CAHILL, BURGESS KAYAJANIAN, JEAN DYKSTRA, WARREN EHRMAN, CHAS. O'LOUGHLIN, KEN BRADY, FAYE MYERS, JOAN BJORKLAND, PATICIA SULLIVAN, ROSE-MARIE BIANCO and JERRY DUFFY. Welcome back to ALT GARRITY, who recently returned from our Hollywood studios. DICK JACKSON has joined the class of "early birds" by becoming business manager of *Today*. (Ed Rossi)

Sales: To MIKE DANN we extend our best wishes in his new capacity as supervisor of special broadcasts for the TV Network. We shall miss both Mike and his secretary, MARY CLARE WHITE. The hunting season opened officially in Sales when FRAN BENTIVEGNA lost a small diamond chip from her ring. CRAIG RAMSEY has been detached to the political organization operation. NANCY EWELS is coming in an hour early some days to mail 400 hometown news bulletins to the boys in service. CHICKIE BECK sails soon for Germany to join her husband, CHARLIE BECK, member of the NBC 301st unit. ELLEN BREEN, now Mrs. Coyle, has her fingers crossed over the rumor her man may be coming home from Newfoundland. Ours are crossed too, Ellen. (Tony Cervini)

Advertising and Promotion: Our best wishes go to JOAN WINDLE, who was married to Tom Scherm on February 21 at the Little Church Around the

Corner. BETTY BAGSHAW has returned from a brief skiing expedition to St. Adele, Canada. (Anon)

Planning and Research: RUTH LYTLE recently announced her engagement to Walter Kulow. The wedding is planned for May. MARVIN BAIMAN, formerly with Richard Manville Research, and ANN WINTERS are latest additions to TOM COFFIN's group. (Dorothy Poser)

Production Services: Good luck to AUSTIN HUHN, who has left us to go to Special Effects as supervisor of special stage effects. New arrivals are ROBERT KURTZ, RAY SCHWEIZER, BRUCE BASSETT and PATRICIA CHAMBERS. TED ALLEGRETTI is back after a short absence nursing an ankle broken during a Vermont ski weekend, and BOB HOUSE has returned from a bout with the mumps. During February we said good-bye to CLIFF CAMERON and to JOHN MOORE, who entered the Navy. (Jo Sommer)

Film: A much belated welcome to BETTY JANE KELLY, who has joined BEULAH JARVIS' staff. Also late hello's to VINCE SARUBBI, GEORGE KEEHNER and JACK HUBLER in the Film Exchange. Billing has a new addition, too -- ROBERTA BECK. We bow our heads at the departure of our file girl, DIANA KLINE. "Dee" is going to concentrate on a college career at Bard. Congratulations to TED EVERITT on his engagement to DORIS WILHELM of Station Relations, and best wishes to WILLIAM GOLUBOCK, new vault clerk, who was married February 2. JIM BUTLER has transferred to night duty. BOB SCHULEIN is spending every spare minute on the local ski trails. A gal with a most unusual hobby -- EDNA PAUL, who collects sandwiches! RITA CURRAN has taken over billing chores. The best concert we've heard in a long time was given by FRANK KELLY, who can really tickle the ivories. (Lenore Markowitz, Terry Colasacco)

Technical Operations: Welcome home to ARNIE DICK just back from Bermuda honeymoon. Proud new papas in the department are GENE MASTRONARDI and JOHN KONDRACKI. Sincerest condolences to WIN CREGG, who has moved into the scheduling office. Welcome to NINA HAYNES, new to scheduling and to NBC. Off on a ski-week in Canada are ANNE PACURAR, ART WINTHROP, JERRY CUDLIPP, AL JACKSON and wife. GEORGE JACOBUS, MARV SHEINESS, FRANK WEILL and FRANK McCARDLE. Destination: Jasper 40 miles from Montreal. Hello to FLORENCE O'GRADY, new assist in payroll, who came to us from Supply, and to JOAN MOONEY, Mr. WANKEL's new secretary, formerly of Capital Appropriation. (Helen Kall)

Program: Welcome to EDITH JOHNSON, new script girl, from WLW-D, our Dayton affiliate. Congratulations to PAT QUINN and William Finnega of CBS, and to Sara Jane Aarons and DON HILLMAN, who were married on January 27. It's good to have HAL FRIEDMAN back after a two-month illness. CRAIG ALLEN has been passing out cigars since the birth of third child, Walter Morrow Allen, on February 9. (Pat Powers)

News and Special Events: Best wishes to our new people, RUTH NASON, CHARLOTTE NEWMAN, JIMMY ALDRICH, transferred here from our Chicago

office, and JERRY GORDON, formerly with NBC in Hollywood. Our best wishes also to MICKIE FOTI, who is leaving in anticipation of a blessed event; TRUDY SMITH, who left for her forthcoming marriage to Bill Izzard of WTVJ, Miami; and to MARTY SHEPPARD on his marriage to Pat Alvear, February 23. (Rose Homa)

Broadcast Operations: LOUISE GORALSKI and DIANE MARSH are looking for more soggy burlap to chink the walls of their beautiful new apartment in Greenwich Village. Any remnants will be used to clothe participants in the apartment's first annual housewarming sack race and apple bob late this month. (Ann Reese)



ENGINEERING PARTY

ADMINISTRATION -- Engineering: CHARLIE PORTER is recovering nicely after a long stay in the hospital. Hope to see you soon, Charlie. A luncheon was held at the Hotel Taft for LAURETTA FEENEY, who bid farewell to NBC. Mr. GUY's new secretary is GLORIA BIZZIGOTTI. ERIC BERGLUND and JIM McBRIAN left for Chicago to join the rest of the boys from Engineering for a while. (Marjorie Marshall)

Personnel: Lots of luck to GLORIA FISHBONE, who has left us for Florida, and to LEE ANN HAHN, who leaves soon to be married. A welcoming grin to DOROTHY MORTON and RUTH JOHNSON of Placement, and to BETSEY MITH of Wage and Salary. A congratulatory handshake to JERRY DUFFY, who takes on increased responsibility in TV Controllers, and to ACQUES BIRABEN on his promotion to Spot Sales. Marine Lt. FRANK SPALING wrote us from a Korean air base. All of us wish him a safe return. (Grace Anderson)

Controllers: The Staff Controllers-Finance Department certainly was in a very festive mood at noon on Friday, February 1, when 25 of the girls celebrated at Garrison's with a farewell luncheon for GRACE APPE, who leaves NBC to attend nursing school in St. Louis. Grace was a clerk for Mr. TOM O'CONNELL in the Accounts Receivable Division. The entire department presented her with a beautiful Bulova watch. Good luck, Grace. Keep the pulses checked, dahling! (Ethel Pont)

Treasurers: DICK OLSEN has been promoted to TV Controllers, and we have welcomed his replacement, BETTY SINACORE. MURIEL REIMERS maneuvered her way through a ski weekend at Pawling without sustaining any broken or dislocated bones. (Ernestine Thomas)

Purchasing: This month we greet our new order typist, DOROTHY VAZZONA. (Mary McNulty)

Music: We are welcoming a pretty newcomer to the Music Library. Her name is PHYLLIS NELSON. The girls in Music are having a farewell

luncheon for HELEN BURGETT, no longer HOWELL, who is leaving after ten years with the company. Her reason is one which we are all happy about. She is expecting a baby, and domestic life suits her fine!

(Nora Weinraub)

Set Up: AL DI TOLLA is now residing at his country home in New Jersey. JOE KALL is interested in the '52 Chrysler. A welcome back to JERRY BURNS after a year's absence in the Army. JOHN WELCH is now living at Beekman Place. TOM LONGMORE, whose hobby is royal geneology, is busy studying his *Debrett and Burke's Peerage* since many changes in precedence have resulted from the recent royal demise. (Genevieve Savage)

Sound Effects: With the right hand we motion hello to JOE CALLAHAN. With the left we wave goodbye to DICK GILLASPY. Joe looks wonderful despite a long seige of illness. We're not sure how Dick looks, since at the moment he's in the USMC at Parris Island, but we'll settle for nothing less than 4 stars on the shoulder. (Fay Fourby)

Program Services: JOAN PERALES threw a double header at the 11th hour, and a scheduled birthday party had to be quickly expanded to include an unscheduled engagement to JOE BATTAGLIA -- all on February 8. Promotions and replacements occur faster than the switchboard can maintain order as BOB WOGAN moves on to conquer new fields in the Program Department and JOHNNY CURRAN inherits his balliwick. With this final report your correspondent respectfully bows out of the NBC picture.

(Anne Mendenhall)

General Service: LORRAINE DECKER, who said "I do" on February 9, was feted at a buffet supper and bridal shower by the gals in PBX. The gals exhibited their vest best homemade hams, beef, cake and all the trimmings, and MAUDE ARCHER added to the zest raffling off 8 useful gifts. GEORGE MONAHAN's birthday received all the necessary surprises such as a delicious cake baked by ANTHONY and LYDIA BOLDIN and a huge, lifesize birthday card. EUGENE DATES, just returned from active duty in Korea, is glad to be back. (Mary Heller)



CONTROLLERS PARTY

Mail Room: TED SHUSTER has been promoted to Traffic, and WILL HANSON has landed an announcing job at a Long Island radio station thanks to Pat Kelly's announcing class. ALEX FRIEDLAND promoted to TV Film. We welcome new messengers, LAWRENCE TUTTLE, GEORGE SKIFF and ROBERT ZIFF.

(Bill Quinn)

Duplicating: Former duplicators TOM LEONARD, with the Army in Alaska, and BILL LEARY, with the Marines in Korea, will both be back home shortly according to their letters. Welcome to RAY RUCKERT and GENE PAVEY who have recently joined the fold in 502. (Charlie Atlee)

Stenographic: The girls in Steno are starting to sport that "short look" -- in hair cuts, that is. The new rage hit LORRAINE FOX, JOAN WEHRLE and INGE KOHLE. ELAINE DAMIS has left us for Radio A & P. Welcome to MARGARET McGRATH and DOROTHY SPAGNA. (Mildred Cucciniello)

Air Conditioning: JIMMY TREACY has enlisted in the Navy. It'll be 4 years before he's back with us. Our best to KENNETH SULLIVAN, who was married February 23. We hear that HAROLD McCONAGHY is staging an excellent recovery and will be back on the job soon. Before long TOM HENRY will become a watch engineer, no longer to roam the building answering complaints, (Lloyd Campbell)

Guest Relations: Best wishes to JOE BATTAGLIA and his fiancée, JOAN ERALES of script routing. ED MANSER is the new day supervisor replacing BILL COLDWELL, now in Traffic. BILL MORRIS GR desk replacing RICK McCUE now in night programming. BOB ANDRUSS new alt. page supervisor replacing LARRY OWEN, who has become Kate Smith's new floor manager. LARRY SISSON to Staging Services. JACK WEIR to mezz desk. JOE BUSH now in Tix replacing JACK BERG, who's left us for California. ARV JACOBSON to GR desk. New faces: LEE DAVIS, DAVE MORRIS, BILLIE ONES, ELEANOR MICHAEL, SCOTT SHOTT, NOREEN CONLON, JOANNIE HALLS, PAT GLAZER, DALE REMMINGTON, BILL SZATHMARY, VINCE OSTERNDORF, JAY WENNE, DON HARPER and DICK DUPREY. (Jerry Reinstein)

WNED AND OPERATED -- WNBC-WNBT: JACK REBER and BETTY FOWLER have left us for Spot Sales, and BARBARA STRUMPF is leaving cold New York to work and live in sunny Phoenix, Arizona. New members on staff are ANCY WHEELER, ERNIE HARTMAN and KATHERINE GREGG. We're glad to hear that FRAN CARLSON, who has been ill, is now recuperating in Florida. Word from CLAY DANIEL on the West Coast is that his switch from radio to television is going well. The pride of our controllers department is JACK SUTTON, who has just made the NBC Bowling League.

(Mary McBride)

Spot Sales: Welcome to JACK REBER and his secretary, BETTY FOWLER. Jack is our new national television spot sales manager. A grin and a pat on the back for DICK HAYES, who became the father of Ricky Hayes on February 11. (Elaine Simpson)

The General Service Department reports that many service calls are being made to the wrong telephone extensions, thereby causing confusion and delays. For prompt service, remember:

Ext. 411 for all maintenance calls
Ext. 485 all typewriters in need of repair
Ext. 547 all clocks requiring adjustment



Television joins the microscope in a major scientific advance, pioneered at the David Sarnoff Research Center of RCA, Princeton, N. J.

Microbes star on Television in war against disease!

Until recently, scientists found it difficult to keep microbes alive for study—at high magnification—in light microscopes. Dyes used to make them visible killed some. Others were destroyed by the intense light.

RCA scientists have solved this problem by making television a working partner of the microscope. "Eye" of their new system is a tiny industrial television camera built around RCA's sensitive *vidicon* tube. No intense light

is needed, since this electron tube "sees" at low light levels. And by making the tube sensitive to the red or violet bands of the spectrum, dyes and stains are eliminated.

With RCA's new system, research men can now watch living germs or cells—immensely magnified—on the screen of a television set. Many are able to watch at a time. Students can be more easily trained. And science learns more about disease by watching live micro-organisms.

How RCA Research benefits you:

Improving the microscope by teaming it with television is an example of the many paths explored by RCA Research. You benefit directly by better performance from any instrument or service trade-marked RCA or RCA Victor.

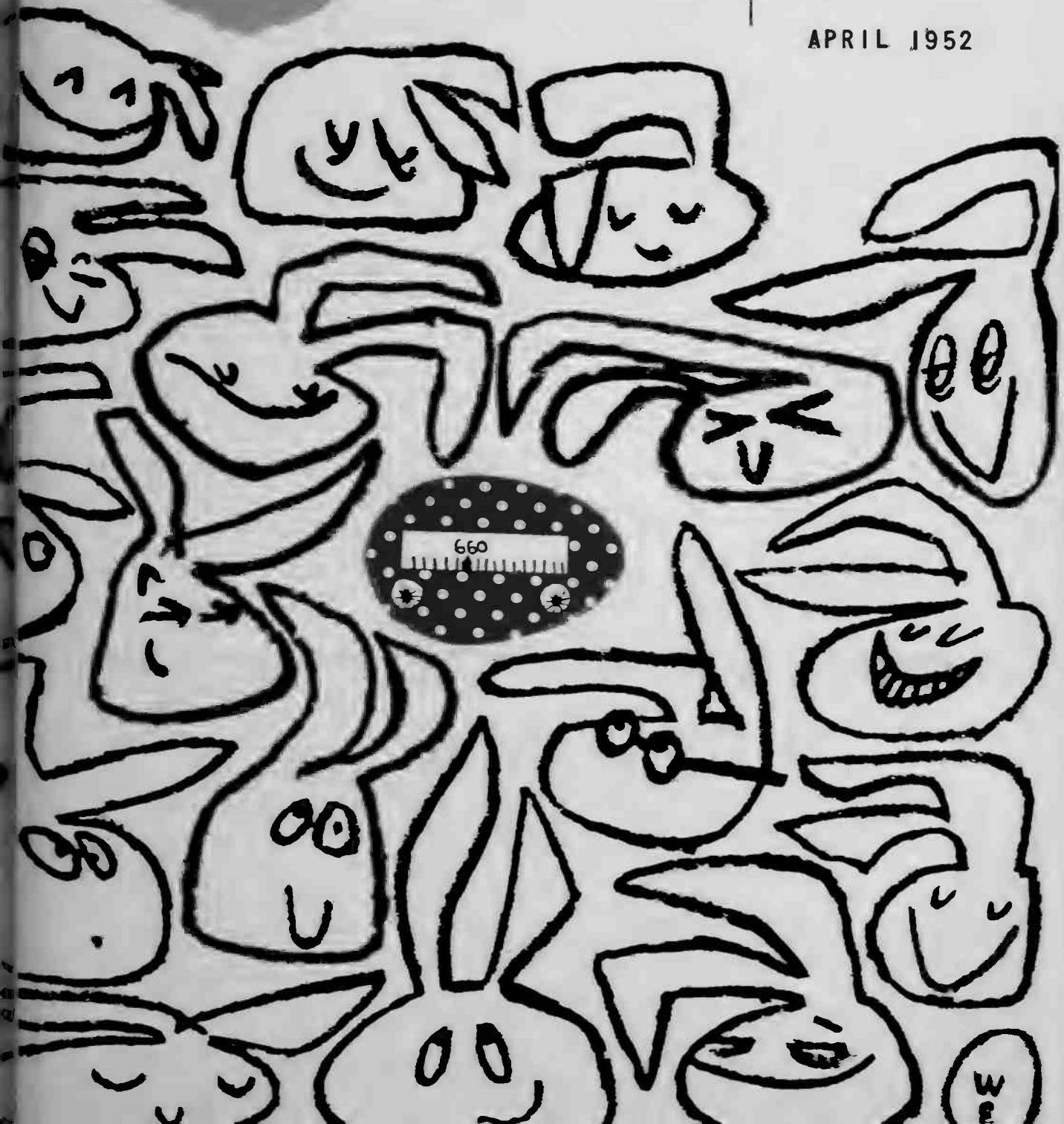
See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, New York 20, N. Y.

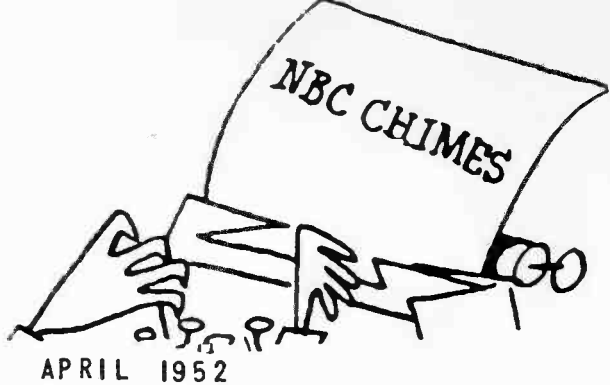
RADIO CORPORATION OF AMERICA
World leader in radio—first in television



NBC Chimes

APRIL 1952





NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

*Published monthly by and for the
employees of NBC.*

MERRIMAN HOLTZ, Editor

ANSWER THE CALL

Our hearts go out to those in need. We hurry to answer a fellow employee's call. We help our neighbors whenever we can. But when the cry for help comes from the other side of the country, or the world, we cannot answer the call on our own. Still we can answer promptly, with all our hearts, through the Red Cross.

The Red Cross is people everywhere, ready to help -- trained, capable people at the scene where the need is greatest -- ready to do what you would do if you were there. The Red Cross is humanity in action.

Here are a few of the basic needs the Red Cross will fill this year, as in the past, with your wholehearted help: (a) The need of servicemen and veterans for sympathetic aid with their problems. (b) The need of disaster victims for shelter and food. (c) The need of wounded soldiers for life-giving blood. (d) The urgent need of Americans everywhere to be trained for the protection of themselves and their families.

Give your support to the Red Cross by contributing to its 1952 fund raising campaign. A solicitation, one of the only two charity drives conducted in the NBC offices during the year, is being made throughout the company. When you are asked to contribute, answer the call generously. Thousands of needy individuals the world around will benefit from your generosity.

SURPRISE CIVIL DEFENSE ALERT A SUCCESS

The first surprise test of radio and television alertness in Civil Defense operations took place on March 12 at 11:45 PM. At 11:00 that evening, with no prior warning having been given, Master Control was asked to make the facilities of WNBT, WNBC and WNBC-FM available for a special New York State Civil Defense Network broadcast 45 minutes later. Arrangements were immediately cleared through the night executive officer, Wm. Burke Miller, and regular programming was interrupted for the test at the requested time. Other radio and television stations throughout the state also cooperated to make this practice Civil Defense alert a success.

BLUE CROSS ANNOUNCES RATE INCREASE

Effective May 1, 1952, the cost of all Blue Cross and Blue Shield contracts will be increased. This will first be noticed by NBC employees on the payroll deduction taken April 30 to cover the period beginning May 1st. The increases will apply to all contracts held through the NBC group, since charges for both the hospital and the surgical coverage are involved.

In announcing the rate increase, both the Associated Hospital Service and the United Medical Service, the carrying companies, held one general item accountable -- the rising costs of providing protection that have resulted from the general cost spiral.

There are to be no changes made in the benefit schedules. In member hospitals Blue Cross will continue to pay all hospital charges on semi-private accommodations for a period of 21 days, and on a reduced basis up to 180 days.

Since 1940, hospital labor costs have gone up 150% and food costs 27%. Thus hospitals must charge more for their services, and to pay these charges Blue Cross has finally found it necessary to raise rates of coverage. By the same token, surgical charges are higher for two basic reasons -- increased costs of administration and a 15% increase in the use of UMS services.

Any questions you may have concerning this rate increase or any other matter pertaining to your hospital and surgical insurance should be referred to John Titman, Ext. 446, Room 735.

CONSTRUCTION TO START ON NBC'S NEW TV CENTER IN CALIFORNIA

John K. West, vice-president in charge of the Western Division, has announced that NBC has received approval from the National Production Authority to construct the first unit of its new television center in Burbank, California. Construction will begin this month.

Two studios, each seating 500 persons and measuring 140 by 90 feet, will be built on the 48-acre site, which adjoins the Warner Bros. studios in Burbank, a few minutes drive through Cahuenga Pass from Hollywood. Other buildings necessary to service the two studios will also be built -- rehearsal halls, carpenter shops, paint shops and wardrobe shops.

The first unit will be completed by early fall, when the new television season begins. The site provides space for additional expansion by NBC at a later date. The two studios will complement the network's present TV facilities in Hollywood, which include the former El Capitan Theatre and studio space in Hollywood's Radio City.

HARRY BANNISTER TO JOIN NBC



Harry Bannister, general manager of WWJ, WWJ-FM and WWJ-TV, in Detroit, Michigan, is joining NBC in an executive capacity. He will assume his duties with the company on April 14.

Mr. Bannister, one of the industry's most colorful and widely known figures, is a veteran of more than 20 years in the broadcasting business. Under his guidance WWJ has become one of the most successful stations in the nation. He was also a pioneer in television and had WWJ pay rent on a building tower for ten years in the knowledge that it would ultimately require the site for a television antenna.

Harry Bannister

In announcing Mr. Bannister's affiliation with NBC, President Joseph H. McConnell said, "We are extremely fortunate in being able to induce Harry Bannister to join our network organization. As a successful station operator for more than 20 years, as a director of the National Association of Broadcasters, as a member of our NBC Stations Planning and Advisory Committee, he acquired an intimate knowledge of the broadcasting business. His business acumen, his ability to gauge and evaluate changing trends in public taste, his record of accomplishment in the field of public affairs and education for which his stations have been repeatedly honored, and his leadership in solving industry problems will contribute greatly to the progress of NBC and its affiliated stations."

Mr. Bannister was born in New York City. Following 17 months of service overseas in World War I, he began his career as a salesman in the motion picture field. Then followed four years of sales duties for the American Druggists Syndicate, two years with Park and Tilford and four years with the DuPont organization.

Mr. Bannister entered the radio field in the sales department of WMBC in Detroit, in 1931. He first became affiliated with WWJ in 1933 as a salesman. He was appointed sales manager in 1935 and became general manager in November, 1941.

For many years Mr. Bannister led the industry movement for a code of standards and practices. His own code was self-imposed for the Detroit television station in 1947.

Mr. Bannister is married to the former Barbara Ann Lawrence. They have two grown daughters.

TED COTT ELECTED VICE-PRESIDENT

Ted Cott, general manager of WNBC, WNBC-FM and WNBT, has been elected a vice-president of NBC. Mr. Cott's election to a vice-presidency took place at the regular monthly meeting of the Board of Directors on Friday, March 7.

Mr. Cott joined NBC in April, 1950, as general manager of the three stations, and under his direction the stations have reached new peaks of accomplishment in programming, sales and community service. He is widely known in the industry for his shrewd sense of business and strong talent for dramatic, creative programming.

In May, 1951, Mr. Cott received one of the industry's top honors, when WNBC under his management was cited by *Variety* as the outstanding station in the United States.



Ted Cott

Born in Poughkeepsie, New York, Ted Cott began his radio career at the age of 16 on the staff of New York City's municipal station WNYC, as an announcer, producer and director. While at WNYC, he created *So You Think You Know Music*. In 1939, he moved this program to the CBS network and became a free-lance producer. At CBS he directed *Society Girl*, a daytime serial, and was emcee on the Coca-Cola-Andre Costelanetz program. Also he produced the *RCA Victor Sounding Board* over WEAJ and *What's the Good Word* over Mutual.

In 1944, Mr. Cott joined WNEW as director of programming and was later appointed vice-president in charge of programming. At WNEW he developed new concepts of public service programming, and during his seven years with the station, it received 45 major awards.

In addition to handling his managerial duties with acumen, Mr. Cott has found time to write four books, write and produce 33 children's record albums and teach radio, script writing and directing at NY and Fordham University.

ANTHONY HENNIG RETURNS TO NBC

After a ten-year association with the American Broadcasting Company, where he was most recently production manager for television, Mr. Anthony M. Hennig has rejoined NBC. Mr. Hennig has been appointed manager of television studio and building operations, in which capacity he will report to Brig. Gen. E. Lyman Munson. Working in close cooperation with Integrated Services, Engineering and Guest Relations, Mr. Hennig will be in charge of operations in the Television Network's studios and theatres.



Bill Ervin -- Tom Tart -- Rod Rodomista

THE STUDIO SUPERVISOR

In many ways the studio supervisor is like the ringmaster of a 24-hour-a-day circus, using his knowledge and trained reflexes to carry himself through a never-ending series of crises. And he often becomes a ringmaster in actual fact when programs invade his studio with animal acts, feathered friends, trusted canine companions and assorted and very unreliable beasts of the jungle. NBC's 36 studio supervisors have learned to take stray animals and a multitude of other problems in their stride, but one of the group still confesses to a fear that he will be called upon some day to "fly" a full-grown elephant.

The job duties of the studio supervisor require him to serve as landlord and staging specialist for a studio or for the staging areas of a television theatre. He is responsible for the maintenance of all staging equipment and the supervision of the arrival, setting, rehearsal, striking, tagging and return of all scenic elements. To do this he must direct the work of complete crews of stage carpenters, property men and, more recently, electricians. Also, the supervisor must handle studio liason with all the units of Production Services, insure conformation with all safety and fire regulations, and prepare accurate reports on staging labor and studio services for billing purposes.

The studio supervisors who cover NBC's 15 television studios and theatres in New York are divided into three separate job classifications -- I, II and III. Only a studio supervisor III is given complete over-all charge of a studio location. He is always a thoroughly experienced and capable stage manager, who has proven his ability to meet and solve all the many crises which arise during the day to day flow of staging activities. A studio supervisor II is also a fully-developed stage manager. He is able to accept the responsibility of running the studio plant whenever the III to whom he reports is off duty. A studio supervisor I is a junior supervisor who is often attached to a studio as an extra man and is given the major responsibilities of plant management only as he proves his ability to handle them. The I's work on shifting assignments in order to learn as much as possible about the many varied elements of NBC's television plant.

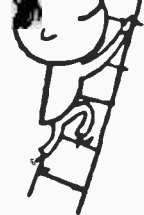
The life of a studio supervisor is never dull, often frantic. The technical limitations under which he works are strict, the costs of his operations very high. Yet directors in search of striking effects occasionally make impossible demands of his facilities, and agency representatives have been known to want more than their budgets can allow. No matter how vital a real PT boat is to the naval drama on 3B, the studio supervisor knows that such a boat can't be handled by the freight elevator and that the cost of dismantling and reassembling the boat would be all out of line with the show's budget.

Nevertheless, whenever possible, the studio supervisor will spare neither time nor trouble to help the director of a show establish his required effects and settings on the stage. The extremes of devotion to his work to which this can sometimes carry him are becoming legendary. Take for example Max Liebman's request for 9 pigeons to appear on *Your Show of Shows*. Getting the pigeons into the International Theatre in a portable cage was no problem at all, but following their appearance on the program the pigeons made use of their wings to disperse to the upper reaches of the area above the stage. A book could be written about the gallant exploits of the studio supervisor who attempted to rid the International of these 9 menaces before the following week's show.

NBC's studio supervisors are grouped together into the Studio and Theatre Operations Department, which reports to Mr. Anthony Hennig, and they work under the watchful eyes of Bill Ervin and Tom Tart. The key men in the department are: Jack Geagan, supervisor of assignments; Al Cornberg, supervisor of theatre operations; Jim Richards, supervisor of RCA operations; Bert Susman, supervisor of 106th St. operations; Rod Rodomista, supervisor of Brooklyn operations; and studio supervisor II's, George Dindas, Ed Pierce, Irv Sudrow, Duncan Mounsey and David Mellin. The rest of the staff is made up of 24 II's and 4 I's.

This month *Chimes* salutes a much harried and much envied member of the NBC organization -- the studio supervisor.

up the ladder



HAMILTON YOUNG APPOINTED BUDGET DIRECTOR

On February 27, the appointment of Hamilton Young as Budget Director of NBC was announced by Joseph V. Heffernan, vice-president in charge of finance. Mr. Young had previously been serving as operations analyst. Prior to joining NBC, he was associated for sixteen years with the accounting firm of Price, Waterhouse & Co.

* * * * *

Other promotions recorded in time for publication are:

LESLIE VAUGHN to business manager of TV Public Affairs
JOHN RAYEL to supervisor of TV program sales
JOHN FULLER to supervisor of TV program sales development
LEONARD WEINLES to assistant adv and prom manager
JOHN STEEVES to supervisor of records and salary admin
JOSEPH AKULONIS to assistant budget director
ELAINE SIMPSON to presentation writer and sales facts coord
MARSHALL SCHACKER to assistant talent coordinator.

PEGGY PLAGGE to jr placement asst	ELVIN HALL to desk clerk
DENIS KING to coord of bdcst film	VINCENT CASEY to accts rec supv
BARBARA CHAPPELL to exec sec III	BERT LANDON to shipping clerk
JOYCE MINTZES to senior clerk	GEORGE WALLACH to prod supv
FRANK MACAULEY to bdcst prom chief	JULIA HEWITT to posting clerk
BERYL NOEL to secretary II	RUDOLF LINDEN to asst chief libr
EDITH TANZER to exec sec I	ROBERT EBERLE to director
WALTER KRAVETZ to asst film editor	JOE BATTAGLIA to desk clerk
TERESA CALABRESE to prod asst	BARBARA WEINER to library asst
BERNARD WEINER to film clerk	JOHN WELTER to budget supervisor
JOHN KORBELAK to receiving clerk	WILLIAM SCHMITT to cost acct clk
VINCENT SARUBBI to messgr-clerk	MARGARET HERRHOLZ to stat typist
JOHN WEIR to mezzanine receipt	PHILIP DEAN to dir of publicity
NATALIE GLASER to secretary III	WILLIAM RICH to dir of merch
SIGURD FOSS to mezzanine receipt	ANDREW HAMMERSCHMIDT to asst to
ZENA BIER to exec secretary	dir of color TV systems dev
EVELYN SOBOTKA to exec secretary	SOL CORNBERG to supv of thea ops
JULIUS NOVLOTSKY to asst film libr	GEORGE HEADLEY to supv of props
ROBERT SCHULEIN to asst film libr	ARTHUR KRAFT to time cost clerk
CALVIN WHEELER to statement acct	ARTHUR SIBLEY to dispatch clerk
FRANCES RENDE to secretary II	HENRY ALLARD to ops night clerk
JESSE FRANKFORT to dispatch clerk	JANE HENDRIE to operations asst
ELAINE DAMIS to secretary I	DOROTHY SPAGNA to stat typist
TOM HENRY to watch engineer	ELIZABETH SMITH to secretary II
MARVIN JACOBSON to typist-clerk	JOSEPH CUNNEFF to sr prod coord

CHIMES VISITS JIM KIERNAN

(This is the second in a new series of articles spotlighting individual employees in the New York office.)

Jim Kiernan perched himself on the edge of the table in the General Service locker room. "What d'ya want to hear about?" He drew a fresh package of White Owls from his pocket and broke the seal. "Okay. Soon's I light up a new piece of rope here."

"The Big Depression was when I came to NBC -- 1930. I started here on October 4, 1930." A bit of the smile faded from Jim's eyes. "I was out of work. I'd been laid off from a good paying job after 25 years at the foundry."



"To tell you the truth 'bout how I got the job here, I met a friend of John Carey, service manager then, and he told me to come up to see Mr. Carey. So I came up to see Mr. Carey." Jim glanced up at the ceiling and ran a hand over the back of his closely-cropped white hair. "I didn't get the job right away -- just filled out an application. 6 weeks later I got a postcard from Mr. Carey. He offered me \$24 a week to be a night porter. Things bein' what they were, I took it."

"When we moved from 711 to Radio City, I switched over to night watchman. Started as a maintenance man about 3 years later. When the head man went into the Army during the War, Mr. Lowell asked me to take over, and I've had the job since, except for a few months in TV in '45."

"My family?" He paused to scratch his shoulder. "My wife and I've got two kids. One works for the Fire Department. The other one lives with us at home. Yeah, both boys. The one in the Department's got two kids of his own -- my grandchildren."

Jim tugged at the collar of his khaki shirt and started to adjust the knot of his black tie. "One thing I want you t'say." He spoke more slowly, in a lower voice. "Ever since I've been with NBC everything's been... well, it's been good. There's no better people anywhere. I've worked in every office in the place and know 'em all."

"Some guys in some companies always gripe about doing this or doing that because some people're hard to work for. But nobody here's hard to work for the way I see it. I just try to do what they ask me. Even if they try to tell me black is white, I figure it's their business, not mine, and we get along fine."

The twinkle was back in Jim's eyes. "Yes, sir, lots of fine people at NBC!"

NBC GEOGRAPHY

At present NBC's New York office is made up of 20 separate locations. You can test your knowledge of these locations by filling in their names in the blanks below. A score of 18 or more right means you are well-oriented. If you score less than 15 right, it's time to get your head out of the sand.

- | | |
|---------------------------------------|-------------------------|
| 1. R _ _ B _ _ _ _ _ . | 4. _ _ _ th S _ _ _ _ . |
| 2. _ _ _ _ B _ _ _ _ _ . | 5. W _ _ S _ _ _ _ . |
| 3. R _ O B _ _ _ _ _ . | 6. _ _ th S _ _ _ _ . |
| 7. C _ _ _ _ T _ _ _ _ . | |
| 8. R _ _ E _ _ _ _ _ H _ _ . | |
| 9. P _ _ W _ _ _ _ _ . | |
| 10. B _ _ _ _ T _ _ _ _ . | |
| 11. I _ _ _ _ _ T _ _ _ _ . | |
| 12. L _ _ I _ _ _ C _ _ . | |
| 13. I _ _ _ _ _ B _ _ _ _ . | |
| 14. H _ _ _ T _ _ _ . | |
| 15. E _ _ _ S _ _ _ B _ _ _ . | |
| 16. B _ _ _ _ S _ _ _ . | |
| 17. B _ _ _ B _ _ _ , N _ _ J _ _ _ . | |
| 18. _ _ W _ _ _ th S _ _ _ . | |
| 19. N _ _ A _ _ _ _ T _ _ _ . | |
| 20. B _ _ _ _ , C _ _ _ _ T . | |

(1) RCA Building, (2) 1600 Broadway, (3) RKO Building, (4) 106th Street, (5) WOR Studio, (6) 56th Street, (7) Center Theatre, (8) RCA Exhibition Hall, (9) Port Washington, (10) Belasco Theatre, (11) International Theatre, (12) Long Island City, (13) International Building, (14) Hudson Theatre, (15) Empire State Building, (16) Brooklyn Studio, (17) Bound Brook, New Jersey, (18) 21 West 46th Street, (19) New Amsterdam Theatre, and (20) Bridgeport, Connecticut.

A.A. activities



DRAMATIC WORKSHOP PRESENTS DUAL PRODUCTION

On the evenings of March 26, 27 and 28 the NBC-AA Dramatic Workshop gave performances of two plays before large and enthusiastic audiences. Thanks to the fact that the Workshop was able to obtain the Johnny Victor Theatre for these performances, they represented a substantial improvement over the group's previous endeavors, which were presented under the handicap of inadequate facilities.

The two plays produced by the Workshop were *The Talisman* by Roger Wilde and *Lady Godiva's Modesty*, an original farce-comedy by Robert Williams, a member of Literary Rights and Playreading. This represented the first attempt by the group to produce an original script written by an NBC employee, something which it hopes to do more of in the future.



The cast of *The Talisman* included Mac Shaw, Peter Lassally, Barbara Harlib and Larry Sisson. Greg Eaton was the director.

Lady Godiva's Modesty was directed by its author, Robert Williams. Included in the cast were Mary McBride, Murray McCain and Dan Durning. Medieval costumes from Brooks Costume Company added considerably to the atmosphere of the production.

CLEAR THE DECKS FOR SOFTBALL

It's here! The baseball season has arrived, and AA president Bill Kelly has announced that the organization of the NBC softball team for the 1952 season will take place next week.

Last year NBC had a championship team which coasted to a first place berth in the Advertising-Radio League and then battled its way skillfully to a second place finish in the important league play-offs. Most of the members of last year's team will be out of action this season, so all nine berths are wide open for competition from newcomers.

If you'd like to play softball with the NBC team this year, just fill out the stub below and send it to Bill Kelly, Rm. 504. You will notified of the time and place of the first team meeting.

SOFTBALL CANDIDATE: _____ Rm. _____ Ext. _____



STAFF ADMINISTRATION -- Legal: PAUL LYNCH has returned to the fold with his arm neatly slung in a sling, following a recent bone fracture. CONNIE MEADE has been welcomed to a secretarial post in the department, and we've said hello to a new lawyer, HOWARD MONDERER. ANN DEBUS is the happy recipient of a recent promotion. (Rita Paolucci)

Press: PHIL DEAN leaves Press to become publicity director of WNBT. Best of success, Phil! It wasn't a big bouquet of red roses that ART OPPENHEIM received but only a single red rose from an anonymous source. More new faces in Rm. 400. They belong to BETTY ANNE LANIGAN, GERRARD DWYER, CONNIE COLLINS and JACK SEBASTIAN. Question of the week: "Is ART SELBY enjoying his vacation in Mexico?" (Hank Williams)

Information: The canonized St. Pat and the un-canonized secretary Pat have birthdays within two days of each other, so the office celebrated with a twin luncheon at the Victoria. PAT DENHAM and St. Pat gave all a Lenten lift. KATHRYN COLE and Mr. Cole spent a weekend in Washington, D.C., sightseeing and visiting friends. (Eileen Tobin)

Continuity Acceptance: JANE READEY has just returned from a wonderful two-week vacation in West Palm Beach and has put us all in a holiday mood. CARL BOTTUME, a former radio policy reader in Continuity Acceptance, paid us a visit recently. His second book, *Sailor's Choice*, was published last August. (Kay Henderson)

Station Relations: After 4½ years with NBC, ELIZABETH McNAMARA, now Mrs. Robert Caputi, is leaving the company for a new occupation, housewife and mother. We bid her a fond farewell. The welcome mat is out to GRACE BAKER, JANE CRABTREE and IRENE DMOCK, also to Mr. JOHN WILCOFF, who is joining Co-op Sales. (Barbara Harlib)

Traffic: STEERE MATHEW and CHARLIE MANGANO both recuperating after a siege of illness. ALICE BAKMAZIAN to become "Mrs." on May 25th. Honeymoon destination not as yet decided. JACK ELMI, Camera Club enthusiast, promises a picture for the next issue of *Chimes*. ALICE WEYRAUTHER back from Florida with a real healthy-looking tan. Welcome to MARY BRENDEL to the station reports section. (Joan Duggan)

Station Clearance: Birthdays are in season, and two members of the dept. are a year older -- TERRY GERBES and SAM NOVENSTERN. A swell time was had by all at Terry's birthday party (see picture opposite). What goes with AGNES STIVALE these days? She is now sporting a cowboy hat on her desk. Wonder if she is



going West this summer? BILL COLDWELL is still recuperating from his big weekend. He was an usher at his friend's wedding. RUTH MIDWINTER finally made the "headlines". A picture of Ruth and her fiance, Tom Fiala, taken at the Emerald Ball, appeared in the *Brooklyn Eagle*. Very nice! Congratulations to JOHN UDRY -- he has just become an uncle. Room 563 isn't the same any longer. Radio and TV have split up, and we sure do miss the ole gang! Waiting patiently for the day when we're all back together again! Sincere congratulations to TED SHUSTER on his recent engagement to Ruth Lebendiger. (Joan Oury)

Controllers: It gives us pleasure to welcome Mr. VINCENT CAREY, the new supervisor in the Accounts Receivable Division. Mr. Carey is replacing Mr. TOM O'CONNELL, who is now acting as assistant to Mr. Williams in the Treasurer's office. Best of luck to both men. Mr. JOE KENT became a grandfather for the first time recently. Bet the new one is a chip off the old block! Just know PHIL CROUCH will have plenty to tell about his California vacation. Gave the airlines some business. (Ethel Pont)

Treasurers: Last month we were sorry to have to say good-bye to JIM WILSON, who left us for Army service. We've welcomed two new members to the department, TOM O'CONNELL as Mr. Williams' assistant and JOEL STIVERS, replacing Jim Wilson. (Ernestine Thomas)

Purchasing: BOB VALLERA took advantage of the old-fashioned New England winter by going up to Hazenhurst Orchards for a weekend of tobogganing and bob-sledding. Bob was snowed in until 4:00 Monday morn, when the snow plows cleared the road and led him back to NBC. Next on Bob's list are his spring golf lessons. We trust he will master the 19th hole. Sorry to say good-bye to DOROTHY VAZZONA after a short stay. MARJORIE FORBES is taking her place. (Mary McNulty)

Engineering: Room 503 was minus a familiar figure, JERRY HASTINGS, who for two weeks was on jury duty. Audio-Video welcomes to its group, VLADIMIR ALGIN, JOHN GILLEN, ROBERT SEIGLE and DONALD TRIZZINO. Welcome back to CHARLIE PORTER, after having recovered from pneumonia. We all wish to extend a hearty welcome to CARMELA SGARLATO, secretary to Mr. LOONEY. Mr. SEIBERT became the proud father of a girl. Good luck to Mr. J. WOOD, JR. in his new home. We're glad to see DICK OELSCHLAGER back at his desk following a finger fracture. ARTIE KNEIPS is the proud father of a baby boat and is sporting the first daisies of spring on his drafting apron, too. He looks so sweet. A biography of Mr. RAYMOND F. GUY is appearing in the new *Who's Who in America*. CLARK BUNDICK has recovered from pneumonia. RUDOLPH WEISENBACK is planning a belated trip to Germany to see his folks. Welcome to new development engineer, HERBERT POLAK. After months of not having a home, EDWARD BERTERO is finally settled in his new office. (Marjorie Marshall)

Personnel: Best of luck to MARIE ZANG on her South American cruise and to GLORIA SWETT, who takes her place in Mr. DE LA OSSA's office.

A baby girl, Patricia Marie, was welcomed in MIKE NOONAN's home on March 9, weighing in at 9 lbs., 13 oz. You can't miss seeing CYNTHIA PIGOT'S left hand. The sparkling diamond was placed there by Bob Richards. A hearty welcome goes out to new employees, NELL BLATZHEIM, ELINOR DINNERSTEIN and PEGGY FIERRO. BETSEY SMITH is the lucky girl -- won a free trip to Bermuda on a raffle ticket! A sorry day for us when BOB DE BEER and BILL TICE left us for new companies. We welcome DON MACKENZIE, new Personnel Manager, and DON RUTLEDGE, our new Employee Relations Manager. (Grace Anderson)

Plans and Research: And yet another addition to the department, Jersey commuter, BOB DAUBENSPECK, who is working on the radio portion of the Hofstra studies. Much excitement over the phone calls from a Guy Named Joe for our gal Liz -- all because HANK MERRITT was out to lunch. (Alice Greenstein)

General Service: General Service was saddened by the death of BILL GRACE. MARY DRISCOLL's brand new daughter has the family bursting with pride. Welcome to the new men in blue at the 67th St. studios: DANIEL KELLY, JOHN LARKIN, ARTHUR MAHER, JEROME MURPHY and JAMES O'BRIEN. What an impression those uniforms make! (Mary Heller)

Air Conditioning: We all join in a hearty "welcome back" to Mr. HAROLD McCONAGHY, who has returned to work after a long illness. Welcome back also to our ace machinist, BOB HOLRITZ. It will soon be "sailing, sailing" for LLOYD TRAFFORD, a naval reservist who just received active duty orders. Congratulations to KEN SULLIVAN, who was married February 23. Were sorry to hear that his wife is sick. What's he doing, beating her? LLOYD CAMPBELL is having a hectic time pushing away all the salesman, but he's doing a good job in the Office. Welcome to JOHN ANDERSON and GENE DALL. (Tom Henry)



Ken Sullivan

Duplicating: JOHN DEE is awaiting a little Dee. Details later. TOM LEONARD, serving with the Army in Alaska, visited us last month and announced his marriage to Grace Peters. CHARLIE ATLEE has had the engine rebuilt on his 1936 Plymouth convertible. It now keeps pace with the best of the '52 models. TOM WADE, GARY RASCHELLA and DONALD BARTSCH have all been bitten by the camera bug. (Charlie Atlee)

Mail Room: The Mail Room was alive with green on St. Paddy's Day, and sure why not? What with the likes of LYNCH, KELLY, GUINN, McMANUS, etc., around the place. We said good-bye to ALEX FRIEDLAND, who left for TV film, and LARRY TUTTLE, who returns to Columbia to finish his Ph.D. in history. SAM KERSCHMAN's father was in and said Sam, JIM BYRNE and GEORGE BILL paid a visit to Paris from the home base of the 301st in Heidelberg, Germany. AL VECCHIONE has been sent to Camp Breckenridge, and HOWIE ELDOT is overseas with the Air Force. (Bill Quinn)

Stenographic: "An American in Holland!" MARJORIE TRINKA takes off April 25 on the Nieuw Amsterdam, headed for five months in the tulip country. From that point she will take trips to Switzerland, Germany, France and Belgium. INGE KOHL leaves us April 15 to concentrate on just being a housewife. VICKY KEATOR's 19th birthday was celebrated at BARBARA WEINER's home in Brooklyn. A good time was had by all. Welcome to CONNIE ELLIOTT. (Mildred Cucciniello)

Program Services: Those announcers are at it again. DON PARDO, a boy, his fourth (will this never end?); BILL McCORD, a girl; and WAYNE HOWELL, a Cadillac, which he may use to drive out to ED HERLIHY's new castle in Sands Point. ROSE PEDALINO has followed ANNE MENDENHALL (who, leaving, bequeathed pad and pencil to yours truly) to Biow and Co. JUNE STURM is JOHN CURRAN's new secretary, replacing JANE HENDRIE, who is now roving the greener pastures of the carpeted fourth floor, continuing her duties as BOB WOGAN's gal Friday. Newly-arrived associate director KEN HOUGH, announcer HOWARD REIG and your correspondent complete the list of novices. (Joan Levinson)

Music: There has been a job transfer from HELEN HOWELL (who left) to JANE ROANE and from Jane to ROSEMARY BARNETT. Both are content with the new identity. In Rosemary's place is AMY KUHN, who comes from outside the company. Another newcomer is MAUDE BROGAN in the Music Library. Amy was an English major at Queens College, and Maude a music major at Carleton College in Minnesota. (Nora Weinraub)

Set-Up: BILL BERGEN is looking over the rings in Tiffany's window. TONY FASOLINA is busy at his spare time job of stringing tennis racquets. He has worked for most of the Davis Cup players of the past 15 years. Among his satisfied steady customers is Ethel Merman. TOM LONGMORE was a special usher at the memorial service for King George VI at the Cathedral of St. John the Divine. AL DI TOLLA is the proud father of a son, Alfred vanderbilt, Jr. (Genevieve Savage)

Sound Effects: The noise-making potential of Sound Effects is now greater, by virtue of the addition of CHARLES WILSON, erstwhile technician from WLW, Cincinnati. Welcome, Charlie! Came the end of March, we lost our FAY! To one of our members, however, it brought tremendous gain, as Miss FOURBY left us to become Mrs. MAXWELL RUSSELL. Best wishes to you both! (Wes Conant)

Guest Relations: Many promotions in GR during the past month. BILL GRAINGER has left for the syndicated film department. LATTIE LEE DAWSON has temporarily taken over as Tour Promotion Manager, with TOWNIE COLEMAN as her assistant. MARVIN JACOBSON is now assistant to Miss JULIE DOUGHERTY. Speaking of Miss Dougherty, she is now recuperating at her home at 440 Riverside Drive from a serious operation. A card would certainly help her recovery. BOB GARBER and MARY NARSIS will be leaving us soon for their vacations. Bob is headed for the Bahamas, and Mary for sunny California. GENE WOOD and BILL DANA appeared on the

NBC Comedy Workshop on March 27. JACK ISSING recently starred as the romantic lead in a Gay Nineties Revue sponsored by a Long Island church group. CAL WARREN dropped a card to us from Quantico. Plenty of tired pages and supervisors after the 15-hour stint with the Martin and Lewis Marathon. The boys deserve credit for a fine job. (Jack Weir)

RADIO NETWORK -- Controllers: Welcome to DOROTHY SPAGNA, who was formerly a member of the Steno. Dept. We were sorry to have VIN CAREY leave us but wish him the best of luck on his promotion to accounts receivable supervisor. The gleam in HELEN WALKER's eyes could well be caused by the wedding bells that will ring in June. (Marie Perez)

Sales: DOT HEALY is back from a vacation in Canada and looking wonderful. FRED HORTON is sunning himself down in Florida. (Kathleen Walker)

Advertising and Promotion: MARIE RUPPE and MURIEL SMITH have been ill for several weeks. They're progressing, though, and will return soon. In the meantime, PEARL KUROWSKI has been substituting. In audience promotion there's a new writer. JACK HALLORAN's the name. Glad to have PAT GABANY back again. We extend our sympathy in her loss of a family member. ENID BEAUPRE acted as emcee-producer of the March 1st broadcast of *Hands Across the Sea* on a local independent. This show offered an hour of Welsh music, on which Enid is an authority. She also gave a short talk on the meaning of St. David's Day to the Welsh throughout the world. (Vernon Lowell)

Program: Youngsters have their "Hopalong", but 409's Program Department, not to be outdone, can claim JACK CLEARY as theirs. Title was recently acquired by Jack when he reported for work one morning sporting a sprained ankle. He can now be seen hopping about the office and corridors. Finally convince everyone how it happened? Newcomer is JANE HENDRIE, formerly of Associate Directors, replacing ELLEN JOHNSON as secretary to BOB WOGAN. (Jane Hendrie)

News and Special Events: News misses greatly and extends best wishes to FRITZ LITTLEJOHN. BILL WEINSTEIN takes over as news supervisor, LEN ALLEN as day supervisor, CHET HAGAN as night supervisor, and JACK GERBER as morning supervisor. Building up an extra emphasis on the special events side of the news, ART WAKELEE and GEORGE HICKS head our special events section. GRAHAM GROVE moves up to day news editor, and SUMNER WEENER takes over as night news editor. (Peggy Whitmore)

Technical Operations: Welcome to FRANK LOTUFO and DON O'BRIEN. Good luck to AL VITUCCI, who has transferred to our Field Group, and to WALTER HILL and GUS SISKO, who are now in Master Control. A big GET WELL SOON to JACK KEEGAN of Maintenance and BUD DICKENSON of Recording. LOUISE FOGARTY is vacationing down Florida way. (Jane Ermentraut)

TELEVISION NETWORK -- Controllers: March 28th was the big day of our first "Get-Together". Warning to all in the vicinity of Jamaica

FRAN McTIGHE is on the threshold of learning to drive. We're all behind you, Fran. It's safer there! Sorry to hear of PAT GALLIGAN's illness and hope she'll be all right soon. Welcome back from the service to BOB ANDERSON, and hello to WILLIAM GERARDI. So long to TED WIENERT, who left us to live in Florida. Wedding bells will ring from May to July when ART JOHNSON, TERRY CHAMBERS, ANN SULLIVAN, JUNE FORTUNATO, JEAN DYKSTRA and MARTHA KRINSKY take the step. (Ed Rossi)

Sales: MARY ALCOMBRACK and LALIA PLEADWELL are taking turns directing pedestrian traffic through their office with the new set-up. BARBARA SCHOTT is burning the midnight oil with *Who's Who in Baseball* so she can understand what JOE IARICCI and JOHN CRAMER are talking about come spring. With spring around the corner, PHYLLIS CHRISTIANSON spends spare hours getting the family cruiser ship-shape. With the crazy weather, ANN CULBERT is thinking of hibernating. When she leaves Connecticut some mornings, the snow is knee-deep, but when she hits New York, her hip boots look a little out of place with clean streets and the shining sun. FRANK REED is eyeing a brand new Chris-Craft rowboat. JUDY MARSHALL is studying to be a secretary. (Tony Cervini)

Advertising and Promotion: We've sent JACK FULLER off with our best wishes to a promotion in the Sales Dept. JOHN PORTER has moved up to Jack's old job, with PEGGY WHITESIDES coming along as his secretary. RODY SORGE has left NBC to return to California. (Joan Windle)

Sales Planning and Research: MILDRED SCHMIDT spent an enjoyable weekend at Jiminy Peak, Massachusetts. Glad to see she returned minus any broken bones, sprains or bruises. RUTH LITTLE has set her wedding date for May 17. (Dorothy Poser)

Studio and Staging Operations: Another skiing casualty -- DICK McRIDE sprained his ankle after a skiing weekend in upper New York state, ERIK HAZELHOFF is our new production coordinator. BOB PEARY is the proud father of a son, Tommy. EDITH TANZER has transferred to Staging Services to be NORMAN GRANT's secretary. (Jo Sommer)

Broadcast Film and Operations: Broadcast Film has been the scene of a few changes of late. DENNIS KING has been promoted to a Broadcast Film coordinator. Congratulations, Dennis! BOB ABEL and DON MILLER have recently joined the department. Bob is a film screening operator, and Don is assistant film librarian. Skiing vacations are becoming quite popular. SUMNER GLIMCHER, supervisor of broadcast routines, has just returned from a terrific vacation at Jasper in Quebec. We're all envious of this healthy tan individual. (Ann Reese)

Staging Services: Congratulations are in order to: HENRY ALTHER on the birth of his daughter, Dorothy; DAN LEVITT, new NBC-ite; JOE AGITSCH, now a member of the "charmed circle" of 180 bowlers; JACK INGRAM, who garnered a leading part on a TV series and will be off shortly to do a musical comedy in Pittsburgh; BILL MacCAULEY on his

engagement; and especially to DON MEISSNER, who sang the tenor role in the opera *La Forza del Destino* with Regina Resnick and Lawrence Davidson (both Met stars) and on his offer to sing *Amelia Goes to the Ball* in Baltimore. Glad to see JIMMY McWILLIAMS back from his recent appendectomy. Did you hear about BILL SCHELBERG? While reading a newspaper going down stairs ... CRASH ... sprained ankle!

(Ernie White, Blanche Gawronska)

Film: Lots of new faces peeping through the film racks these days. Welcome, ALEX FRIEDLAND and JOEL FRIEDMAN, new library assistants. Clerical, not to be outdone, does its share of welcoming too. Hello to GLORIA LAMPERT, LORRAINE JOHNS and JUDITH MARANISS. Glad to have you with us, people! Latest victim of cupid's bow is none other than FRANK QUILFO, our faithful, patient mail-messenger. Best wishes, Frank! Birthday greetings to GLORIA LAMPERT. The reason for that smug, satisfied look on BARBARA WIENER's face these days is her new apartment in the Village. Such a busy girl, painting and hanging chintz like mad. Mrs. MILDRED LINDQUIST, secretary to Mr. FRANK LEPORE received a surprise visit from her hubby. Sgt. Lindquist is now stationed in Orlando, Florida. FRANK STRUZZIERI will be handing out cigars come May. JOHN KORBELAK, CARL BENGSTON, GEORGE KEEHNER, BERNIE WEINER and JOE SINGER have been receiving some fanmail from Uncle Sam. DAVE HARRIS has left to continue his education.

(Terry Colasacco, Lenore Markowitz)

Program: HERB SWOPE has announced the arrival of his second child, Margaret Tracy Brooks Swope. Best wishes to MARGE GELSTON, who has announced her engagement to Jack Joyce. Vacation time is drawing near, and WINNIE MULLEN, JOAN POMEROY and PRIS FARLEY will be leaving for Europe soon. Welcome back to CAROLINE BURKE, who was in the hospital with a siege of virus pneumonia; also to BEA CUNNINGHAM, who has just returned from her trip to Mexico. SARAH MACON was in town for a few days when the Martin and Lewis entourage was here for the telethon. She had nothing but praises for California. Welcome to MYRT MORRIS, secretary to BILL GARGAN, JR. (Pat Powers)

News and Special Events: We welcome GLORIA SCHULMAN and congratulate ED EINARSEN on his engagement to Florence Ducate and the BOB PRIAULX on their newest heir; join CLARENCE THOMAN in saying good riddance to his tonsils; and await a report from FRANK McCALL, DAVE KLEIN and REUVEN FRANK on their tour of the West. (Rose Homa)

Talent and Program Procurement: Belated welcome to ROBERT HUNTER and Miss ZITA PANAS, who are now entrenched in the offices of GEORGE H. HALBERT. Miss DIANE CASPER, secretary to FREDERIC WILE, was surprised to be guest of honor at a shower given at the home of PEGGY STEWART. Diane will become the bride of Theodore Levine on April 6. JACK RAYEL and his secretary, HARRIET MITCHELL, have been promoted into Sales. We'll miss 'em both. SIDNEY PIERMONT and MARSHALL SCHACKER have opened new offices on the 9th floor. ZOE THALAS is "secretarying" for

them. MARY JANE BAZDAN's Irish setter, Red, has become the mama of seven little ones. (Anne Koyce)

Technical Operations: Just call me "Daddy" said BOB GALVIN, ERNIE VARGA, HOWIE EITELBACH, HAROLD MOFSENSON, WALT HIMMELBERG, BILL DeLANOY and STEVE PAGANUZZI on their way home from the stork rooms of our leading hospitals. We are proud to have a grandpa among the crowds of Tech. Ops. The honors go to HARRY SAMUELS. Sorry to hear about the fire at your house, HERB RIEDEL. Good luck to the two Jerrys, namely WEISS and COLLINS. If the gremlins were correct, they both spent their honeymoons in Bermuda. Our little loyalty oath gal, ROSE MARIE MACLELLAN, formerly GEORGE GRAHAM's lovely secretary, decided to secure her future at the Ethyl Corporation. We had a delicious farewell luncheon at Ronnie's in her honor. Boys, we have a new secretary in 50-1 for George Graham. She's a real doll. FLORENCE HERRLICH, Ext. 1720. The boys in TV Control, Rm. 575, say they haven't the time to cause any gossip, but we love them just the same. The adventurous skiers have returned. ANNE PACURAR suffered minor bruises, and FRANK McARDLE twisted not one but two of his ankles. He had to sit around for a week, but he made up for it the following one. ALF JACKSON looks as if he went to Florida instead of Canada. Parkchester Gen.



Jerry Cudlipp

eral Hospital had one of our girls for a while, but FLORENCE O'GRADY's back with us now. Welcome to JACK COSTELLO, FRANK GAETA, IRV SHAPIRO and anyone else we forgot to mention. It's good to see some new faces around here again. JOAN MOONEY, Mr. WANKEL's secretary, took a week's vacation last month. Her fiancée, Don, is in the Marines and was home on leave before shipping out to California. (Helen Kall)

OWNED AND OPERATED -- WNBC-WNBT: Many new faces on board the flagship. Special greetings to DICK PACK, new WNBT program director, and to PHIL DEAN, director of publicity for the stations. Also a big hello to NORMAN CHESTER, JANE KALMUS, RHODA ROSENTHAL, CAROL JAYNES, DICK FIRESTONE and ENID ROTH. WINI SCHAEFER's tan being viewed with envy. A reign of terror was quelled when we realized that the creature with the white streak was AUDREY TIBB's pet skunk. (Mary McBride)

Spot Sales: Welcome back to CAROLINE HERBERT and JANET PAYNE, who have just returned from two weeks in Florida. Ski enthusiasts JANE SHORTWAY and TERRY SLOCUM are still in one piece after trips north. Although we are still in an upheaval due to the recent expansion, we wish to welcome a few new members. BEA COLTON replaces DICK HAYES as sales service assistant. Dick replaces JANE SHORTWAY in radio traffic. Jane replaces MARION SHEEHAN, who left us to have a child. Hello to MARIA RAFA, who replaces FLORENCE HERRLICH, promoted to a job in Television Technical Operations. (Elaine Simpson)



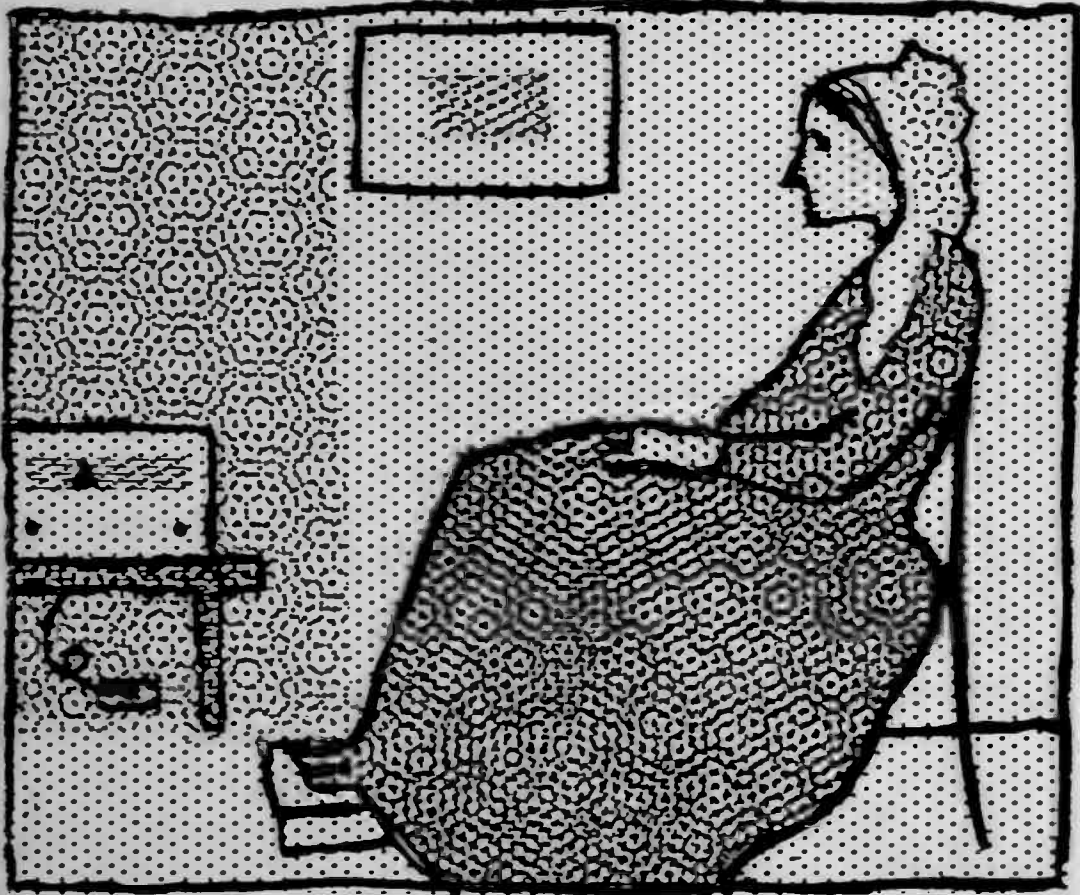
Symbol
of
Mercy

The Red Cross is the symbol of mercy. Who made it that? You. You made it the symbol of mercy by enabling the Red Cross to provide quick and sure relief for the victims of storms and flood earthquakes and epidemics and accidents and war. You, we know, will keep it America's symbol of mercy by giving again this year, when your Red Cross worker calls.

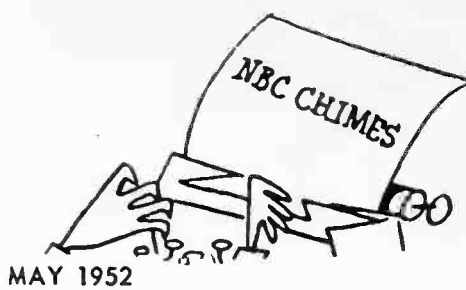
→ answer the call—give now.

NBC *Chimes*

MAY 1952



Mother



NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RCA

RCA Building - Radio City
New York 20, N.Y.

Published monthly by and for the employees of NBC.

MERRIMAN HOLTZ, *Editor*

GIVE FOR ALL

This year the number of appeals for worthy charities may reach an all-time high. Few of us can afford to contribute a meaningful sum to each one of these charities, no matter how much we should like to help.

Thus we are forced to single out those which we feel are most important – the charities which fill the greatest need. This selection, we all realize, is very difficult to do on a fair basis. Which appeal is the most important? Which need is the greatest?

Fortunately our community has an organization whose sole function is to gather charitable contributions on a once-a-year basis from the people who work in the city and to disburse the funds collected in the most equitable fashion among New York City's many voluntary health and welfare agencies. This organization is the Greater New York Fund.

The Greater New York Fund, one of the only two all-employee fund drives conducted in the NBC offices during the year, was established to combine all local charitable appeals to business groups into one annual solicitation. By contributing to the Greater New York Fund, you are able to contribute to each one of its 423 participating agencies without becoming involved in endless solicitations and without having to make impossible choices between worthy charities.

When you are contacted by the solicitor in your office, give as much as you can to the Greater New York Fund. You will be responding to the great and urgent need of thousands of children and adults throughout the five boroughs of New York City.

Anthony Boldin passed away at the Greenwich, Connecticut, Hospital on April 7. Since April, 1944, Mr. Boldin had served guests in the NBC executive dining room. He is survived by his wife, Mrs. Lydia Boldin, who worked with Anthony during his eight years with the company. A funeral service was held Thursday, April 10, and was attended by many NBC friends of the Boldins.

DORIS CORWITH IS ELECTED PRESIDENT OF AMERICAN WOMEN IN RADIO AND TELEVISION

Mrs. Doris Corwith, supervisor of talks and religious broadcasts for the Radio Network, was elected president of American Women in Radio and Television, Inc., at the organization's first national convention. The convention was held in Detroit the weekend of April 5.

Doris Corwith, in private life, is Mrs. William H. Corwith of Rockville Centre, Long Island. She joined NBC in 1941 as special assistant to the late Dr. James Rowland Angell, who at that time was the network's public service counselor. While working with Dr. Angell, Mrs. Corwith traveled from coast to coast explaining network broadcasting to public audiences.



Doris Corwith

In her present capacity Mrs. Corwith supervises the production of all special talks on NBC Radio and all religious broadcasts on the network, including *National Radio Pulpit*, *The Catholic Hour* and *The Eternal Light*.

TWO STATION MANAGERS APPOINTED

Hamilton Shea, director of operations and controller of NBC's Owned and Operated Stations Division, has been appointed general manager of stations WTAM, WTAM-FM and WNBK in Cleveland effective May 1.

Mr. Shea joined the company in 1949 as controller of the O and O Division. Prior to joining NBC, he had served for five years as treasurer and controller of the Emerson Drug Company, where he was closely associated with the highly successful Bromo-Seltzer advertising campaigns. His background also includes two years with the Chase National Bank and six years with the Tel-Autograph Corporation.

Another recently announced appointment was that of Donald A. Norman to the position of general manager of NBC's television station in Hollywood, KNBH.

Mr. Norman has been with NBC since 1943, most recently as sales manager for KNBH. Previously he had been sales director for WNBC-WNBT in New York. Mr. Norman's pre-NBC experience included employment with Standard Brands and the A.C. Nielsen Co.

THE SPOT SALESMAN

The spot salesman is one of the most misunderstood men in the NBC organization, but being well-adjusted and jocular by nature, he rather enjoys being an object of confusion. Since few people have the remotest idea what a spot salesman is, one of the select group has reputedly convinced at least one young ingenue that he is "a purveyor of the specks, blots and blemishes so essential to the well-being of the dry cleaning trade."



Nothing, of course, could be farther from the truth. The spot salesman is a merchant of time, just like any other broadcasting salesman. He differs, however, from NBC's network salesmen in at least one important respect. He sells commercial time on a "spot" basis, station by station rather than total network. His favorite commodity is the local station break — an article not stocked by network sales, and he is glad to sell time on any single station or group of stations represented by NBC Spot Sales.

Being a spot salesman for either radio or television requires a vast store of knowledge concerning the stations on NBC's representation list. Facilities available; program times, types and availabilities; local market information; audience ratings — all must be at the spot salesman's finger tips when he is making his sales pitches to his key contacts, the agency time buyers. And the fact that he so often emerges with an order can be attributed to both his own skill and training and to the pertinence of his data, which is constantly being improved and brought up-to-date by the Spot Sales promotion department.

At the present time Spot Sales represents seven radio and eight television stations in major national markets. All are either NBC owned and operated or NBC affiliated stations.

The National Spot Sales Department is part of NBC's Owned and Operated Stations Division and is under the general supervision of its new director, Thomas B. McFadden. Robert Leder is national sales manager for radio. John Reber fills the similar position for television with the assistance of eastern sales manager Luellen Stearns.

This month *Chimes* doffs its hat to radio spot salesmen Jacques Biraben, Fred Lyons, Martin Percival, Bob Morrison, George Dietrich, Joe O'Hara and Joe Goodfellow and to television spot salesmen Charles Dresser, Dick Bergh, Ed England, Martin Harrison, Bob Rodgers, George Pamental and Jack Ryan.

WHO ARE THEY?



1) _____

(2) _____

(3) _____

(4) _____



(5) _____

(6) _____

(7) _____

(8) _____



(9) _____

(10) _____

(11) _____

(12) _____

(1) Carleton Smith, (2) Ruddick Lawrence, (3) Joseph Heffernan, (4) E. Lyman Munson, (5) O. B. Hanson, (6) Joseph McConnell, (7) George Frey, (8) Ernest de la Ossa, (9) Sylvester L. Weaver, (10) Robert Sarnoff, (11) Charles Barry, and (12) Gustav Margraf.

FCC LIFTS TV FREEZE

On Easter Sunday the Federal Communications Commission announced the lifting of the freeze on the construction of new television stations.

The same week NBC President Joseph H. McConnell made this statement concerning the FCC action: "The decision of the Federal Communications Commission to lift the freeze on new television stations means that we are on the way to a truly national television service. To the people of our nation this decision promises entertainment and informational and education programs confined previously to major population centers.

"To the TV industry it will mean within the foreseeable future an audience comparable to that of radio today. As the audience grows, the economic structure of the industry will be broadened and strengthened. And this new strength will be translated into improved programs, into technical advances, into wider coverage of world and national events and personalities.

"For several years now, the Radio Corporation of America and the National Broadcasting Company have pioneered in the development of UHF and VHF TV service.

"We are indeed proud that the experimental UHF station at Stratford, Conn., built and operated by NBC, provided much of the technical information which enabled the FCC to allocate these new channels and stations. Because of these Stratford tests, our technicians have been able to design the equipment necessary to meet the expanded TV needs of the American people."

The television freeze was instituted by the FCC on September 30, 1948, after engineering information given to the commission raised questions as to the validity of the basis of the original allocation plan. The freeze has prevented the issuing of construction permits for new stations for more than 3½ years and has limited the number of TV stations in the United States to 108.

Since 1948 intensive research has made possible the opening of 70 new channels in the UHF (ultra-high frequency) range, and these new channels combined with the original 12 VHF (very high frequency) channels form the basis of the FCC's new allocation plan, which provides for 2,053 television stations in the United States. A considerable portion of the research data used in formulating this allocation plan was supplied by NBC's experimental UHF station at Stratford and by work of NBC and RCA engineers in connection with off-set carrier operation.

The FCC will begin processing applications for new construction permits on July 1. Applicants in areas not now served by a television station and in cities where only UHF channels are assigned will be given attention first, with the first permits probably going to qualified applicants for uncontested channels. Where several parties apply for the same channel in the same area, lengthy hearings are likely to result, and the granting of a construction permit may take many months. In any case, few new stations have a chance of getting on the air before the end of the year.

At the moment the obtaining of materials seems to present no real problem. Many station applicants already have their equipment on hand, having bought it long ago in anticipation of possible shortages, and the National Production Authority has indicated that it will allow construction materials to be purchased for the purpose of building television stations.

There has been a great deal of conjecture concerning the effect that the opening of new stations will have on the television industry. For the time being most of this must remain conjecture. The decisions on the part of the broadcasters, the manufacturers, the advertisers and the viewers which will determine the path the industry is to follow in coming months have yet to be made,

There are, however, a few facts which become apparent. As more and more stations take to the airwaves, the size of the television audience will increase many-fold. This unquestionably will add stature and importance to the industry. As new stations are built in cities which have had only one or two stations, the networks will be able to extend their coverage and offer complete programming schedules in those localities. The number of people employed in the industry at the station level will show a great increase.

We can all look forward to many challenges and interesting developments as we proceed "on the way to a truly national television service."



Present TV Areas



Coverage Proposed Under New Plan

CARLETON SMITH IS APPOINTED TO NEW POST

Carleton D. Smith has been appointed Director of Operations for the Owned and Operated Stations Division. James M. Gaines, vice-president in charge of the division, announced that Mr. Smith has joined his staff as part of a general plan to strengthen and expand the division's operations. Mr. Smith has had long experience in broadcasting and has held NBC executive positions in both Washington and New York. He was elected a Vice-President of NBC in November, 1950.

SECRETARY ASSISTS IN UNIQUE PROJECT

by Bob Wade

Joyce Higbee, my secretary in TV Production Development, who by now is used to unusual tasks, is shown below helping to select and match color swatches for a new color-grey-scale guide recently assembled for TV artists and designers. It was necessary to collate and match 18,000 color chips in preparing the 10-page guide, which indicates the grey response of over 200 colors on the standard black-and-white TV system. Research was handled by A.W. Protzman, TV technical production director, Norman Grant, TV art director, and Cliff Stiegelbauer of Staging Services.



During the past several years, since she has been in television, Joyce has tackled many unusual problems that are far removed from her normal secretarial duties, such as modeling clothes made of newly-developed fabrics, visiting specialty manufacturers and attending to the many editorial and production activities connected with booklets, photostats and artwork prepared by the Development office for our affiliated stations and for stations in foreign countries.

One of Joyce's most glamorous duties is to pose in photographs of settings and equipment taken for trade and technical magazines – since such pictures must always include a figure to indicate relative scale.

TV Production Development deals extensively with out-of-towners from NBC's Owned and Operated and affiliated stations, as well as personnel from television operations in Europe and all around the world. In connection with these contacts, Joyce has met and talked with broadcasters from all over the United States and from Canada, Mexico, Brazil, Cuba, New Zealand, England and Sweden.

TOM McFADDEN BECOMES SPOT SALES DIRECTOR

Joined NBC as Page

On April 2 James M. Gaines, vice-president for the owned and operated stations, announced the appointment of Thomas B. McFadden as director of National Spot Sales. This new promotion for Tom McFadden marks another important step in a from-page-to-executive career with NBC that started on a Friday the 13th almost 18 years ago.

Tom came to NBC in 1934 as a page in Guest Relations and spent a year receiving visitors and guiding tours. His first promotion was to the job of copy boy in the newsroom.

The *Von Hindenburg* disaster furnished the turning point in Tom's newsroom career. Alone in the room when the flash came, he obtained air time and broadcast the bulletin. His quick thinking won him the job of covering the story for NBC. So as a "scared kid" of 19, Tom sallied forth on his first news assignment with a police escort clearing the way to Lakehurst.

On Pearl Harbor Day, Tom entered the Navy as an ensign and was assigned to duty in New York City. It soon became apparent that he would have to join the Army to see the world. He resigned from the Navy and joined the Army as a private. He later took flight training and was commissioned as a pilot to serve in the African and CBI combat theaters.

After the War, Tom resumed his duties in the newsroom until named news and special events director of WNBC in 1946. A year later he became assistant manager of the station, and in June, 1948, manager.

In April, 1950, Tom moved to California to take control of the rapidly expanding activities of KNBH, our television station in Hollywood. It was from this job that he was called back to New York to assume his new duties as director of Spot Sales.

All of Tom's many friends in the New York Office are pleased that he has returned, and all wish him outstanding success in his new position.



1934



Today

CHIMES VISITS MARGARET CUTHBERT

(This is the third in a series of articles spotlighting individual employees in the New York office.)

Margaret Cuthbert motioned toward a chair in the corner, then swung the office door shut and returned to her desk. For just a fraction of a second the whirring of the air blower in the ceiling could be heard.

"Yes, I know. I understand what you're looking for." Miss Cuthbert nodded her head firmly. "I was like so many. Came to New York to try my wings. I heard about a job at Station WEAF and applied to WEAF. It's the standard story, you know. – P.S. The girl got the job."

Miss Cuthbert's steel-grey hair caught the light as she turned her gaze away from the desk.



Margaret Cuthbert receives the applause of 25-year veterans of radio at the AWRT Convention.

"At Cornell I always tried to bring contemporary artists and poets and writers to the school. That's where I first got the idea that I might be able to bring interesting people to radio, not just foundation speakers and the like, but the people who were doing our contemporary thinking. What was I at Cornell? Well, I went there, you know, and after I graduated, I eventually became executive secretary of the College of Home Economics.

"I didn't know a thing about radio when I came to WEAF in 1925 – that was over a year before it became the key station of the original NBC Radio Network. But my entering radio was no accident. I wanted to hear – wanted to know the people who have made magical years of the past quarter of a century.

"No, the first year was a difficult one, but after the first I thought it was really worthwhile. Memories? I don't like to spend too much time looking back. It's the looking ahead that counts in radio. Yes, I know. There have been many fascinating events and interesting people. One of the first speakers I lured to radio was John Galsworthy. He wouldn't speak unless a screen was put around him so nobody could see him. And, yes, I remember sweeping the cigarette butts out of the studio before Prince William of Sweden arrived to give a talk."

Miss Cuthbert reached behind the desk and removed a volume from the bookshelf there. "This is out of date now, but it'll give you an idea of the type of work I did with NBC during the years I was in charge of women's and children's programs." She turned the pages rapidly and deliberately, pointing to certain passages. "Here's a conversation I caught between two six-year-olds in a studio. The sincere critical ability and the originality of young children have always been a wonder to me, and I've always had special enjoyment from working with them.

"Do you remember *Renfrew of the Mounted*, the program that began with the long coyote wail? I'll never forget the pleasure that was mine when a group of children at Horace Mann School recalled the details of the program three years after it had left the Blue Network."

Miss Cuthbert smiled. "Yes, I had a special interest in *Renfrew*. You see, my father was assistant commissioner of the Royal Canadian Mounted Police, and I first saw the light of the world at Prince Albert in northern Saskatchewan.

"I've been fortunate. Many honors have come to me. I've received citations from the General Federation of Women's Clubs and the Women's National Press Club and others. Right now I'm serving as president of the New York chapter of American Women in Radio and Television. Perhaps the greatest honor, though, has been the opportunity to work in radio and become an executive of NBC. The other honor I care about was being born a Canadian. For that I claim no credit."

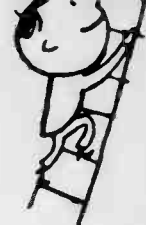
Miss Cuthbert's voice modulated to a more emphatic tone. "One thing I'm sure of about this business. I've found fewer hucksters in radio and television than in, say, any of our educational systems. I knew an electrician who'd turn white when the studio lighting was not correct — and a vice-president who, fighting for the thing he believed in for NBC, would leave a meeting and be ill because he couldn't get consent to the thing he thought right.

"Wouldn't it be a good idea to return to the present?" Miss Cuthbert slipped on her reading glasses and shuffled through some papers. "Next week I will have Eleanor Roosevelt with a *Report from India*, and later Walter Reuther with *Needed — a Moral Awakening in America*."

She put down her glasses. "When I retire June 1, I'm going to take the summer off, break the ties that bind. I'm going to lead the contemplative life, living out-of-doors by the sea and by the mountains near a lake. I'm going to read all the books I have wanted to read, *The Magnificent Century*, *The Suburb by the Sea*, *Postmarked Moscow*.

"But," she said more slowly, "I'm not going to break the old ties completely. I'll be missing the deadline, the excitement of getting a program on the air. By fall I'll be ready to move ahead again — in new directions perhaps, but always ahead, I hope."

up the ladder



ERNEST THEISS BECOMES MANAGER OF PRODUCTION OPERATIONS

Brig. Gen. E. Lyman Munson, Director of Television Network Operations, has announced the appointment of Ernest Theiss as Manager of Production Operations, Production Services Department. Mr. Theiss first joined NBC in 1939 as a guide in the Guest Relations Department and has since served in positions of increasing responsibility with both NBC and ABC. His most recent post was that of supervisor of Broadcast Operations.

* * * * *

Other promotions recorded in time for publications are:

EDWARD WHITNEY to supervisor of broadcast operations
WILLIAM McGOLDRICK to assistant film editor
ALEX FRIEDLAND to film library assistant
JAMES HAWLEY to special effects visualizer
ETHEL SEALANDER to tour cashier
JUNE STURM to executive secretary I
PAUL SILBERSHER to mobile messenger
THERESA ROBLES to mail reader
EDNA LIGHT to mail reader
ROBERT HOWARD to research supervisor
ARTHUR WAKELEE to assistant manager for special events
LEONARD ALLEN to day news supervisor
CHESTER HAGAN to night news supervisor
LILLIAN HOYER to secretary III
JOAN SCHEER to chief mail reader
WILLIAM WEINSTEIN to assistant manager for news
STEPHEN WOZNICA to collection expeditor
THOMAS O'CONNELL to supervisor, Treasurer's
DOROTHY FAY to secretary III
WILLIAM GRAINGER to television film salesman
PATRICIA GLAZER to central booking assistant
MARTIN KOENIGES to night duplicating operator
SHEILA FRIEDMAN to file clerk-typist
ELIZABETH JENSEN to secretary II
JAMES DRACHMAN to tour cashier
DOROTHY BRODINE to presentation writer and sales coordinator
JOHN COSTELLO to video control engineer -13
EDWARD PROCTOR to maintenance engineer -13
RICHARD CLOSE to maintenance engineer -13
JOHN DRAGUN to maintenance engineer -13
WILLIAM MILLER to maintenance engineer -13
WILLIAM PATTERSON to technical director -5



From --

NBC Dramatic Workshop Presentations

THE TALISMAN and
LADY GODIVA'S MODESTY



A.A. activities



BOWLING LEAGUE WINDS UP SEASON

On Wednesday evening, April 16, the NBC Bowling League wrote a finish to one of its most exciting and successful seasons. The final outcome of the league race was in doubt right down to the last night, with TV maintenance squeaking through to top honors as the result of the April 16 competition. Right behind the winner, in a tie for second place, were the Engineering team and the Gremlins.

Individual scoring honors for the season went to the pair who had led consistently in the race. Les Vaughn took first place among the men with a 164 average. Top woman bowler was Mary Lynch, who chalked up a 154 average. This was a special personal victory for Mary, a veteran bowler who has always been near the top but who never before succeeded in beating out the perennial champion, League President Joan DeMott.

Here are the final league standings released by Joseph Kent, secretary of the NBC Bowling League, whose accurate statistics have been vitally important to the success of the 1951-52 bowling campaign:

	Won	Lost		Won	Lost
1 TV Maintenance	75	45	9 Avengers	61	59
2 Engineering	71	49	10 Radio Rogues	61	59
3 Gremlins	71	49	11 Pinheads	59	61
4 Audio-Video	67	53	12 Excretaries	49	67
5 Controllers	64	56	13 Development	46	74
6 General Service	63	57	14 Set-Ups	36	80
7 Construction	62	58	15 Gutterballs	23	29
8 Flashers	61	59	16 5 x 9 Flats	19	33

To celebrate the completion of the bowling season in a fitting manner the NBC League is holding its annual banquet at the Hotel Taft on Monday, May 5. Cocktails, dinner and dancing will be the feature attractions, and a number of prizes will be awarded to teams and to individual bowlers.

The groundwork has been laid to expand the league to at least 22 teams next fall because of the large number of employees who have expressed an interest in team bowling. The weekly bowling sessions are being moved to the Roxy Alleys on 50th Street and will be held next season at 5:30 P.M. Friday evening.

The league encourages mixed teams of both men and women, and skill is not a primary requisite, since the handicap system is employed.

In order to establish a firm reservation for alleys next fall a contract must be signed by the officials of the league in the very near future. For this reason any group of employees who wish to form a new bowling team for the coming 1952-53 season will have to make arrangements to join the league within the next couple of weeks. Last year several teams which waited until September to apply could not be admitted because of a lack of sufficient alleys.

Most teams in the NBC League are made up of 5 regular members plus 2 or 3 substitutes. For complete information, interested employees should call Joan DeMott, Ext. 8833.

SOFTBALL

On Monday, April 14, the first meeting of the 1952 NBC Softball Team was held. About 25 employees turned out for the meeting, and the preliminary organization of the team was achieved. Since the Advertising League is excluding participants other than agencies this year, entry into a new league is being planned.

Harry Bannister, whose association with NBC was announced in last month's issue of *Chimes*, was elected a vice-president of the company at the April meeting of the Board of Directors. He assumed direction of the Station Relations Department on April 14.

MISCELLANY

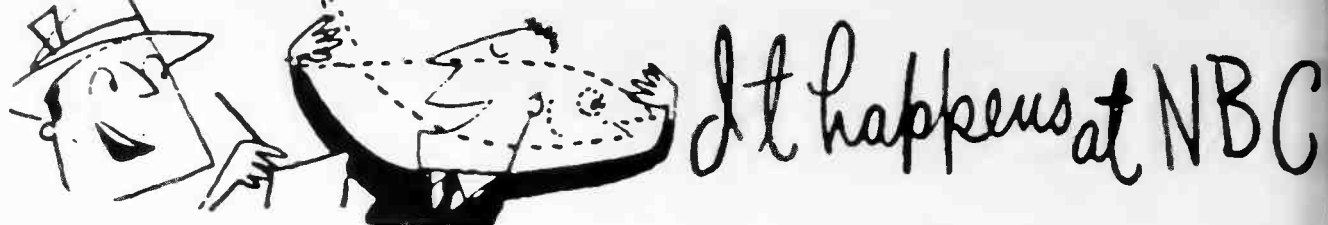
For Sale: 1950 Ford Tudor, 13,700 miles, perfect condition, fully equipped, bargain, original owner. Call A. Huhn, Ext. 572.

To Share: 3½ room apartment in Queens, attractively furnished, reasonable rent, short ride by subway. Call Nora Weinraub, Ext. 7034.

For Rent: (1) 10-room completely modern house, 2-car garage, deep freeze, basement laundry, excellent summer spot for children; July and August, \$1500. (2) 7-room air conditioned Cape Cod cottage; June 15 to Sept. 15, \$1000; or July to Labor Day, \$900. Both located on Goose Rocks Beach, Kennebunkport, Maine. For full details, call Fran Barbour, Ext. 361.

Wanted: Girls to serve as hostesses on the Saturday night television show, *Dagmar's Canteen*. Call Jane Abney, Ext. 8563.

For Rent: 1/3 share of modern and convenient, noisy and dusty apartment on East 60th Street; \$41.67 per month. Call Merriman Holtz, Ext. 446 or TE 8-1952.



STAFF ADMINISTRATION

Legal: Congrats to ARTHUR CUDDIHY and Miss Joan Bassill (New Rochelle) on their recent engagement. New arrivees are PRISCILLA GAYLORD, RUTH McGIVERN and ADRIAN MARCHESE (from the Research Dept.). PAUL LYNCH announces the birth of a daughter, Wendy. It's "good-bye" to TOM ERVIN - two weeks' vacation among the Virgin Islands. May 9th we lose REGINA WESTREICH to Europe for a month's tour.

(Rita Paolucci)

Press: Press Department sends its best wishes for success to JO DINE, who leaves Press to become director of public relations at Ziv Television Programs, Inc. Mr. Dine has been Press director at NBC for three years. Prior to that he was trade news editor. Good luck, Jo. "Vacation veterans" are now seen in Press. Welcome back, ALEX NYARY and ART SELBY. Only one new person this month. Greetings to BARBARA MULLIGAN, triple-threat secretary.

(Hank Williams)

Information: ROSEMARY PFAFF sang an Easter Service at the Duane Metropolitan Methodist Church, of which KATHRYN COLE's husband is minister. Both Kathryn Cole and Rosemary Pfaff celebrate their tenth NBC anniversaries in coming months and are looking forward to their first 3-week vacations this summer. Rosemary is going to California in September and has already arranged transportation, and 'tis said her clothes are already laid out on her bed. She's using the floor for sleeping from now till Labor Day. Mrs. GEORGE DEUBEL's laundry was late getting out last week, and George sported an elegant RUTGERS "T" shirt beneath his classic white. The echo of the "rah-rah's" became too much, and he finally suffered his coat.

(Eileen Tobin)

Continuity Acceptance: Folks here are beginning to talk about vacations now that the warm weather has arrived, and one of the first to make her plans known is KAY HENDERSON, who is sailing July 3rd on the maiden voyage of the SS *United States* for England, Ireland and Scotland to visit her hometown of Belfast.

(Kay Henderson)

Station Relations: Up to this time that old bird, Mr. Stork, has been delivering to the fathers in this dept. babies made of Sugar 'n Spice 'n Everything Nice; but on April 5, 1952, a bundle of Snakes 'n Snails 'n Puppy Dogs' Tails was delivered to Mr. and Mrs. LUD SIMMEL. They've named him Scott. MARILYN SICHEL and ELLEN COIT, formerly of this dept., are missed by everyone. JANET DOESCHER spent the Easter weekend being the "drag" of a middie at Annapolis. She attended the Easter Hop at the Naval Academy.

(Barbara Harlib)

Traffic: REB LaTOUCHE, formerly with Communications, dropped in to say hello. After a much, much too long absence, MARGARET HADLEY is back adding merriment to the

department. Good-bye and good luck to VICTORIA GALVIN, who has left us.

(Jaan Duggan)

Station Clearance: Vacations, vacations! That seems to be the major topic of conversation in Room 563 and in our annex 517. It seems as though the beach is the most popular spot for all, as JOAN OURY is planning on flying up to Cape Cod, JOAN HENDEL can't wait until she packs her bags for her trip to Atlantic City, and BILL COLDWELL will spend his vacation on the shores of Groton Long Point, Conn. Washington had better watch out! AGNES STIVALE and LILLIAN McNAUGHTON will be visiting and sight-seeing a-plenty in a very short time. HAMISH MacINTOSH was the first to take off on vacation to motor around neighboring states. Has anyone missed the vitamin-fed greenery which is gone from RUTH MIDWINTER's desk? She sent it away to have it nursed back to health.

(Jaan Oury)

Controllers: Your reporter made it back in town just in time to take care of this edition. I had a glorious 2-week vacation in my hometown, Miami. It appears as though Mr. RAD-BURN, our internal auditor, had his cigars lengthened. We sure miss the smiling face of Mr. ARTHUR NELSON, our payroll supervisor, who is on a well-deserved vacation. He left things in the capable hands of BOB JOHNSON. GERTRUDE GILROY will certainly be missed in Tabulating, as she leaves NBC.

(Ethel Pant)

Treasurers: Mrs. LEROY SHEPARD, whose husband is on military leave from Treasurers, gave birth to a son on April 5.

(Ernestine Thomas)

Purchasing: We bid a fond farewell to JOLEEN FOSSEY with a luncheon at the Tramer Restaurant. Jo is going back home to Kansas.

(Mary McNulty)

Engineering: Engineering was quite surprised the other day to see RICK CARO. He was in New York on business for the Air Force. Welcome back to FRITZ ROJAS, who has returned to his desk after having been in Hollywood for 3 weeks checking on the Burbank job with JOE ARNONE. Welcome also to JIM McCARTHY, who has just returned from Chicago, having spent several months on the Studio EE conversion job. KEITH MULLENGER is the proud daddy of the "cutest baby this side of Mississippi." Good luck is extended to ROY MOFFETT, who has been on sick leave. The Engineering Department bids farewell to JIM HIRSCH, who is leaving for the Air Force some time this month. Good luck, Jim. Another proud daddy is BILL DUTTERA, whose little boy was born on Easter Sunday.

(Marjorie Marshall)

Personnel: TOM NAUD celebrated the coming of spring by becoming the owner of a new "spring green" Ford. He promised to take the Personnel family for a Sunday ride. Lt. EDDIE STARR's wife and baby son have joined him in Germany, where he is stationed with the Army. BOB ZELLER, BOB BONAGURA, CABOT LYFORD and PAUL ROSS have joined the company Training Squad. New members of Personnel are ANN O'CONNOR, MARILYN LANDIS, EILEEN HOROWITZ, JOYCE MINTZES, BARBARA CHEEL and

BILL CRAIG. JEAN COLLINS has rejoined us to take over new duties in Wage and Salary Administration. Also we have welcomed Mr. ROBERT TUFTS to the department as Manager of Salary Administration and Organization Planning. A daughter was born to former department member JANET DUGAN MOORE on April 9. (Grace Anderson)

Plans and Research: Welcome to JAMES CORNELL and to ANN COSTA. Mr. Cornell is replacing HOWARD GARDNER as Manager of Radio Network Research. Miss Costa will be KEN GREENE's new secretary. Has anyone seen JOE? (Alice Greenstein)

General Service: JIM KIERNAN's not going to be a "gentleman of leisure" just yet. Glad to know that he'll be around for awhile. Guess we'll all be lucky if we're as limber as Jimmy. BERNIE KESSLER leaves us to join those interested in public relations. Sympathy is extended to JOHN THOMPSON on the passing of his father. That familiar figure is missing from our midst - ANTHONY BOLDIN. It doesn't seem quite the same. Needless to say, his passing is quite a loss to us here in 553. His gay, witty humor was always unique; his philosophy and rambling chatter never failed to intrigue. Our deepest sympathy is extended to LYDIA. GEORGE MONOHAN is enjoying a new office in 555. All finger-printing will be done in 551, previously used as George's office. The new arrangement is working out quite well. For days George had to seek shelter elsewhere while his office was painted, and it seems that CLANCY has a few ideas of his own on the type of decorations to be used. (Mary Heller)

Air Conditioning: The closing of the Brooklyn Studio brought back to our fold AL CROWDER, HUGH REILLY and BOB FYFFE. We wish them a hearty "welcome home!" We hear GEORGE McKEON is walking around the subbasement with a sounding device looking for new rooms. ED WEILLE has finally found out what's wrong with his bowling - right at the closing of the season. AL BERTLESEN has the control room looking like a laundrette. JACK CARAGIANO caught a nice mess of fish up at City Island. CARL OSTLUND is breaking in his tackle too. (Tom Henry)

Duplicating: All the news from Duplicating this month centers around the Armed Forces. MYRON THALER, now with the Signal Corps at Ft. Monmouth, N.J., paid us a visit, as did LOU VINCI, who just completed basic training with the Navy at Bainbridge, Md. Add to the ranks of duplicators now serving with Uncle Sam, GARY RASCHELLA, who just joined the Navy. Who'll be next? BILL GARVEY in the Air Force maybe?

(Charlie Atlee)

Mail Room: HUNT YAGER left us for a writing job with Donahue & Coe and was replaced by RAD STONE. Best of luck to both. BILL KELLY had a bad time of it Easter week when the youngest two-thirds of his children were in bed with the measles. BILL SCHAUB has received the good news that he will spend his two-week Navy Reserve

cruise around the island of Bermuda. The news from our fellows in the 301st is all good. SAM KERSHMAN is writing scripts for foreign language shows and is at a headquarters company. JIM BYRNE is going to Quartermaster school in Heidelberg and spent his Holy Week leave in Rome.

(Bill Quinn)

Stepographic: INGE KOHL was presented with a check when she left the office to await the arrival of the stork. We're glad to see JO WHALEN back, fully recovered from her operation. No, it's not a UN session in full swing you hear. The chatter is PAULA CALLOU and HELENE CANALE conversing in their native French. Welcome to IRENE SNIFFIN, JOAN KAYE, JANET HURLEY, MARGARET HEIMBUCH, JOAN CAMACHO and SHIRLEY RAGGS.

(Mildred Cucciniello)

Program Services: With the removal of the ANNOUNCERS' office to 270A, Room 255 is a sadder, and quieter, place. Our isolation is made even more complete by the erection of impenetrable walls forever sundering 252 from 255. However, DANNY SUTTER continues his valiant attacks on existing institutions and succeeds in making things a bit gayer for us. He couldn't do anything for JUNE STURM, however, who is retaining her youth in perhaps a novel manner, battling it out with the chicken pox. With supervisor BOB TROY away on his vacation, the NIGHT OPERATIONS boys are really operating. Rumors are that dashing JOE KILMARTIN plans to marry soon. Time marches on, as evinced by the birthdays of AUDREY HANSE, JANE COSTELLO and MARJORIE WELTNER.

(Joan Levinson)

Music: 25 years with the company and eligible for jewelry is MARION MURRAY, an old-timer in service only. April showers were predicted last month by ANNE MULLER, after consulting her "barometric" corn. Welcome back to MADGE BOYTON, who licked the virus.

(Nora Weinraub)

Set-Up: The departing ABC network lured seven of our youngest and best men to the green pastures of 67th Street. All good wishes to them. BILL McNEILL was a busy man during the week of the threatened steel strike. He went to Ohio to put on the US Steel program, then had to fly back when the show was re-scheduled for the Belasco. AL PATKOCY and PAUL HERGENHAHN have resumed their golfing. TOM LONGMORE wore his most beatific smile as he handed out prizes at a children's Easter party. BOB SHARPE is endeavoring to attain the status of chef at the Waldorf.

(Genevieve Savage)

Sound Effects: ROY DENNY started on the road to matrimony by attending his bachelor party recently. CHESTER HILL is recuperating from a bout with the flu. LOUISE ANDERSON has been added to the staff, replacing FAY FOURBY.

(Louise Anderson)

Guest Relations: During Easter week the tourists really kept our guides busy by taking a record number of tours, topping the '50 and '51 totals by plenty. CHUCK KAMBOURIAN, ED MANSER, BOB BULL, TOM REED and WALLY ROONEY all took motor trips to

Florida during the spring school recess. MARGE GRIFFITH has returned from her home in Tallahassee, where she was recuperating from an appendectomy. When Marge returned, ELEANOR MICHAELS was taken to the hospital for the very same operation. JACK "SLUGGER" WEIR has joined the NBC softball team. A big hello to new guides WILLIAM BAIRD, CHARLES CALLACI, RICHARD REBER, ETHEL KOREMAN, CONNIE COY and GUY AYLWARD. Welcome back, JAMES DRACHMAN and ARTHUR ZUCKER. A sad good-bye to MARV JACOBSON, HOWARD ENNIS, DOT ROZZI and PETE CARBONARA, and last but not least, a well done to the ticket division during that hectic Easter rush.

(George Broomfield)

RADIO NETWORK

Controllers: We're happy to welcome GLORIA MOLLERGREN, GENE COOK, DICK GAFFNEY and ARTHUR GARBADE to our little family. Congratulations, CURT LEWIS, on a baby daughter, Nancy.

(Marie Perez)

Sales: SACKETT MILES is back from a sunny Florida vacation. We welcome HOWARD GARDNEY and his secretary, DORIS TAYLOR. We all miss WALTER MYERS and NANCY HERBERT, who are now working on conventions and elections from an office in Studio 8E.

(Kathleen Walker)

Advertising and Promotion: A&P's a proud bunch this month after taking three top awards in the Billboard Promotion Competition Contest. JAKE EVANS, sales promotion chief HANK SHEPARD and audience promotion supervisor CLYDE CLEM rate congratulations for their work. MARY MEALIA out several days, but glad to report her return.

(Vernon Lowell)

Program: That happy look on MARIE SUCHAN's face is all due to the recent appearance of a lovely diamond on her finger. Best wishes to Marie on her engagement to Army Lt. Irving Huie.

(Jane Hendrie)

News and Special Events: A hearty welcome to another new writer, BILL RYAN, a native Brooklyn boy who comes to us by way of Boston. By now newsroom secretary PEGGY WHITMORE is Mrs. Mitch Madon. The groom's a U.S. Marine, and the ceremonies took place during Peggy's vacation and Mitch's furlough. Best of everything, newlyweds!

(Chet Hagan)

Technical Operations: ED LEDDY passed out cigars last month, when his wife Ann presented him with a bouncing baby girl. GEORGE ROBINSON is touring Europe on a special presentation show for the News Dept. Another European visitor is JERRY SELLAR of MCR. PAUL GALLANT is back from a 3-week vacation in Florida. New arrivals are TOM WINN, GEORGE NAHAS and BOB EIDEN. Wedding bells are ringing for BOB McINTOSH and PETER GROOM. Congratulations to you both.

(Jane Ermentraut)

TELEVISION NETWORK

Controllers: March 28 was the date of the first after-hours Get-together. It was held in the Pine Room of the Hotel Warwick, with 50 people present and Mr. CRESSWELL as

as guest of honor. JIM McCANN leaves for 56th Street, where he starts his new job as estimator. ED ROSSI replaces Jim. JOAN ABERNATHY is home from the hospital recuperating from an appendectomy. FRAN McTIGHE passed her driving test with flying colors. Her instructor is recuperating at Bellevue. Best wishes to FRANK O'SHEA, who is getting married this month, and to JOE HEWES on his engagement. (Ed Rossi)



Controllers Get-together

Sales: SALLY CHILDS, girl Friday to JACK CARSON, getting aweigh-away from it all via *SS Liberte* to France and Germany on May 6. Bon voyage! *The New York Times* scooped *Chimes* with the announcement of NANCY JANE HALSEY's engagement and September marriage to Dr. Edward Shafer. Under the heading of recent additions we find HARRIET MITCHELL, assisting JOHN RAYEL and JACK FULLER, and ANN FUCHS, who is proving quite a sweet girl. With her mother running a Loft's, we are well supplied. By now Mrs. LILY BORST and Mr. Bob have gotten the '52 Pontiac; seems their '32 Olds had gas pains. AL AMELOTTE tries to make ends meet by taking on all comers (under 12) for pool at the "Y". Trying to put five in his side pocket? ED RYAN joined the ineligible list with his engagement to Ruth Ohm of Rockefeller Center Tours. (Tony Cervini)

Advertising and Promotion: FRED VEIT is vacationing on the open road. BOB GILL is expecting - at least 3 puppies. (Joan Windle)

Sales Planning and Research: BOB HOWARD has been promoted to Spot Sales to head up their radio research section. FRANK O'HALLORAN, formerly an executive trainee, replaces him in TV ratings. (Dorothy Poser)

Studio and Staging Operations: JOE TAMMANY proud father of a baby girl. Departures: JAMES LOOMIS, ROBERT HOUSE, and EDWIN HALE. THEODORE ALLEGRETTI surprised one and all by getting married over the weekend. Intends a European honeymoon this summer. Sympathy to BOB PEARY, whose 7-week baby is in the hospital with a broken leg. JOAN FLAD transferred to Staging Services as Mr. BEN WEBSTER's secretary. Our first vacation departure was JERRY LEWIS, Florida-bound. (Jo Sommer)

Broadcast Film and Operations: DIANE MARSH is heading for Des Moines on vacation. Congratulations to ANN HIGGINS on her engagement and to ERNEST THEISS and ED WHITNEY on their promotions. (Louise Goralski)

Staging Services: Has anyone noticed the inspired enthusiasm peculiar to BOB MacKICHAN, BURR SMDT, BILL SWIFT, JACK KELLER and DICK SMITH these languid spring days? Fatherhood is miraculous. BILL RIGGS and BOB WIGHTMAN are vacationing abroad. HERB ANSTETT is, unawaredly, making frustrated gypsies unhappy with picture cards from Florida. It's nice to have NORMAN GRANT, EDITH TANZER, MURRAY SUSSKIND, HERB LAGER, DICK FRENCH and JIM WYNN with us now. A huge welcome to all of you. A designer has



SPRING IS HERE, AND HE'S RE-BOURNE MEL, THAT IS - THE DESIGNER WITH DOZENS OF EIGHTS!

created a Riva-lution with the ladies. His continental charm has already motivated the embryo of a BILL RIVA Fan Club. LEE ARONSOHN won the championship of the muzzle-loading matches at Coon Hollow, Hamblin County, Ky. MARY ELLEN RAINE does not recommend measles. Bowling team comment: "Just wait till next year!" To E W: Upon receipt of government mail, state or federal, calmly tear into infinitesimal pieces and discard.

(Blanche Gawronska)

Film: The following newcomers are now filling in the time sheet at the film library: ANNE MARIE DeROSE, JO ANN BENTZ, STAN HAMER and EDWIN NIERENBERG. JULIE NOVLOTZKY either has or is going to celebrate a first wedding anniversary, but typically male, isn't sure which. We're all eagerly awaiting an invite aboard TED EVERITT'S schooner. Nothing nicer on a warm day than a cruise. What say, Ted? Speaking of cruising, JIM BUTLER is on 2-weeks leave doing just that - at the expense of the U.S. Navy. LORRAINE JOHNS is now the privileged co-owner of an East Side apartment. Film & Kine is happy to announce the appointment of JACK SWAN as supervisor of the film exchange. ROBERTA BECK underwent a minor operation, and we're glad to see her back. BARBARA COLE is recuperating from an appendectomy. MILDRED LINDQUIST is heading for the deep south - South, that is - to vacation with her husband, Sgt. Gene Lindquist, who is stationed in Orlando, Florida.

(Lenore Markowitz, Terry Colasacco)

Program: HERB GROSSMAN and wife, COOKIE CHOTZINOFF, are sailing on May 9 for Europe. They will live in Vienna for a year, where Herb will conduct. Best wishes to LOIS BRAUN, who will be married to Thomas J. Kennedy, Jr., on May 11.

(Pat Powers)

Talent and Program Procurement: MARJORIE GOUGH, former secretary to JOE BIGELOW, who has left to follow a singing career, appeared as a member of the chorus which sang *Manhattan Towers* on the *Royal Showcase*. Two weeks later she joined the chorus on the *Telephone Hour*. Best of luck, Marge. Hearty welcome to WILLIAM KAUFMAN, the new associate supervisor of program procurement, and his secretary, MARILYN ROSENBERG. Mr. CARL STANTON has returned to his office after a flying trip to Hollywood. Bon voyage to AMY DAVIS, who sailed April 23rd for a two months' stay in Europe.

(Ann Koyce)

News and Special Events: Our best wishes to BILL CRUIKSHANK, who joins us as an assistant assignment editor uptown, to CHARLES COLLEDGE, coming from NBC Washington to head up our news operation at 106th Street, and to CLARENCE THOMAN, who left us for William Esty. BETTY ALTSCHUL is our first vacationer, with everyone else wishing he were doing the same.

(Rose Homa)

Technical Operations: I think we'll start a "Baby Sitter Agency" for the engineers in this department. Every month the list just keeps growing and growing. On the new honor roll are DICK DAVIS, WALT MILLER, BILL FAHSING, PHIL HYMES, BILL ABBATE, MILTON BUTZ, and belated greetings to BARNEY BLAKE of TV Control and JIM CUL-

LEY of Studio. CHESTER SMITH was left off of the Grandpa List last month. Sorry! Welcome to PAT KANE, GEORGE KEENAN and ED PAULSEN. Among the travelers returned are MAX JACOBSON from a weekend in Washington with his family and F. A. WANKEL and A. JACKSON from Chicago. TV Maintenance gets applause for taking first place in the bowling league. Capt. DOC DICKSON, DICK AIMONE, (famous) LUCIFER WEST, DAVE CLARK, JOHN BRADY, and our red-haired air raid warden, JOAN COFFEY, deserve the honors. So long to MIMI McAMIS from the scheduling office. Mimi is on her



TV technical supervisors: back - Don Pike, Max Jacobson, Alf Jackson, Stan Peck, Waldo Mullaney; front - Art Poppele, Hank Folkerts, Bill Ahern.

way to live in Seattle with her husband. I'll be taking over the tickets in her absence. GEORGE MARSHALL up in Kine bought a Cadillac for Sherry. If you're looking for BILL AHERN these days, he's hibernating in his office down in one of the cellars at the Center Theatre. LARRY LOCKWOOD, "Young Technical Director," smiled for the photos with Vivian Blaine recently. Have you noticed that HERB GREELEY, HENRY SHADWELL and BERNIE ANDERSON have returned from military leave? HELEN KALL had a shower last month at the Lodge in Valley Stream. She's getting married May 3rd to a boy she's been chasing for eleven years. They're honeymooning in Canada. RITA LAUBSCHER's husband George will be coming home early in June from college. We'll all have to go out and cheer for MORT EATON, GARY IORIO, MAURICE VERSCHOORE and BILL DELANEY, who will be dotting the softball field for NBC this season. Congratulations to the latest graduates of MR. BASTON and MR. SCHALLER's little school of knowledge - BOB BARTNIK, BOB BUTLER, LOU FUSARI, GENE GIARDINA, BILL HOYLE, BOB LENDENMANN, ED MARINES, HARRY McKEON, BILL MITCHELL, BOB SULLIVAN, HOWIE TOWN, MURRAY VECCHIO. All for now, see you after the wedding. (Helen Kall)

OWNED AND OPERATED

WNBC-WNBT: Congratulations to General Manager TED COTT on his new vice-presidency. Welcome to LINDA McKINNEY, ANN McLAUGHLIN, JOAN KAYE and JOYCE HOGUE. Sorry to say good-bye to HUGH McDERMOTT, LENNIE SAFIR, GRETCHEN GROFF and KATHY GREGG. Congratulations to GEORGE STEVENS and ARTHUR BURKE on new sons. We all had a wonderful time at the party given by *Life Magazine* honoring the WNBC-WNBT staff for its cooperation in the recent *Inside Our Schools* project. AUDREY TIBBS' pet skunk is missing. (Mary McBride)

Spot Sales: Congratulations and welcome to THOMAS B. McFADDEN, our new Spot Sales director, replacing JAMES V. McCONNELL, now associated with Blair-TV. A welcome also to LUELLEN L. STEARNS, eastern TV sales manager, and to GEORGE PAMENTAL and JACK RYAN. Good-bye and good luck to HAMILTON SHEA, new manager of WTAM-WNBK, Cleveland. (Elaine Simpson)

GIVE

to your



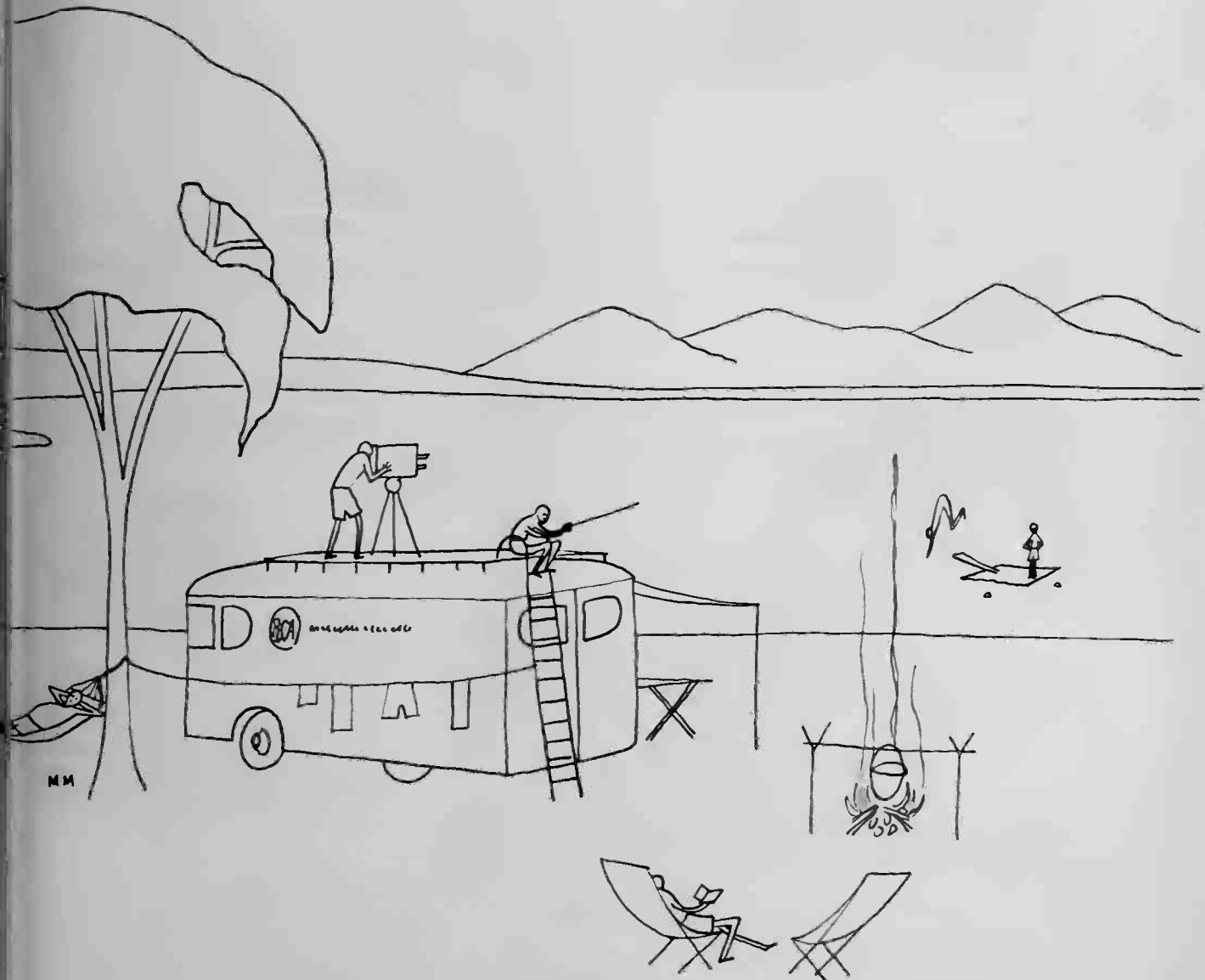
LOCAL CHARITIES

THROUGH

THE GREATER NEW YORK FUND

NBC Chimes

JUNE 1952





JUNE 1952

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RCA

RCA Building - Radio City

New York 20, N.Y.

Published monthly by and for the employees of NBC.

MERRIMAN HOLTZ, *Editor*

RADIO DOES NOT AFFECT THE WEATHER

"Many appeals have come to the Weather Bureau to have radio broadcasting suppressed, on the ground that it is burning up the water vapor of the air and thereby, or in some other manner, greatly decreasing the amount of rainfall," states Dr. W. J. Humphreys, chief of the Meteorological Physics Division of the United States Weather Bureau.

"From experience and observation," says he, "the U. S. Weather Bureau is certain that radio does not affect the weather, although the Bureau has received complaints of disastrous droughts being caused by broadcasting.

"On the other hand, some complainants who were bothered with more rain than needed were equally insistent that radio is the cause of excessive precipitation and floods, and urged therefore all wireless communication be forthwith and peremptorily forbidden.

"We know from experiment and observation," Dr. Humphreys concluded, "that however much radio may be affected by the weather, no element of the weather is affected in turn by radio."

* * * * *

What's this all about?

It's just a portion of a magazine article printed a quarter-century ago to help refute the emotional claims of cranks who were seeking to give radio broadcasting a bad name.

Since this article was published, 22 years of broadcasting in the public interest and of sincere endeavor to promote good public relations have given NBC a favored place in the public respect — not as a birthright but as a reward.

To keep this place we must continue, through our honest efforts, to deserve it.

FRANK WHITE JOINS NBC

Frank White, who resigned last month as president of the Mutual Broadcasting System, has become associated with NBC in an executive capacity. His first assignment will be a special project in connection with television film development.

Mr. White has had many years of experience in all phases of network operation and is considered one of the outstanding leaders in the broadcasting industry.

He entered the broadcast field in 1937, when he joined the Columbia Broadcasting System as treasurer. Five years later he was named a vice-president and director of the company, continuing also to function as treasurer until 1947. Late in that year Mr. White became president of Columbia Records, Inc., a position he held until May 1, 1949, when he moved to the Mutual Broadcasting System as president and director.



Frank White

A native of Washington, D.C., Mr. White attended public schools and George Washington University there. His studies were interrupted in 1918, when he enlisted in the U.S. Navy as an aviation cadet. After the war he entered business but continued schooling until 1921, when he joined the accounting firm of Lybrand, Ross Brothers and Montgomery. In 1924 he began a five-year association with the Union News Company as assistant to the president.

From 1929 to 1935 Mr. White served as treasurer of the Literary Guild of America, leaving that organization to accept a similar position with the Stage Publishing Company. During 1936-37 he was treasurer and business manager of *Newsweek*. He left the magazine to become treasurer of CBS.

Mr. White and his wife, the former Doris Booth, live in Larchmont, New York. They have two sons — Richard, 21, and David, 18.

Among his many industry responsibilities Mr. White numbers duties as a director of the National Association of Radio and Television Broadcasters, of the Broadcast Advertising Bureau and of the Advertising Council. Also, he is director and treasurer of the Brand Names Foundation.

Mr. White is a trustee and treasurer of the New York Housing Trust and a member of the Armed Forces Advisory Committee for the Northeast Area, the Players Club in New York, Sigma Nu Fraternity and the Larchmont Yacht Club.



NBC's East Coast International Transmitter at Bound Brook, New Jersey, is the most potent of the four transmission stations attached to the New York Office. From there six powerful 50,000-watt short wave transmitters beam signals night and day for thousands of miles, across the ocean to Europe and Africa and along the coast to South America.

The trip from Radio City to Bound Brook takes about an hour and a half – by subway to Liberty Street, ferry to Jersey City and train to the Bound Brook railroad station. At the depot a cabby offers a ride to the Calco or Bakelite plants and registers surprise when he is directed to the NBC transmitter – a rare port of call for the men with briefcases.

WRCA, as the International Transmitter is designated, is situated on the outskirts of the town near the banks of the Raritan River. The taxi plows through a pool of water which has settled in the underpass beneath the railroad tracks, speeds by a small garden nursery, and turns into the long, narrow drive which leads to the station. First noticed, of course, is the forest of antennas which dot this side of NBC's 100-acre tract of land. In the center – completely surrounded by the big towers, the smaller poles and the sea of cables – appears the transmitter building itself, set on a sward of well-clipped grass

and fronted by a graceful double-spray cooling pond. As the taxi approaches, a cluster of small sheds and a garage to the rear of the transmitter come into view.

A steep flight of steps leads to the front door of the transmitter building inside the portico which spans the driveway. The door is opened by John Gullans, station engineer at Bound Brook and a veteran of 23 years with NBC. Mr. Gullans offers an enthusiastic welcome and leads the way into his office. A chair is offered, cigarettes are lighted, and the story of Bound Brook is begun.



John Gullans

The East Coast International Transmitter has a diversified history, outdating the National Broadcasting Company by more than a year. Radio transmission from the site was started by WJZ, then owned by the Radio Corporation of America, in 1925, when it became one of the first stations to go to high-power transmission. This increase in power had necessitated the moving of the station from Aeolian Hall in New York City to a less-populated area, and Bound Brook had been selected as a favorable spot. The WJZ transmitter remained at Bound Brook during the years it was the key station of NBC's Blue Network. In 1943, after the network was sold to ABC, the WJZ transmission equipment was moved to Lodi, New Jersey.

Experimental short wave broadcasting was instituted at Bound Brook by NBC in 1930 using the call letters W3XL and W3XAL. Regular Blue Network programs sent abroad by short wave brought tremendous response from all over the world, and each day the engineers at the station received large bundles of fan mail from far-flung listeners in foreign lands.

By the late 1930's a sufficient foreign audience had been established to lead NBC to set up the International Division, a unit of the company devoted to special programming for short wave, and even a small amount of commercial sponsorship was developed. The major sponsor was the United Fruit Company, for whose programs the "banana" antenna was erected at Bound Brook in 1939 to improve the signal to South America.

At the outset of World War II NBC turned the transmitter facilities at Bound Brook over to the Office of War Information, primarily for its European broadcasts. A large amount of new construction was undertaken at that time. NBC built a new 50,000-watt transmitter to be added to the two already in operation. The OWI installed three additional RCA-50sw 50,000-watt transmitters and seven new directional antennas. In this way the present complement of six transmitters was attained.

After the war, in view of the government's decision to provide international short wave programming during peace time via the Voice of America, NBC decided against re-establishing the International Division. The present arrangement at Bound Brook stems from this decision. All NBC property and the services of NBC personnel at Bound Brook are leased to the Voice of America on a cost of operation basis, and all programming is provided or arranged for by the Voice of America.

Having completed his pocket-size history of the station, Mr. Gullans proceeds with a run-down of his staff. Including the station engineer and his assistant there are 15 men on staff at Bound Brook. 11 of these are Group 2 engineers — 9 working on operations and 2 on maintenance. The members of this group are Thomas Bolger, William Brown, Stanley Crabtree, Trygve Danielsen, Thomas Farmer, Francis Freiler, Donald Hickman, Arthur Holden, James Kerstetter, William Merrell and Roland Paradis. The assistant station engineer is Arthur Lindstrom. The other employees are Joseph Stemple, who is a Group 1 rigger, and Owen Sheenan, technical porter. The entire staff is a unit of Radio Network Technical Operations, and the station engineer reports to George McElrath.

With the staff listed, next on the agenda is a tour of the station's facilities. Around the corner from the station engineer's office is the long room which houses the three transmitters belonging to the government. "Brownie" Brown, a veteran NBC engineer, is handling the controls here. Only two of the three transmitters are on the air at the moment. An English newscast is pouring from a monitor speaker. Brownie throws a switch. Another monitor cuts in, bringing forth a program in French. Strains of music drift in from the other end of the building. And in a few minutes it will be time for the afternoon ball game, sent overseas from Bound Brook by the Armed Forces Radio Service.

But right now the "orphan" transmitter — the only one without a pair of tuning units — must be tuned to a new frequency, with only a pause in operation of several minutes to allow for the change.

Art Holden, who has been performing maintenance inside the idle transmitter to the rear of the control desk, joins Brownie in front of the tuning unit. "Squire" Freiler comes dashing into the room from master control. Donning special gloves, the three hurry to open the panel of the unit and move inside. NBC safety regulations are observed, as ground sticks are connected. Then the men swing into action, changing and adjusting many of the complicated parts of the unit with speed and precision. An error could mean a loss of scheduled air time. In less than five minutes the unit is realigned, and the transmitter is ready to take to the air on an entirely new wavelength.

It is skilled teamwork in operations such as this which makes the experienced transmitter engineer one of the most valued men in the NBC organization.

Continuing the tour, Mr. Gullans leads the way through the inside of the idle transmitter. He points out the chains of vacuum tubes of increasing sizes which transform a relatively weak audio signal into a powerful radio signal modulated on an extremely high-power carrier. Particularly interesting are the large water-cooled tubes with twin air blowers mounted above them. Mr. Gullans explains the care which must be given to the equipment, the continuous routine maintenance and replacement of parts, the constant precautions to prevent overheating. Dirt is the most potent enemy of the transmitter engineer. Any small deposit of dirt could destroy the insulation between circuits, and for this reason the equipment must be kept spotlessly clean at all times.

From the room housing the government transmitters it is only a few steps to the room which contains the NBC-owned transmitters, also three in number. Here "Lindy" Lindstrom, assistant station engineer, happens to be on duty, and he describes the interesting features of the two original short wave transmitters with their old-fashioned dials and huge manually-operated switches.

Next Mr. Gullans opens the door to the master control room, where Squire Freiler has returned to his post. This is the point where the five regular incoming lines from the Voice of America studios in New York are monitored and switched to the assigned transmitters. Here also the WRCA station identification is given by the engineer on duty at the end of each program segment. This break is considerably more difficult to make than in a standard broadcast station since a different switch must be made for each of the six transmitters.



Arthur Lindstrom at the controls of the three RCA transmitters.



Mel Stickles, now of KNBH, operates master control.



Transmitter building -- rear view.

An operating schedule on the desk in front of the console reveals the complexity and variety of the daily program transmissions from Bound Brook. Programs in English, French, Finnish, Polish and many other languages make up the daily fare. These are beamed to Europe from 10:00 AM to 6:00 PM and from 10:00 PM to 3:15 AM. The 6:00 to 10:00 PM hours are devoted mainly to Spanish and Portuguese broadcasts to South America.

Leaving the master control room, Mr. Gullans points out the kitchen used for preparing snacks and lunches and then moves along to the basement where the rotating machinery and power transformers are located. The distilled water used to cool the transmitters is fed from copper tanks in this basement through heat exchangers connected to the outside pond and then through the copper pipes to the equipment upstairs.

Also on the lower level are the maintenance shop, a locker room for the engineers, the boiler room and spare parts storage space.

To complete the tour Mr. Gullans leads a foray into the shed area and introduces Joe Stemple, the antenna rigger or "high man", who also handles the station's gardening chores. The two most popular inhabitants of this area are a pair of friendly beagle hounds, each of which has its own private home. Both are eager participants in the seasonal rabbit hunts which the engineers take on the 100-acre NBC tract, and the staff at Bound Brook is impatiently awaiting the birth of a litter of puppies sometime this month.

Another feature of the area is the extensive and well-kept vegetable garden, the result of many hours of spare time work on the part of the engineers. From here it is only a short distance to the kitchen and to delicious fresh-from-the-garden salads.

The taxi honks from the driveway. It's almost train time. Mr. Gullans repeats that visitors from Radio City are always welcome at Bound Brook. A quick handshake, and then back along the drive, onto the highway and homeward bound.



Pictured at the left is one of the regular weekly meetings of Joy Productions, the NBC-sponsored Junior Achievement group. Joy Productions recently received the J-A "Industry Award" for general excellence in its field of endeavor. Shown with the group are its NBC advisers Newton Feldman and Lalia Pleodwell. The other two advisers, Dick Hollands and Bab Gorthwoite, were unable to attend this meeting.

INTRODUCING - MRS. LEILA W. SIMMONS



Mrs. Simmons

Hay fever and heat prostration are in season once again, and more and more NBC employees are getting an opportunity to meet Mrs. Leila Simmons, the new nurse in the Health Department. Having come to NBC following long service as a nurse in Alaska and Labrador, Mrs. Simmons is especially skilled in the treatment of frostbite and snow blindness. She is also the proud possessor of some of the world's finest recipes for transforming blocks of glacial ice into drinking water.

Visitors to 790 need not fear, however. Mrs. Simmons is a native New Yorker and an expert administrator of salt tablets.

Possibly Mrs. Simmons' most interesting nursing assignment prior to joining NBC in April was her five years in Nome, Alaska, partly with Maynard-Columbus Hospital. For its size Nome is one of the most isolated of all American cities. During eight months of the year it is frozen in and closed off from all shipping. Air transportation provided by Alaska's famed "bush pilots" forms the only link with outside civilization during these months.

According to Mrs. Simmons even the inconveniences of having to do without plumbing and to buy all one's drinking water were of little importance when compared to the many rewarding aspects of her life as a nurse in the far north. One thing it taught her, she says, was to keep her temper and to get along with some of the world's most irresponsible people, the Alaskan Eskimos. Apparently NBC's most temperamental prima donna could take lessons in tantrum-throwing from the seldom docile Eskimo.

Mrs. Simmons' other assignment in the north was with the International Grenfell Foundation on the coast of Labrador. There the isolation was even more extreme, with the dog sled being the only mode of transportation during the winter.

She enjoyed the simple, hearty life of the Labrador fishing village but says that the year-around bleakness of the Labrador terrain led her to prefer life in Alaska, a land of impressive natural beauty.

For skilled treatment by an experienced nurse and for yarns of the frozen north by an honorary sourdough, employees should become acquainted with Mrs. Leila Simmons in Room 790. The Health Department is open Monday through Friday from 9 in the morning until 12 midnight and on week-ends on a varying schedule determined by program activities.

THE LIBRARIAN

Not so long ago a member of the Television Production Department contacted one of the librarians in NBC's General Library. His request was not simple. He wanted a series of photographs of centipedes showing them from all angles and revealing in detail all their physical characteristics of color and structure, including legs, joints, hair, stingers, etc.

After the puzzled librarian had complied with this request, she asked what the pictures were to be used for. The reply was that a sequence in a new show called for a centipede to cross a room and climb onto a table. To do this it was necessary to construct a model centipede of plastic and to animate it by means of strings and a magnet. The photographs, of course, were to be used in designing the model centipede.



This centipede photo request was just one of the hundreds received every month by the librarians in Room 274. From NBC's library of 25,000 catalogued items, probably the most extensive radio and television collection in the country, the librarians have had to supply everything from the formula for nuclear fission to a list of famous American Hamlets.

NBC's General Library is run with the same care and professional precision as any public or educational library. The librarians regularly read all the book catalogues and indexes and trade papers and magazines to discover suitable material for purchase. Their aim is to see that the company has at all times an up-to-date collection of all the important books, periodicals and surveys relating to the radio and television industry. In addition to general material this includes technical works and items helpful in building programs, such as books on music and history.

When new books arrive from the publishers, one of the librarians has to enter a record of each one in the accession book. Then comes the difficult and time consuming operation known as cataloguing. In order to make the library useful every book and pamphlet must be cross-referenced and catalogued in a card file which can be used for research purposes. Sometimes as many as fifty cards must be prepared for a single book, and each card must be written with meticulous care. Also, with the number of cards which are involved, a considerable filing job materializes as the result of each day's quota of cataloguing. Readers would do well to sympathize rather than criticize when they occasionally have to wait a day or two for a book while it is being catalogued.

After material has been catalogued, it must then be prepared for shelving. This involves such operations as reinforcing pamphlets with harder covers and putting pockets into, stamping and marking books. Shelving itself presents an occasional problem since the library, like so many offices these days, finds its allotted space is little more than the required minimum.

Another librarian's task is handling the mail, which includes going through all periodicals for pertinent material, and routing certain magazines to men in the company who have asked for this service.

Bookcasting, a listing of the new books and surveys which have been acquired by the General Library, is prepared by a librarian twice each month for circulation throughout the company. Special editions are also put out from time to time. The most recent of these was the one giving a bibliography of background material for the coming political campaign. This edition provided informational leads on the candidates, elections, conventions, polls, American political history, and political broadcasting and telecasting.

As could be gathered from the centipede incident, many of the insistent demands made of the librarians for reference material are now for pictures and photographs for use in television programming. A good many of these requests are being filled from the present collection of illustrated books and anthologies of art and photography. One of the librarians' pet hopes, however, is that they will some day be able to set up a real picture file specifically for this purpose.

Any one of the four librarians can rattle off a long list of strange and not-so-strange reference requests that she has had to fill for NBC employees. The library has furnished pictures of pellagra victims, Leopold Stokowski's hair, the Fascist emblem, the Magna Carta, nutmeg leaves and even Whistler's Mother — which was used as a model for last month's *Chimes* cover.

The librarians have found the latitude and longitude of a plane 500 miles out to sea from San Francisco for *One Man's Family* and have filled requests for information about television lighting, cameras, studios, mobile equipment and programming. They have also given details on parabolic reflectors for audio pick-ups, magnetic amplifiers, linear sweep circuits and frequency noise characteristics.

Frances Sprague, chief librarian since the library was organized in 1930, and the three members of her staff — Mildred Joy, Eileen Dwyer and Isabel McGeary — stress particularly the fact that they run a well-stocked library ready to serve both the business and recreational reading needs of all NBC employees.

This month *Chimes* executes a low bow in the direction of that employee who serves us all so well — the librarian.

PERSONNEL DEPARTMENT REORGANIZED



Donald Rutledge



Robert Tufts



Donald Mackenzie

The NBC Personnel Department has been reorganized under the direction of Ernest de la Ossa, Director of Personnel, to provide improved employee relations service to the company and its employees.

An outstanding feature of this reorganization has been the separation of over-all company personnel administration from the operations of the New York Personnel Office. The over-all administrative staff, headed by Mr. de la Ossa, has occupied new quarters in Room 289, RCA Building. Included in this group are Donald Rutledge, manager of Employee Relations, and Robert Tufts, manager of Organization Planning.

The New York Personnel Department will continue its operations in Room 737 under the direction of the manager of Personnel, Donald MacKenzie, who reports to the Director of Personnel.

Reporting to Mr. Mackenzie are Elizabeth Haglund, supervisor of Placement; John Steeves, supervisor of Records and Salary Administration; and Seth Faison, supervisor of Employee Services. The Employee Services Section has moved down the 7th Floor hallway to Room 729.

Three of the key people in the Personnel reorganization, all experienced personnel administrators, are relatively new to NBC.

Donald Rutledge, manager of Employee Relations, came to NBC after four-and-one-half years in administrative personnel work for the Arabian American Oil Company. His background also includes four-and-one-half years as regional director of Civilian Personnel, San Francisco Office, Office of the Secretary of War.

During World War II Mr. Rutledge served two years as a Navy lieutenant (jg), Office of Industrial Relations, in charge of the Wage and Salary Office, 12th Naval District. He holds a B. A. and a Master's degree in Personnel Administration from the University of California.

Robert Tufts, manager of Organization Planning, joined the network from Lever Brothers, where he served as personnel manager, Executive Staff. Previously he had been with Barrington Associates, management consultants, for nine years. His business background also includes four years as a research consultant at Stevens Institute of Technology, Hoboken, New Jersey.

Mr. Tufts is a graduate of the Illinois Institute of Technology.

Donald Mackenzie, manager of Personnel — New York, came to the company from Stern Bros. Department Store, where he served as personnel director for two-and-one-half years. Before that he had worked for eight years in the personnel department of the J. C. Penney Co.

Mr. Mackenzie was a captain in the U. S. Army Air Corps in the South Pacific for four years during World War II. He is a graduate of Columbia University.

RED CROSS DRIVE

The fund-raising campaign conducted for the Red Cross in the NBC offices during April and May was a success in comparison with the records of past years. The total amount of contributions jumped from \$951 in 1951 to \$1333 this year. In addition, more than three times as many employees made contributions.

Much of the credit for the successful outcome of the Red Cross Drive should go to the departmental representatives who worked so faithfully to obtain contributions from the people in their departments.

MISCELLANY

For Sale: 3/4 ton Fedders air conditioner, big enough to cool entire apartment. Cost \$365 — will sell for \$200. Call Richard A. R. Pinkhom, Ext. 8901.

To Exchange: Super Ikonta 8 in excellent condition for Automotic Rolleiflex, 1948 model or later. Call George Keone, TR 9-5519.

To Share: 3-room furnished apartment near subway in Elmhurst, Long Island. Call Peggy Keeley, Ext. 513.

For Sale: Navy blue Bilt-rite baby carriage, excellent condition, used for only eight months, whitewall tires. \$40. Call Ext. 253.

Transactions Abroad: Third-year law student will render services in Europe during July and August for any personal or business transactions. For information, call Robert de Poto, Ext. 180 or RE 9-4918.



Caroline Burke

It was 6:30 in the evening, and through the dim spring twilight drops of rain were beginning to pelt the office window 28 floors above 50th Street. Caroline Burke sped into the office with her secretary behind her in close formation. She stopped at the corner of her ash-colored desk and turned quickly.

"And don't forget to have those booklets ready for me to take up to Syracuse tomorrow, Mary. How's your schedule? Can you stay on for another half hour or so?" Miss Burke paused — the way a sprinter pauses arched over the starting blocks. "Till seven? Okay. I think we'll be able to finish by then."

Again Miss Burke spun around abruptly. "I'm sorry I kept you waiting. I spent most of the day at the Wallace's, and that threw my schedule off. Now, what..." She dropped into the swivel chair behind the desk.

"You want me to be the personality of the month in *Chimes*? Why, I'd love it! Where shall we start?"

From beneath the black curls piled atop her head, Miss Burke unleashed a winsome smile. "When I started in radio and television? No, it was just television for me from the start. I first saw television in London at the... But really it goes back farther than that,"

Miss Burke tossed back her head, almost grazing the tall Philodendron plant behind her chair. "When I first thought of television, I was just out of Bryn Mawr and a pretty-happy schoolteacher at Reed College in Portland, Oregon. But I was consumed with a mission. I felt I must give art to the public. I'd been aware of a radio program on art — the idea being that the listener would write, enclosing one dollar, and he would receive an art folio. The listener could follow the program and identify the various paintings being spoken about in this folio. It didn't work."

She chuckled. "I wanted to bring about a Twentieth Century Renaissance — Picasso or Matisse on magazine covers — I thought.

"In the summer of 1937 I saw television in London. I remember it was a show at the Royal Academy. Sir John Lavery was standing next to his painting of Lady Bicycle-Bicycle. I remember it was so very interesting to watch him as he pointed out exactly what he tried to catch. Television was the way and the means for showing art!

"Once back in New York, I got a job with the College Art Association and was particularly active on its magazine – arranging art layouts, book tours and the like. Dr. Walter Cook of the Institute of Fine Arts arranged a fellowship for me at NYU, so I studied for my Master's degree.

"I read in the New York Times at that time of a Mr. Thomas Hutchinson of NBC, who was in charge of television. I called for an appointment – got it quite simply – an easy thing back at the start of television. I then went to see the people at the Museum of Modern Art and asked what they would do for me. They were having a new Picasso show opening and would cooperate with me.

"When I went to see Mr. Hutchinson, I told him my idea for a good television show, explained how it could be done, etc. Back in '39 you really had to have the answers. There was no one sitting around ready to follow through on submitted ideas. Mr. Hutchinson said okay: The show would go on on November 10th – a week off. They would pay me \$25, and I would be responsible for writing, producing and being the only talent on the program. Believe me, I had no idea what I was getting into.

"Anyway, that was television in '39. I went off to the Coast some years later. Worked in TV for J. Walter Thompson, CBS and NBC for two years. Then NBC brought me back here for good in '40 – as a television producer of an educational series."

Miss Burke propped her knees up against the side of the desk and concentrated on peeling off small bits of green clay that had adhered to her finger tips. "What do I think of the future? For one thing I think programming is getting better – better shows are getting sold. I'm delighted about all this talk about education, about Operation Frontal Lobes. I feel very optimistic about the future."

Miss Burke looked up, slightly wide-eyed. "Television's a fascinating business!"



With Mayor and Mrs. Vincent Impellitteri, Dalores Del Rio and Bert Lahr.



With Eva Gabor, Russell Nype and Hy Gardner.

up the ladder



FRANK YOUNG APPOINTED DIRECTOR OF PRESS

Syd Eiges, vice-president in charge of Press, has announced the appointment of Frank Young as director of the Press Department. Mr. Young joined NBC in February, 1951, as public relations representative, following extensive experience in both the news and publicity fields. During his tenure as public relations manager of WPIX, the station won the *Billboard* poll for having the best television press department in New York in 1949.

* * * * *

Other promotions recorded in time for publication are:

RHODA ROSENTHAL to executive secretary
HOMER HOLLIBAUGH to technical director - 6
CHARLES EINING to technical director - 6
FRANK GOLDER to master control engineer - 4
JANICE CARREL to supervisor, Sales Traffic
SALVATORE VERDEY to supervisor, Payroll
GLORIA BETROS to secretary III
MARCIA KUYPER to associate director
HARRIET MITCHELL to secretary III
JOHN McGINTY to technical director - 5
GEORGE RIMELMAN to video control engineer - 13
HAROLD MOFSENSON to technical director - 5
REED HILTY to video control engineer - 13
JOSEPH DOHERTY to video control engineer - 13
WALTER MILLER to technical director
DUNCAN MOUNSEY to supervisor of Studio Operations, 106th St.
KATHLEEN CASEY to typist-clerk
LOUIS FUSARI to field engineer - 2
WILLIAM MITCHELL to field engineer - 2
ROBERT BARTNIK to studio engineer - 2
EUGENE GIARDINA to studio engineer - 2
WILLIAM HOYLE to studio engineer - 2
ROBERT LENDENMANN to studio engineer - 2
EDWARD MARINES to studio engineer - 2
HAROLD McKEON to studio engineer - 2
ROBERT SULLIVAN to studio engineer - 2
HOWARD TOWN to studio engineer - 2
MURRAY VECCHIO to studio engineer - 2
AUSTIN HUHN to supervisor of Stage Special Effects
DAVID HANDLER to night clerk
FRED BONESS to video control engineer - 13
MARILYN ROSENBERG to secretary II
MARY CLARE WHITE to secretary II
CHARLES COLLEDGE to production manager, TV News
DORIS CORWITH to supervisor of Public Affairs

WHO ARE THEY?



(1) _____

(2) _____

(3) _____

(4) _____



(5) _____

(6) _____

(7) _____

(8) _____



(9) _____

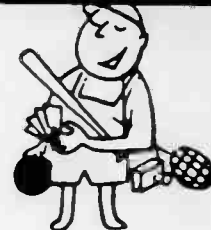
(10) _____

(11) _____

(12) _____

(1) William Brooks, v-p, Public Relations; (2) Charles Denny, executive v-p; (3) Sheldon Hixox director of TV Station Relations; (4) Niles Trammell, chairman of the Board; (5) Sydney Eiges v-p, Press; (6) James Gaines, v-p, O & O Stations; (7) John Herbert, v-p, Radio Network Sales (8) William Hedges, v-p, Integrated Services; (9) Hugh Beville, director of Plans and Research (10) Edward Madden, v-p, TV Network Sales and Operations; (11) Frederic Wile, v-p, TV Network Production; and (12) Walter Scott, Radio Network Sales Managers.

A.A. activities



SOFTBALL TEAM SWINGS INTO ACTION

Early last month the NBC softball team gained entry into the Manhattan Industrial Softball League. The first game of the season was played on the evening of May 9 at Randall's Island Park.

This initial contest ended in an 11-11 tie when the game was called in the sixth inning because of darkness. The eleven NBC runs were pushed over the plate as the result of eleven base hits, including a tremendous first inning home run by shortstop Fred McKinnon. Only three errors were chalked up by the team during the six innings of play.

The starting line-up for this game against the Hiram Walker team was:

Morton Eaton, p
Greg Eaton, cf
Don Gogarty, c
Bob Hanretty, 3b
Fred McKinnon, ss

Bill Delaney, 1b
Vinnie Collins, lf
Red Rowland, 2b
Norm Kudlick, rf

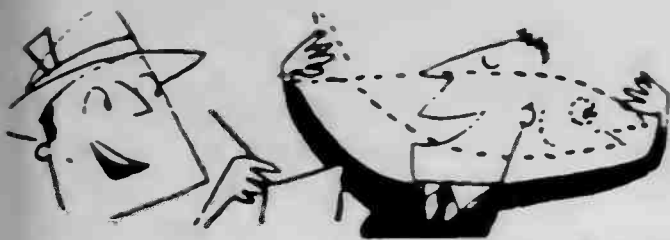
Art Berliner and Tom Wade also saw action during the game as outfield replacements.

The second game of the season, played against Snow Crop on May 13, resulted in NBC's first victory of the campaign. With the help of 14 base hits and steady pitching on the part of Art Topol, the team came out of the game on the long end of a 14-13 count.



The annual banquet of the NBC Bowling League, held on May 5th, was in every way a big success. Officers for the 1952-53 season, elected at the banquet, are Edward Prince, president, and Ernestine Thomas, treasurer.

Prizes were awarded to all sixteen teams which participated in the league during the season just past and to the men and women with high averages, series and games.



It happens at NBC

STAFF ADMINISTRATION

Legal: More early vacations this year, what with the PAUL LYNCHes visiting with the Cleveland Lynches, TOM ERVIN is back from his boating and fishing trip among the Virgin Islands sporting a much-envied tan. All of Legal waiting to see the 500 ft. of films taken.

Rita Paolucci

Press: Here 's some top-secret info on the goings-on in the place called "Press". MARIE ANDERSON enters the ranks of American capitalists with her six-dollar contribution towards an automobile (?) of unknown origin. DON BISHOP, suntanned and smiling, returned to the Press Department after a week's vacation in the outdoors. All of Press's "indoor athletes" had the chance to exercise their voices and muscles at the department's annual picnic on May 17. Needless to say, a good time was had by all.

Hank Williams

Information: MURIEL MORGAN, now Mrs. James Chism, formerly of NBC Station Relations, has invited ALICE KENNEL of Information to spend her vacation with her at Fort Riley, Kansas, where Lt. Chism is stationed.

Eileen Tobin

Continuity Acceptance: "WIJ" SMITH is beginning to feel his years! His daughter, Georgia, reached voting age on May 20th. Georgia is a junior at Wheaton College. DOTTIE JOHNSON, who used to work with DOTTIE McBRIDE in Script Routing, has just become the proud mother of a baby daughter. Dottie also has two little sons.

Kay Henderson

Station Relations: It has been an uneventful month for the people of Station Relations: We have had our usual spring colds caught from the air conditioning at the Music Hall, the first sunburns of the season have brightened our wintry complexions, and a few of the more politically-minded have begun second guessing campaign strategy. GRACE LYNCH has deserted New York State to become a resident of Connecticut, SPIKE KNAPP and his wife vacationed in Bermuda during May.

Barbara Harlib

Traffic: ALICE BAKMAZIAN became the bride of Charles Adanatzian on May 25th, and on her day of departure there was much merriment in MR. WOODMAN's office as the "something blue for the bride" revealed a very fancy, lacy blue garter for Alice. After the giggling had subsided, Mr. Woodman presented Traffic's wedding gift to Alice, which was a pair of beautiful cut glass decanters. The newlyweds are honeymooning in California, and with them went our best wishes and congratulations. JOAN DUGGAN and her fiance, Thomas Tierney, have chosen October 4th as their wedding day. After JAMES MULLANEY won three baseball pools, Trafficites weren't sorry to see him resign and

are hoping his replacement, DON F. KELLY, Communications, won't be that lucky – everyone in Traffic isn't Irish – although we welcome him into the department. CHARLIE KELLY recently returned with a terrific Floridian tan, looking the picture of health after a medical leave. Hope we'll soon be able to welcome CHARLIE MANGANO back, who is also on medical leave.

Marge Hadley

Station Clearance: Wedding Bells! RUTH MIDWINTER has become Mrs. Tom Fiala. Lt. and Mrs. Fiala will be assigned to Fort Belvoir, Virginia, now that the lieutenant has graduated from West Point. Best of luck and happiness to you, Ruth! We'll miss you. Welcome back to JEAN COLLINGNON. Happy to report that HAMISH MacINTOSH's little son Johnny is recovering from a recent tonsillectomy. LILLIAN MacNAUGHTON and AGNES STIVALE have finally settled down after their "wonderful" week-end in Washington. Will Agnes ever live down her new title, FLASH-GUN CASEY, because of her fabulous (??) photographs? Oh, well, you tried, Agnes! Heartiest welcomes to HERMAN THE TURTLE, now residing on JOAN OURY's desk. Visitors welcome!

Joan Oury

Controllers: Wednesday, April 30, was the afternoon 16 girls from the Controllers-Finance Division entertained for GERTRUDE GILROY at the Hickory House. This was a farewell for Gert, as she is leaving NBC, and the department she was associated with, the Tabulating Room. Good luck, Gert! I sure envy the suntan BARBARA MAYHEW managed to acquire on her 2-week vacation in Miami Beach. So –howdja make out, Honey? Many happy returns of the day to CATHERINE PEPE. A crowd of us gals celebrated her birthday at the Hickory House on Monday, May 12. Such beautiful "unmentionables" she received!

Ethel Pont

Treasurers: On the 24th of May our cashier, GLADYS HARDY, was married to Edward Stedeman. Since the couple will leave in Kingston, N.Y., we bid farewell to Gladys, sending with her our very best wishes for a happy wedded life. "TOMMY" THOMAS flew in a real Constellation aeroplane all the way to the corn-pone-and-chittlings state of Alabama for her vacation. A congratulatory pat on the head is due MURIEL REIMERS, who has announced her engagement to Glenn Josiah of the U.S. Navy. TOM O'CONNELL, ADRIENNE SELLITTO, and STEVE WOZNICA attended the NPC Bowling League banquet, at which "TOMMY" was elected treasurer for another year.

Ernestine Thomas

Purchasing: BOB VALLERA left us to take a position with the General Aviation Corp. ED DEMING couldn't wait to open his summer shack in Conn. but soon found it's still mighty cold in them thar hills.

Mary McNulty

Engineering: Audio-Video extends a hearty welcome to DOUGLAS NIELSEN, a new member of MR. MOLONEY's Construction Group. GLORIA BIZZIGOTTI is leaving the company. GEORGE TOWNSEND is taking a two-week naval cruise this month. All the bowling members of the Engineering Department are still talking about the good time we all had at the Bowling Dinner. We would also like to extend congratulations to ED PRINCE, who was elected new president of the Bowling League. Good luck, Ed. MARTIN MEANEY has come back to NBC to work after spending one-and-a-half years in the Marines. Welcome back, Marty. We are all sorry to hear that ELAINE (HOLLY) CARROLL is leaving the company. She is awaiting the arrival of the stork.

Marjorie Marshall

Personnel: Welcome to new employees JEANNE McNAMARA, VIOLETTE CANTIN and JEANNETTE HARMADY and to REN McMANN, new member of the Training Squad, and a special return welcome to BILL RODEN and VIOLA NILAN in Labor Relations. On May 8 we welcomed — not another staff employee — but a daughter, Deborah Andrea, born to DAVE and Ginna BROWN. Just six hours old when we saw her first photo, and it's no wonder Daddy Dave is beaming! Ten years from now, he tells me, there's no more dish washing for him! Bermuda is calling — especially in Personnel! BETSEY SMITH has just returned with many, many freckles, and JOAN DALY and ELEANOR NADEJE followed to the island, trying to catch up with her. JULIE HEWITT's vacation was spent "on the town" with her sailor — sight-seeing, baseball games, just everything but work. Personnel alumni ANNE MIDDENDORF is now living in Staunton, Virginia, and DOT HEILMAN Budd has a baby son, Bruce Warren. Grace Anderson

Plans and Research: Talent seems to be popping up all over the department. Not only do we have a female Ogden Nash in the person of GLORIA BETROS, and a Mary Petty in our arrival, ANN COSTA, but also a new threat to Johnny Ray who shall be nameless. BILLIE HUBER leaves us for a week of fun, and the whole crew is still waiting for the combination beer and paint party at the BOB DAUBENSPECK's new manse.

Alice Greenstein, Bob Kaufman

General Service: Two groups intent on surprising Sgt. AL LaSALLE on his birthday, May 7th, produced almost identical doughnuts with but one distinction — one bore a huge candle, while the other was garnished with the smaller variety. Talking about birds: that old bird, Mr. Stork, will replace Mr. Turkey in the LORRAINE DECKER MANLEY household next Thanksgiving. Stopped in to say "hello" to LYDIA BOLDIN, and happy to find her spirits returning to normal. Baseball has taken over Room 553 with HELEN DAVIS in there pitching, play by play. Spirits run high Tuesday nights when teams are selected. LT. FAULKNER found himself unanimously elected to be cash custodian and game checker. The height of the amusement was reached when HELEN DAVIS, a Giant fan, drew the Dodgers and PAT CURLEY drew the Giants. Fun was had by all. Vacations are well under way, but the best to date appears to be RUTH PRESTON's anticipated flight to Europe. Her itinerary includes Rome, Paris, London and, to top it, the fabulous Riviera, Chivalry is definitely not dead — that is, not at NBC at any rate. When a young lady in our midst suddenly discovered that zippers cannot be trusted, a gallant gentleman (MIKE CLANCY) came to the rescue. He immediately contacted a charming seamstress who promptly corrected the naughty zipper. GEORGE MONAHAN hasn't been evicted. His belongings are merely being housed temporarily in the corridor until carpet can be laid to beautify his domain. Mary Heller

Air Conditioning: LLOYD TRAFFORD has left for active duty with the Navy. We wish Lloyd a "hurry home." BOB HOLRITZ had better nail down his lathe before someone takes it home. GRAHAM SNEDIKER is breaking out his new surf casting gear. We hear he's going to teach Joan how to cast a squid while he casts glances. Congratulations to Mr. and Mrs. GEORGE McKEON. Cigars are in order. It's a boy! JACK CARAGLIANO

seems to have settled down to fishing also. Now, if only the rough water would settle down a bit, Jack would be happy, He even walks a little different lately. *Tom Henry*

Duplicating: Welcome to two new duplicators this month – SHELLY COHEN and ART BERLINER. Glad to see TOM WADE back in time for the vacation season after a month's battle with a virus infection. Speaking of vacations, BILL GARVEY went on a motor tour of the New England States on his, and BOB AMANTE is making plans to go to a Levi Rest Home (dude ranch) at Peekskill, N.Y. *Charlie Atlee*

Mail Room: BILL QUINN and his wife, Joan, are celebrating the arrival of their first child, Kevin Peter, born April 17th. DIANE LaPERCH couldn't wait for the girl's softball to start, so she filled in when the men's team was short a right fielder and now sports a raspberry rash on her left ear. BILL SCHAUB has sailed into the Mail Room, fresh from two weeks as a guest of the United States Navy. Also, we're glad to have BILL McMANUS back in the cage following his vacation. *Bill Quinn*

Stenographic: All the girls are looking forward to their summer vacations. First to depart was MRS. THOMPSON. She spent her first week at Huntington, Long Island, for a well-deserved rest. MARJORIE TRINKA has arrived in Holland and, from all reports, is having a wonderful time. ELOYSE GELFER's new shoes have caused quite a stir 'round these parts. Welcome to JOAN BERLINER. *Mildred Cucciniello*

Program Services: PAUL DUMONT teed off our vacation schedule, but was silent as to his whereabouts. Not so with OLGA PAVLOVA, who went to Florida with JANE COSTELLO. Olga returned tanned and beaming, but obviously Jane remained there and was replaced by someone who looks very much like her. JIMMY HAUPT spent his reprieve on the golf course, undaunted even by rain. And HOWARD ATLEE has given up the idea of eating regularly and is braving the rigors of summer stock, at which we wish him the best. JOAN PORTER and MARY SHEA felt the lure of a profession slightly older than radio and have both become engaged, which action LAURIE HEALY carries to its logical end, leaving NBC to be married. MARGIE WELTNER completes the exodus,

feeling the lure of a different sort, and is taking off for Europe. Further incidental intelligence from the north (Program Analysis to the uninitiate): MIMI HOFFMEIR keeps her people happy by having them up to her home in Wilton, Connecticut, and VERNE HEUER vacationed down south. DAN SUTTER amazed the scientists by the odd arrival of his new baby. Sticking to the tried and true, however, BILL PARISH is the father of a first-born male.



Employee Services has moved to Room 729.

Joan Levinson

Music: May brought birthdays to DOTTI METCALF, MIRIAM HOAR and ROSEMARY BARNETT. Rosemary turned 21 and was feted with a cake and balloons. She is the "baby" among us. MARGARET SNIDER and her family moved to their new house in Bronxville, which has taken into demand many weekends of work. MIMI KILGORE was dared by her husband to wear his surgeon's cap - so in she strode with what she made everyone believe was a John Frederick's original. What a let-down! AMY KUHN now harbors a kitten in her home whom she calls "Charlie Chaplin" because of its comical appearance and its antics.

Nora Weinraub

Set Up: Vacations have started, with our lead-off man, TONY FASOLINA, spending his on the beaches of Bermuda. JOHN WELSH, who gets away this month, intends to vacation at his summer place in Greene County, where he indulges his rather unusual hobby of bird-watching. TOM LONGMORE had tough luck in spraining his ankle while playing cricket with the Crescent A.C. of Brooklyn. He had piled up the fine score of 67 runs (not out) when the accident occurred. EDDIE McMAHON dispensed even-handed justice during his recent jury service in Queens County Divorce Court. He says that some of the cases were most interesting. JOE KALL is greatly elated by the invitation to play a return singing engagement at Grossingers.

Genevieve Savage

Sound Effects: MR. JACQUINOT returned on May 19th after a short sick leave. Miss DOLORES BLYE has joined the staff in our department.

Louise Anderson

Guest Relations: Miss JULIA DOUGHERTY has returned to work after a prolonged absence due to illness. MARVIN JACOBSON has left the GR office to take a position with an optical firm. ARNIE KATINSKY also took his leave of GR. Arn is now with WFIL in Philadelphia. Mr. JOE PHILLIPS is the proud father of a son, as of Friday, April 9. GEORGE BROOMFIELD is lending his talent as a wielder of the racket to the Pace College tennis team. Georgie is undefeated to date. Speaking of athletes, NORM KUDLICK, GREG EATON and ART TOPOL are members of the NBC softball team. BETTY JACKSON has left the Tour Division in order to go into modeling.

Jack Weir

RADIO NETWORK

Controllers: MARIE PEREZ is home from the hospital recuperating from a tonsillectomy. Do we hear wedding bells ringing for ESTHER D'ALESSANDRO? AL WEIDENMULLER is sporting a "Mediterranean" complexion plus an aching back. What happened, Al?

Marie Semprebene

Sales: RUTH BARRETT returned to work after spending two wonderful weeks traveling through Florida. She stopped at Palm Beach, Stewart and Fort Lauderdale, and needless to say, hated the idea of coming back to work. The story of the month is that MARION SCHWOLERT is going to *Nigeria, Africa!* Marion's husband-to-be is going over there as a missionary and naturally she isn't going to be left behind. Marion isn't actually sailing

until sometime in October but is leaving the company at the end of July. P. S. The wedding date is June 22, and the ceremony will be performed by her father.

Kathy Walker

Advertising and Promotion: This month we're devoting to catching up on something hitherto unattended – namely, long-overdue recognition to the Graphics Section of A & P. Located on the 7th Floor, this group of hard workers is headed by PHIL HIRSCH. They are known for consistently fine work and for meeting near-impossible deadlines with finesse. Although somewhat isolated from the office proper, they comprise an integral part of Radio Advertising and Promotion. So, to Phil and his group – PAUL WANDEL, ED BIRSNER, JOE BOLGER and ED BROADHURST – a salute from 416 to 780M!

Vernon Lowell

Program: We were sorry that JANE HENDRIE had to journey to the hospital for a bout with a virus and hope that she will effect a speedy recovery. Everyone is enthused over MEREDITH WILLSON'S new RCA recordings – *Freedom Song*, the Salvation Army salute *Banners and Bonnets*, and *The Unseen Riders*. By the way, Meredith's "county survey" is doing exceedingly well, and his pin map of the United States looks like a Christmas tree.

Bob Wogan

News and Special Events: The welcome mat is out in the AM News Department for two newcomers – newswriter JOSEPH DEMBO, who comes to us by way of Station WCTC, New Brunswick, and copyclerk BILL GRUDENS, formerly of the Guest Relations staff. Also, we welcome back LEON PEARSON, who has recently returned from a 5-week tour of Europe.

Peggy Madon

Technical Operations: CHARLES BENNIS, our recording supervisor, is spending his vacation down Florida way. Now that the nice weather is on its way, AL VITUCCI of Field is busy getting his boat ready for its official launching for the season. RODY is also anticipating a big season. He is one of our more experienced fishermen. MARJ ALLEN, who was formerly one of our studio engineers, is now in Japan on a business trip.

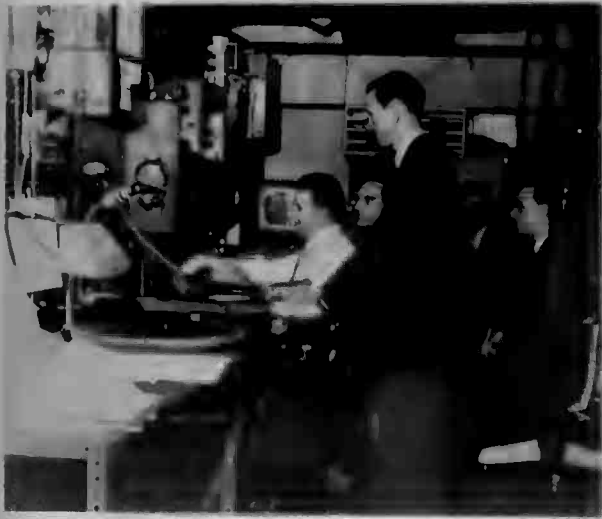
Jane Ermentraut

TELEVISION NETWORK

Controllers: One by one the prospective brides and grooms are departing. ART JOHNSON, FRANK O'SHEA and TERRY CHAMBERS are already married, and there are only five more to go. We bid welcome to JACK STEWART, who joined SAL VERDEY in Payroll, and EUGENE CROWLEY, who is with JACK LAVAN in General Accounting. Vacation time is once again upon us, and everyone is pondering "where shall I go?" Florida, Bermuda, Virginia all sound very tempting along with the enchantment of Europe.

Ed Rossi

Sales: If Bermuda should lose money this year, it won't be our fault. BARBARA SCHOTT returned glowing with such tantalizing tales of her two weeks that we suspect the Bermuda Chamber of Commerce paid the bills. OLGA SAMARDAK didn't believe a word of it, so she left May 10th to investigate. She will be followed by NANCY EWELS, FRAN BARBOUR, and if



5F, NBC's first film studio, as it appeared in its final days. The studio is being rebuilt at present.



5E, NBC's newest film studio, which went into operation this past winter.

Photos by Ronnie Gödschalk

ROY PORTEOUS can spare FRAN DeGENNARO, Bermuda will be in the black. JOAN KINGSBURY, the clients' best friend has moved to greener pastures. Congratulations to WNBT Music Department. New members to the Sales family include LEE SHOEBERG, NANCY AHL and BILL RUSSELL. JOE LARICCI is just getting over a bad cold he caught from a Hill Gail. LILY BORST has stopped supporting the subways via New York Central from the new apartment in Mount Vernon. *Grandfathers Are Wonderful People Department*: JOAN ALDRIDGE, returning home last week-end, found a strange new Chevrolet convertible in the driveway only to find it wasn't strange at all — a birthday gift from her grandfather. GLORIA VACHIO is beginning to think her two pet turtles are males. She hasn't seen the turtles neck at all.

Tony Cervini

Advertising and Promotion: Our best to PEGGY WHITESIDES, who married Lt. Pat Robinson up at West Point and heads for Oklahoma. CINDY CONVERSE stopped by for a chat the other day. MERLIN MARSH is now known as the Svengali of A & P. She's taking a course in psychology at NYU. A new sales promotion writer has joined us — CAPTAIN MAURICE DALLIMORE. And we're glad to have LOU BRENNER back with us after service with the 301st Radio Broadcasting and Leaflet Group,

Joan Scherm

Sales Planning and Research: Department vacation plans to date: MILDRED SCHMIDT is planning to spend two weeks at Eddy Farm in June to improve her golfing skill. ETHEL CARDI has rented a summer cottage in Huntington, Long Island, and ROSETTA LEEDS is planning a trip through Canada.

Dorothy Poser

Studio and Staging Operations: EVA STEUER has announced her engagement and is showing all the girls her lovely solitaire.

Ja Sommer

Broadcast Film and Operations: We have an "angel" in our midst — MONTY MORGAN of Broadcast Film, one of the backers of *Of Thee I Sing*. Broadcast Operations has rolled out the welcome mat for BILL POST, returning after two years in the service. JIM SCHAEFFER, now on military leave, paid a surprise visit while on furlough. Wedding bells will be ringing come July 5 for JEAN DYKSTRA and DON ELLIS. Congratulations and good luck to both of you.

Louise Goralski

Staging Services: Welcome back to JOE KIRBY from the recent appendectomy, and to GEORGE RYAN from a restful vacation. A big handshake to NOEL PETERSON, new NBC-ite, and to JOHN SULLIVAN from AM News. Best wishes to NICK CUMMINGS, off to the Navy. Happy traveling to RUDY PFEIFFER with the new Mercury. Last month this paragraph stated LEE ARONSOHN won the Coon County Muzzle Loading Tournament. We omitted one word — Rifle!

Ernie White

Film and Kinescope Operations: FRANK STRUZZIERI, at the Film Exchange, is home recuperating from an auto accident. Hope you're feeling better, Frank. RUTH KRATZKE, also of the exchange, is basking in the sun at Daytona Beach, Florida, for two weeks. PHILIP IVORY joined our crew in the Film Editing Department. Welcome. The gals in the department celebrated the return of the Dodgers to New York by having a get-together at the famed Rainbow Room. We were all sad to see the departure of PAUL ROSS, a trainee who was with us a few weeks. We all miss you, Paul. A belated welcome to JOAN BARTLETT, CHARLES CARRUBBA and IRVING OSHMAN, who joined the staff at the Film Library recently. Congratulations to JOEL FRIEDMAN, who was married May 18th to the sweetheart he met in France while in the Army. This romance reads like a book. Perhaps one day Joel will write it. EDNA PAUL's hair has turned white over her new home (paint — not worry). If you see BOB SCHULEIN walking down the avenue with a pack on his back, he's not running away from home, just toting his new Klepper boat. How about unfolding it for us to take a ride in Central Park some day, Bob?

Terry Colasacco, Beatrice Ehmann

Program: The PAUL BOGARTs welcomed their third child, a girl, named Jennifer Jane. PRIS FARLEY is vacationing for a few weeks in England. Congratulations to DAVE CRANDELL, recently married and now honeymooning in Europe. LARRY SCHWAB is now with an agency, working on *Lights Out*. Good luck, Larry.

Pat Powers

News and Special Events: We're more than happy to welcome BEVERLY FAYMEN, ex-NBC-Washington, who migrated here to continue her secretarial duties for JOE COLLEDGE at 106th Street. Hope you get to like our town, Beverly — and us. LEW BROWN, back from a 3-week vacation in sunny California, said he had a wonderful time but thinks it will take another week to recuperate. We know how you feel, Lew, but what's a vacation for?

Rose Homa

Talent and Program Procurement: Miss PEGGY STEWART arrived at the Kentucky Derby with pockets full of the green stuff, but due to a slight miscalculation, when she returned

to New York, the green stuff had either tarnished or disappeared. *Cold Command* is still running! Miss PRISCILLA FARLEY flew to Europe on May 9th for a two-week vacation. MARY JANE BAZDAN has returned to the office after spending a weekend at Yale. She reports that the "tables down at Mory's are still intact.

Anne Koyce

Technical Operations: JACK IRVING's sailboat, "The Super Synch," has finally gotten into the water. (For Jack's info that's the stuff that *some* people drink!) He's looking for ballast -- human, preferably female. New lighting man in Studio is WALTER ECKLEY. New men in Film are JACK BARASCH, ORVILLE HILL, LEN GREENBERG, BERNIE COHEN, BILL BUFFETTI, MILT LERNER, SAUL FEUER and MIKE FENSORE. New chillun: Boys to the IRVING EHRLICHs and the GEORGE WEISZs (both of Studio), to the ALEX GEISLERs (Maintenance) and to the BOB DREIERs (Field). A girl to the DICK CARRATHERs (Maintenance). We've almost got more small fry than engineers! GEORGE WASIELKE has gone and gotten himself hitched. DOM SALVIOLA is slipping into the marital (or material?) harness on June 7th. Best of luck, boys! Those cleat marks in the floor of 5E, film studio, were caused by GEORGE NEUMANN's new \$25 golf shoes, purchased after his very first game. Score? We're not tellin'. So there! Woof!

Florence O'Grady

OWNED AND OPERATED

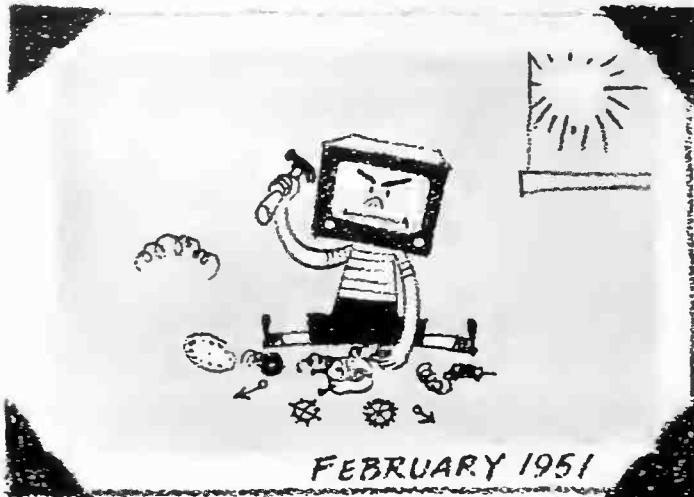
WNBC-WNBT: The surprise appearance of a beautiful diamond heralded the feature news of the month, the announcement of the engagement of AUDREY TIBBS and GENE ALEXY. The Flagship welcomed aboard JOAN KINGSBURY and KATHLEEN CASEY and said good-bye to CHARLES PHILIPS, JIM HIRSCH, BARBARA CHESTER and CAROL WHITMORE. Good luck to Philips, who left us for WNBK in Cleveland, and to Hirsch, who went south to WRC in Washington. Congratulations to Jim Hirsch, and to JACKIE ROBINSON, fathers of a new girl and a new son respectively. We're sure our readers will be glad to know Tibby's pet skunk has returned.

Mary McBride

Spot Sales: DICK BERGH spent his two-week vacation in Bermuda. The Misses PAT DENEHY and JEAN BULGER are planning a truly exciting vacation -- a trip to the Belgian Congo and East Africa. Needless to say, we'll be anxiously awaiting their return for all the details. Good-bye to RUTH LOZIER NORTON, who is expecting a baby in September. DOLLY FAY and friend planning a two-week vacation in Jamaica -- British West Indies, that is!

Elaine Simpson

It has been learned just at press time that an NBC blood drive will be held in cooperation with the Red Cross on June 10 and 11 in Radio City. At present the Armed Forces have only a three-day operating supply to care for the wounded in Korea, and the NBC Blood Bank, which receives 50% of all donations, is in need of replenishment. You can provide aid in a crisis for both our servicemen in Korea and your fellow employees by calling Employee Services, Ext. 462, for an appointment to donate blood.



have you taken a good look at daytime television lately?

Sometimes you don't notice how a boy has grown until he puts on his first real suit, complete with long pants.

That's the way it's been with *daytime television* during the past year.

Daytime TV had been growing fast . . . but it took NBC's famous breakfast-time news show, "TODAY", to complete the morning line-up and herald the arrival of daytime television as a major force on the advertising scene.

We all know that TV set ownership nationally increased about 42% during 1951 . . . but what about the payoff — actual viewing? Therein is the key to the growth of daytime TV.

Just in the 8 major markets represented by NBC Spot Sales, actual daytime tune-in during the *average daily ¼-hour* from 7 AM and 5 PM, Monday through Friday, increased by a third of a million sets-in-use from February 1951 to February 1952 (when "TODAY" began) . . . a gain of 66% in one year.

Have you looked into the full potential of daytime television in these 8 key markets?

Call your NBC Spot Sales representative
for full details.

NBC Spot Sales

New York Chicago Cleveland
San Francisco Hollywood

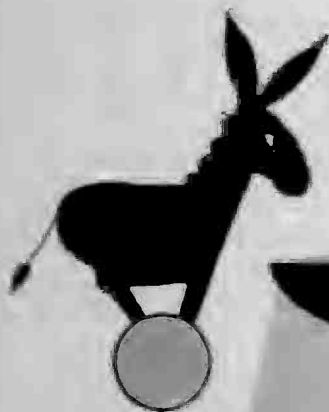
WNBT New York
WNBQ Chicago
KNBH Hollywood
WPTZ Philadelphia
WBZ-TV Boston
WNBK Cleveland
WNBW Washington
WRGB Schenectady-Albany-Troy

NBC Chimes

JULY 1952



GOP



DEM



JULY 1952

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RCA

RCA Building - Radio City

New York 20, N.Y.

Published monthly by and for the employees of NBC.

NEIL GAHAGAN, *Editor*

"Watchdog of Freedom"

It seems appropriate, with the approach of Independence Day on July 4, to point up the increasing benefits that American citizens derive from a free and unhampered communications system.

Since America's first Independence Day in 1776 a free press has always been a champion of free thought and expression. In our day, a free radio and a free television have continued what a free press began.

These media have kept our precious heritage alive and inviolate. Without freedom of action in these methods of communication, a free American people could no longer exist. Radio and television's service to a free and enlightened people has been proved many times in the past, but such services will be proved especially this month with NBC's coverage of the Republican and Democratic conventions in Chicago.

Such coverage over the years has seemed to induce more and more American citizens to exercise their right to vote. Radio and TV have been and are potent forces in making a free people act.

The increase in the number of voters in the last seven Presidential elections parallels the increase in the number of families that have acquired radios, and outstrips the general population increase during that period. This suggests that the relationship between radio and voting is somewhat more than coincidental. And with the addition of some 17.4 million TV sets since the last convention period in 1948, the relationship this year will undoubtedly become more pronounced. It is estimated that 70 million Americans will watch each political convention.

This is a healthy thing.

Unlike governments, which condition and monitor all methods of communication within their borders, the American people this month will be able to see before them the whole panorama of candidates for the highest office in the land. And thanks to radio and TV they will be able to judge and consider the candidates' worth from free choice.

To a freedom-loving people, NBC, this month, will be doing a great service.

UHF Television Station KC2XAK



Victor Bary at control console and transmitter switchboard.

Engineer Victor Bary Finds That Life Can Be Beautiful in Green Connecticut Hills

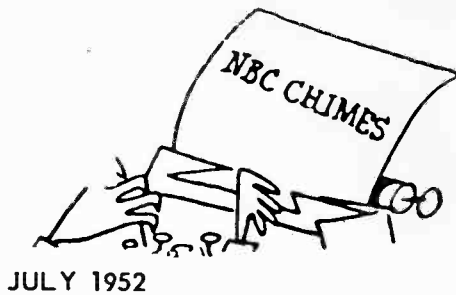
Away from the noise, stone and concrete of the RCA Building, Victor Bary, 36-year-old NBC engineer, is spending his working days in a cute four-room Cape Cod house, nestled in the green, rolling hills of Stratford, Connecticut, a typical Yankee residential community of some 33,000 persons.

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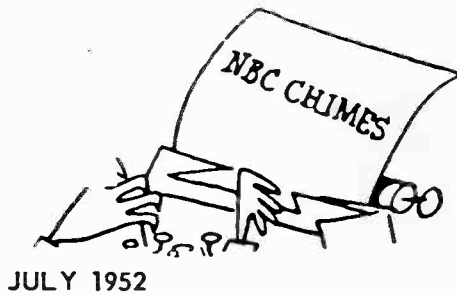
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watch TV for relaxation.”

Bary, who has been with RCA and NBC since 1940, is chief operations engineer for the UHF experimental TV station in Stratford, and as such he pre-empts the day shift. Bill McAlister, his assistant, works from 4 p.m. to midnight. Bary lives in Trumbull, a small township adjacent to Stratford, where he bought a house recently. He lives there with his wife and two children. He drives to work on Broadmere Road, where the experimental station is located. It's just a stone's throw from the Remington Arms proving grounds, where small-arms ammunition is tested. The rat-tat-tat of 50 caliber machine-gun fire does not seem to rattle Bary, however, who starts to work at his TV vigil at 8:30 a.m.

On December 29, 1949, operating under the call letters KC2XAK (KC stands for the regional location, 2X for experimental, and AK for the station call letters) this RCA-NBC ultra high frequency TV station at Stratford first went on the air. It was meant to service the city of Bridgeport and environs. It was the first and only UHF television station to operate on a regular daily commercial basis. The frequency of the station is 529-535 megacycles, which is approximately equivalent to Channel 24.

UHF is a combination of letters that identifies the ultra high frequency portion of the radio spectrum which has now been opened officially for the expansion of television. In reality it means more television for more people. UHF and additional use of VHF (very high frequency) expands program service through more stations, while presently operating VHF stations will continue to serve large and growing audiences.

The site for the RCA-NBC transmitter was chosen in Stratford as Stratford is a suburb of Bridgeport. And Bridgeport with a population of just over 200,000 is on the fringe reception area for both New York and New Haven TV stations. The hilly countryside also produced difficult conditions for radio propagation and commercial telecasting.

Before Victor Bary commenced his job of operating the station in December, engi-



Victor Bary's "home away from home" in Stratford.



Antenna tower and house of RCA-NBC experimental UHF station in Stratford.



TV receiving antennae installed for tests in Bridgeport area.

neers of the RCA Victor Division had been applying their know-how to designing and building experimental UHF television sets and UHF selectors to permit existing TV sets to receive both VHF and UHF broadcasts. The RCA Service Company then placed these sets and UHF Selectors in some 50 homes in the Bridgeport area--so selected by Vic's New York associates that they would give a fair sampling of reception conditions.

It was at this time that Victor Bary began to monitor UHF and VHF television programs for defects in reception. He has at his disposal in the Cape Cod house, three VHF receivers and one RCA color UHF receiver. The main room (or what would have been a living room in the normal dwelling) houses these receivers plus all of the instruments, control console, transmitter switchboard, control panels. For over two years Bary viewed the four screens for flaws in reception. And his co-worker, 35-year-old Bill McAlister did the same on the grave-yard shift.

The Bridgeport staff of McAlister and Bary is one of several teams which have collaborated for the last three and one-half years under the direction of Raymond Guy in planning, building, and operating the station. They garnered for the industry and the Federal Communications Commission all of the information UHF television distributed through the press and in public hearings as a contribution of the RCA and NBC in the common cause. The reports of the work in the Bridgeport area have shown that:

1. Television reception on UHF, within the service range, can be just as clear and stable as on VHF. In some instances it is even better, for UHF pictures are not bothered by near-by X-ray equipment, auto ignition, neon signs, or home appliances, which have been known to play hob with VHF pictures.
2. Present TV sets made by RCA and other manufacturers can be readily adapted to receive both UHF and VHF telecasts. Many television manufacturers, including RCA, have demonstrated simple Selectors which can be readily attached to present sets.
3. Actual construction costs for a UHF broadcasting station are about the same as for a VHF station.
4. Color television can be broadcast on UHF.

The Bridgeport Station was not just the focal point for a field test of UHF television. It was also a place where anyone from the FCC or the industry could visit and learn of our experiences, see the plant and discuss UHF matters of common interest. Bary was selected to head the station staff because of his quiet competence and pleasing personality.

Bary has played the part of public-relations man, as well as station supervisor in his cottage in the hills. He has played host to manufacturers and interested engineers from Kokomo to New Orleans and Seattle. His "guest log" is loaded with names from

all parts of the world. More than 60 manufacturers, members of the FCC and interested engineers have used the service area of the Bridgeport station as a "proving ground" for new equipment being designed for UHF reception. Appropriately, therefore, the site of this station is known as "Success Hill"

Following the successful experimental tests at the Stratford transmitter, the 50 experimental receivers installed in Bridgeport households were withdrawn, and the results of the testing have now opened the skyways for some 70 new UHF television channels. The FCC further announced that now 1,445 new UHF television stations could be allocated. These with UHF stations will give the United States, its territories and possessions a total of more than 2,053 TV stations in 1,291 communities.



Bary and assistant check equipment.

Bary's only drawback now on the job is absolute loneliness, except when the Bridgeport General Office Service arrives to polish the floors and dust the Martian-looking equipment. But then again, he can always watch television. He finds time though for reading the latest technical books on radio and TV, and then he has monthly reports for New York. Periodically he must give the station-break announcement, which is done by transcription.

Although the future of the station is vague, Bary would like to stay and grow roses--possibly a gladiola or two--and plant a few shrubs. He has a man who comes to mow the half-acre of lawn every week.

You can see Bary at anytime during the week in his cottage on Broadmere Road in Stratford, and he'll be only too happy to show you through.

Although Bary worked in New York for nine years, he doesn't grow too nostalgic. He has his mementoes from the New York office right in his own Stratford offices. The personnel department of NBC has provided him with a bulletin board...and a suggestion box!

NBC Veteran Gustave Bosler Retires

Gustave A. Bosler, model-shop employee, retired at the end of June. He had been in the communications field for 40 continuous years, and with NBC for 25 of those years. Before his retirement a group of 200 of his friends gave him a surprise party on May 23 at the Jamaica Hall in Jamaica, L. I. "Gus" was presented with a 25-year plaque, a Savage .300 deer rifle, complete set of fresh-water fishing equipment, two \$100 bills and an assortment of gag gifts.

He had worked for the Marconi Wireless Telegraph Company of America and joined the Independent Wireless Telegraph Company in 1918.

McConnell Presents Case For "Truth to the People"



Joseph H. McConnell

The legal profession was urged last month by Joseph H. McConnell, president of the National Broadcasting Company, to lend the weight of its great influence in opposing any restrictions on television's power to carry the truth to the people.

Speaking before the North Carolina Bar Association at Wrightsville Beach, McConnell declared, "In television, we have an influence to broaden and deepen the life and understanding of the American people to a degree never before imagined.

"We have a medium for opening the treasuries of our intellectual and artistic heritage so that all people can share in them," he said. "We have a force that is going to cover all of the United States and link continent with continent in better understanding.

"I submit my case to you. All of you, as lawyers or judges, are officers of our judicial system which has a special concern with the maintenance of American freedom. I recognize that there are proceedings involving the national security or personal privacy where publicity of any sort should be avoided. These proceedings should be held in closed sessions to protect the national interest and private rights. But where the public is physically admitted, we must assume that public attendance is proper.

"In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend...."

In support of his plea, Mr. McConnell quoted Sir William Blackstone: "The open examination of witnesses in the presence of all mankind is much more conducive to the clearing up of truth than the private and secret examination before an officer or his clerk, in the ecclesiastical courts and all that have borrowed their procedure from the civil law."

McConnell advocated that consideration be given to televising the proceedings of the United States Supreme Court so that the nation could witness the debates on great public issues, the living application of the principle of equal justice under the law and the ways in which individual liberties are protected by the highest court in the land.

"If we believe in democracy and we want to strengthen it, we will not be afraid of arming the people with the truth," McConnell concluded. "If we feel that the people must be protected from reality, that they cannot be trusted to govern themselves, then we will keep the truth from them. And the best way of keeping the truth from them is to bar television — because it is the truth."

Named in New High Posts with NBC



Frank White



Sylvester L. Weaver, Jr.

The National Broadcasting Company on June 18 moved toward closer coordination of its radio-TV networks under a combined management. Sylvester L. Weaver, Jr. vice-president in charge of the TV network, has taken over as vice-president in charge of both networks. He will be assisted by Frank White, former Mutual president, who joined NBC on June 10.

Under the new system, Mr. White will be vice-president and general manager of NBC's two networks.

Joseph H. McConnell, NBC president, predicted the new move "will benefit our audience and our customers." The move will permit free interchange of TV and radio personalities and attractions, he added. "This will benefit our audience in homes which use radio as the primary source of entertainment and information....and will offer TV homes a more exciting supplementary program schedule on radio," Mr. McConnell said.

Sarnoff Named to NBC Film Post

Joseph H. McConnell, NBC president, also announced last month that Robert W. Sarnoff, vice-president, would take charge of a newly-created NBC division of film activities, including the projected expansion of film syndication by the network.

Mr. Sarnoff, in his new post, will report directly to Frank White, vice-president and general manager of the radio and television networks.

Mr. Sarnoff, has been a vice-president of NBC since June 6, 1951, and has been a director of NBC unit productions in the television networks.

Roses for the Secretaries on Their Day



Secretaries in the NBC press department seem pleased with their roses, which were given to each commemorating Notional Secretaries Day here June 4. Top, l. to r. Barbara Mulligan, Christine Cossery, Horriet Demos, Joon McCollum, Helene Schuck. Bottom, l. to r. Connie Collins, Violet Young, Peggy McNeony, Peggy Heelon. The roses were a gesture from the company.

Sarnoff Named "Father of the Year"

Brigadier-General David Sarnoff, chairman of the Board of RCA and world renowned leader and authority in the field of wireless communications, and champions of "Freedom to Listen" and "Freedom to Look" as a human right everywhere in the world, was named "Father of the Year" by the National Father's Day Committee last month at its annual award luncheon held at the Waldorf-Astoria Hotel.

In making the announcement, Alvin Austin, National Director of the Committee, said "General Sarnoff received this award for his contributions to the development of world-wide communications and championing of "Freedom to Look" and "Freedom to Listen" in radio and television. The Committee considers these powerful factors in bringing the world nearer peace. General Sarnoff is the logical choice at this time because this year's theme of Father's Day on June 15 stresses "A Peaceful World".

Other outstanding fathers named at the time were: Humphrey Bogart, screen; Henry Fonda, stage; H. V. Kaltenborn, radio; Sam Levenson, television; Ray Robinson, sports; General Matthew Ridgway, military; and Trygve Lie, world cooperation.

"Happy families make a peaceful world" was the theme of Father's Day, June 15 this year. The holiday was founded in 1910 by Mrs. John Dodd of Spokane, Washington.

"Have a Single with Bath Available?"... It's Driving the Girls in PBX Crazy

There's a sign hanging prominently in the busy telephone operators' room on the 5th floor (Room 521) that reads: "You don't have to be crazy to work here...but it helps." The significance of the message seems very appropriate viewed in the light of the calls that come into the NBC switchboards for "singles with baths". It seems that the Essex House number is Circle 7-0300 as against NBC's Circle 7-8300. And the confusion is terrific. And furthermore, the Essex seems to have nothing but "singles".

There are 26 girls and two men on various shifts for the combination NBC-ABC switchboards in the building, and like Hamlet...like dogs...they can go mad too. "Especially," says Maude Archer, the chief operator, "when we get calls from proud mommas who have 'talented kids' they want to place on the NBC airwaves. We get these calls continually."

Miss Archer, who has been with NBC for the last 23 years, remembered the piece de resistance. "This fellow," she said, "called up and said that he was about to put a thick steak into the oven, and could the operator tell him and his wife (who was evidently shy in the culinary department) how many minutes they should cook it! The man did admit, however, that it was a foolish question."

"We get calls about vacuum sweepers, radios and all sorts of weird questions from the outside," Miss Archer said. "I wish I could remember them all. I could write a book."

Miss Archer, who is the chief operator for the 13 positions on the NBC-ABC switchboards, is in charge of the 26 girls and the two men operators. They all work on stag-



This PBX set-up in room 521 is used exclusively for NBC-ABC business

gered shifts, which vary from 8 a.m. to 4 p.m. when two girls come on in the morning to relieve the night shift, which is midnight to 8 a.m. Then there are shifts of 9 a.m. to 5 p.m.; 9:30 a.m. to 5:30 p.m.; 10 a.m. to 6 p.m.; 11 a.m. to 7 p.m.; 12 noon to 8 p.m.; 4 p.m. to 11 p.m.; 4:30 p.m. to 11:30 p.m.; 5 p.m. to midnight; 6 p.m. to midnight, and finally the midnight to 8 a.m. shift.

Two men are in charge of the boards over week-ends. They have been with the company for some time.

The PBX set-up in room 521 is used exclusively for NBC and the American Broadcasting Company, although 90 percent of the business over the board is NBC business. The remainder is ABC turnover. Most of the business over the lines is automatic dialing on a complicated No. 701 dial board. The operators handle only outside calls and the direct tie-line traffic from NBC-ABC to various U. S. cities.

The National Broadcasting Company, for instance, has direct tie-lines connecting Washington, D. C., Chicago, Hollywood, Philadelphia and three lines into New Jersey. Cleveland is reached through the Chicago line, and San Francisco through the Hollywood line. Included in the equipment also is an amazing nation-wide 10-way conference PBX plan, wherein ten executives in scattered parts of the country can confer as though seated around a conference table.

The greatest complaint from operators is that these outside direct lines are used too long by some personnel—thus forcing important, long-distance calls to go over expensive outside lines.

“Our busiest times on the positions occur,” said Miss Archer, “when some important radio or television program is cancelled at the last moment, and then the public starts to call in. The board is usually flooded with calls, and it keeps us stepping.”

All of the girls on the board have been with NBC over a year. All of the supervisors have been here over 10 years. The age-range of the girls is from 20 to 50.



Maude Archer, chief operator

When the operators answer calls, they say: “National Broadcasting Company”. Asked why not save time with a simple “NBC”, Miss Archer explained that it is confused sometime with the National Biscuit Company. The girls used to say: “This is the National Broadcasting Company”, but this was necessarily abbreviated.

Local information requests used to be handled over the switchboard positions by girls who eventually wore out NBC telephone books thumbing the pages. It was laborious and inefficient. Today, every employee’s number is listed on a separate board, encased in an individual cellophane tab. A roving information operator can spot a number on the alphabetical indices in a trice. The operators



For information, employees' numbers are listed on a separate board.

room is air-conditioned, and includes a small lounging room to one side – for exasperated operators.

Behind the scenes in another room (temperature 80 degrees) are located Charles Aeberle, a telephone company technician, and his assistant, Bob Ritzmann. These two men are responsible for the intricate wiring and equipment that goes into the small-city switchboard. The complicated machinery includes line finders, selectors, three-digit connectors, four-digit connectors, and thousands upon thousands of feet of minute copper wiring.

There are 15 frames of switches in this room, which include 10 dialing tie lines. Dialing mechanisms are constantly in use, and Mr. Aeberle points out that a sample testing was made two years ago and it was found that for NBC there were 2,000 local dialings per hour. He added that the volume has probably increased considerably since that time.

Mr. Aeberle further pointed out that NBC employees are more "long-winded" than most personnel in other offices. He has tested this too. He said the probable explanation for this was the fact that in radio-TV business there was a great deal more detail work to be accomplished over the phone.

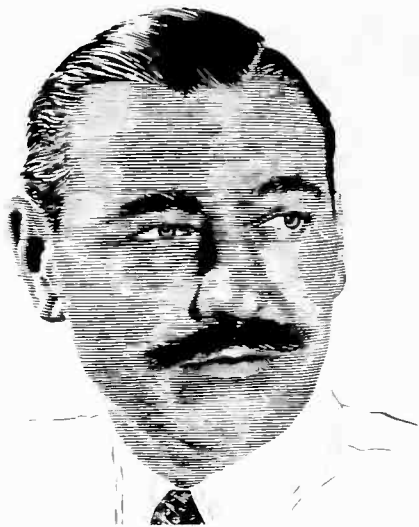
Why the NBC switchboard room was ever placed on the 5th floor, Mr. Aeberle could not explain. But he said that there are four other such switchboards in the RCA building, servicing other companies and personnel. "The largest of these switchboard set-ups," said Aeberle, "is the one used by the Standard Oil Company, as it also services the Esso building across the street." The NBC switchboard is the next largest in the building.

Mr. Aeberle had his greatest difficulty a few years back when the whole NBC system got fouled. There was a busy-signal and dial-tone mix-up, which created quite a bit of consternation. It took hours to locate the beastly trouble.

Introducing Maurice Dallimore...

Until Recently a Major in the Indian Army

London-born Maurice Dallimore, a 30-year-old ex-Major in the Indian Army, is a comparative newcomer to the National Broadcasting Company. For three months he was associated with NBC in the TV press and trade press space advertising department, and a few weeks ago was added to the regular NBC staff. He now handles press and trade space advertising and sales. His location – Room 704.



Maurice Dallimore

Mr. Dallimore was induced to come to America some 14 months ago for two reasons. He was interested in America, but more important he married an American girl, Gertrude "Tommie" Larson, in Middlebury, Connecticut, last June. He met Miss Larson in London while she was associated with the U. S. Committee for care of European children. She was the committee's child care consultant. Mr. and Mrs. Dallimore now live in Tudor City here in New York.

Mr. Dallimore considers his British home at Basingstroke, Hampshire, England. He lived there and attended a private school in nearby Essex. He later attended Reading University, and upon graduation became interested in writing short stories.

These endeavors later led him into scripts for a film company – and eventually for radio.

Came the war, and Mr. Dallimore went to India in the latter part of it. He was attached to the Indian Army, which had always been officer-staffed by British Army men. He was a major in charge of an Indian unit, located for the most part in Bombay. He was also in charge of a supply unit in Calcutta for a stretch.

During the war, he prepared scripts, and broadcast in collaboration with BBC for programs to the allied soldiers in the India sector. The programming was comparable to our own Armed Services Radio idea. When India gained its independence, Major Dallimore was forced to bow out. He then took a position in Bombay with D. J. Keymer, Ltd., the oldest advertising firm in the Far East. With them he was an account executive. He then took a six months leave for London...and met Miss Larson.

Now in America, and a confirmed enthusiast for the place, Mr. Dallimore likes best "the friendliness and lack of formality" in Americans.

"I was particularly impressed a few weeks ago," he said, "by that American National Secretaries Day. I thought those flowers for each secretary were an awfully nice touch...made the girls feel that they were really part of the company.

"I guess that's what's nice about the country. There's always so much more interest in the individual as such."



As NBC employees donated blood in Center Theater foyer June 10.

Local Blood Drive Nets 143 Pints

The NBC-Red Cross blood drive during the early part of last month netted the Red Cross 143 pints, which breaks all previous records for a one-day operation at NBC. The actual blood-letting day was Tuesday, June 10, when the Red Cross mobile unit came to the grand foyer of the Center Theater. The unit worked from 9:45 a.m. to 3:15 p.m.

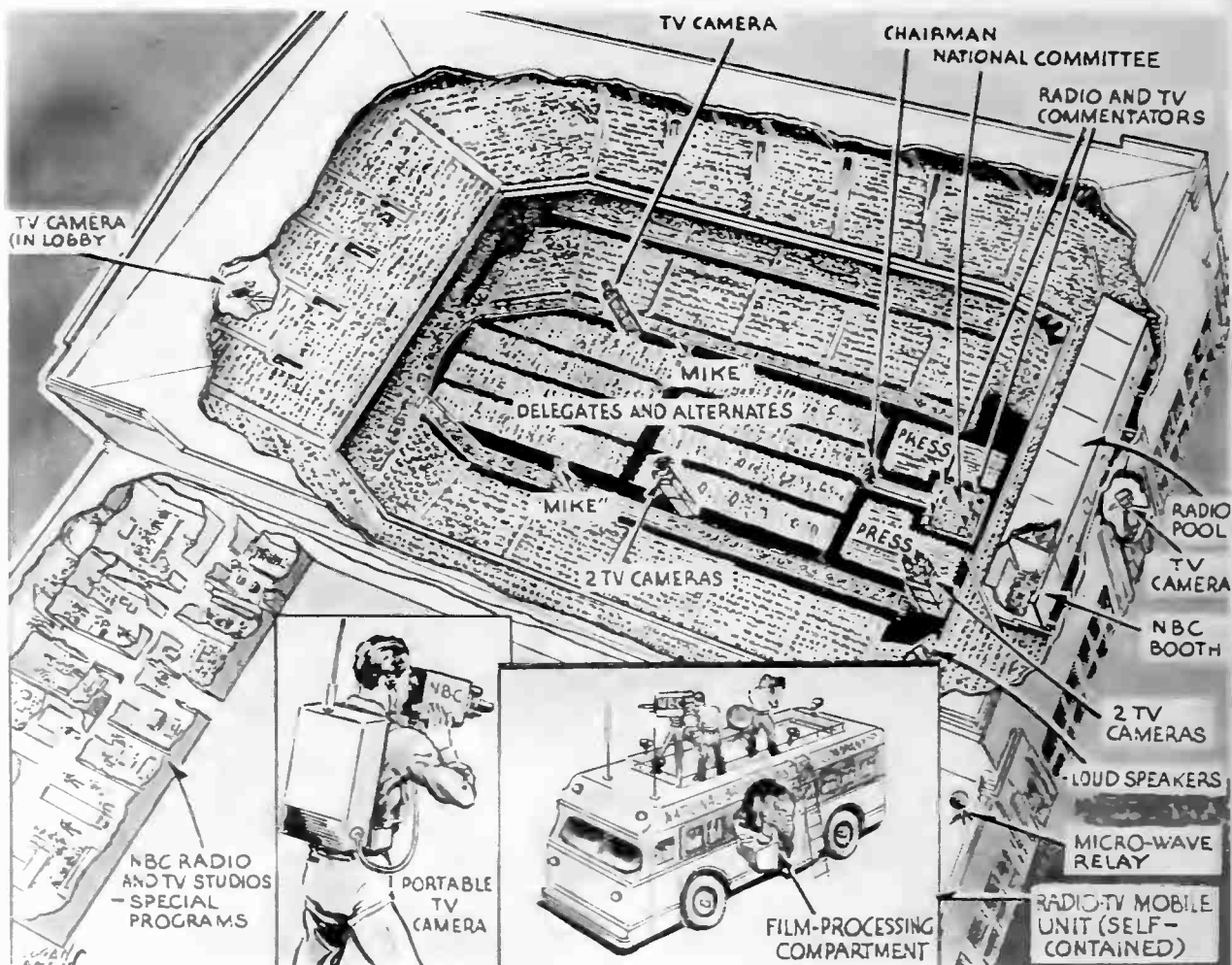
In that time, 168 NBC employees were processed in the Center Theater, and 25 were rejected for various reasons. However, the blood contributions were still 43 percent over what had been expected.

The blood was donated in order to maintain a credit balance in the NBC blood bank and to serve the armed forces. NBC tries at all times to maintain a blood bank of 150 pints, which can be used by NBC employees free of charge. This is handled through the employee services section, Room 729.

Credit arrangements for blood will run out by this coming November, and a new drive will probably be originated at that time. If at any time an employee wishes to donate blood, he can do so, and credit the blood to the NBC blood bank. This would be appreciated.

Robert Jacquinet, Sound Effects, Dies

Robert Jacquinet, 45-year-old senior sound effects technician, died on May 23 of a heart attack in the building. He had been with NBC since 1933. Mr. Jacquinet leaves his wife and two children. His home was at 612 Adams Avenue, West Hempstead, L. I.



An artist's conception of Chicago's International Amphitheater, where, under Philco sponsorship, NBC television and radio will provide extensive convention coverage.

NBC Prepares for Coverage of National Conventions 300 Specialists on Hand in Chicago

NBC will broadcast 10 hours of informative television programs and eight hours of background radio programs prior to both Republican and Democratic national conventions this month, William R. McAndrew, director of NBC's combined convention coverage, announced recently.

These programs will lead into the actual convention broadcasts and telecasts which Philco Corporation will sponsor on NBC.

McAndrew said, "Americans will see and hear intimate profiles of the leading candidates for the Presidential nominations, down-to-earth explanations of how a political convention operates, plus reviews of what happened at the 1948 conventions in Philadelphia. All this will be presented during the week before the opening of this year's conventions in Chicago. These public service programs, climaxing NBC's grass-root coverage of important state primaries throughout the nation, will set the stage for the 60 hours of NBC convention broadcasts and telecasts which Philco will sponsor.

McAndrew, who has been holding daily pre-convention meetings with NBC-TV and radio executives, said that plans for the greatest broadcasting coverage in history of the GOP and Democratic meetings are now set. He said, "Building contracts have been let for NBC's combined radio-TV operations headquarters in the North Wing of the International Amphitheater where both parties will choose their platforms and standard-bearers. The construction of three TV studios, five radio studios and various other NBC installations has been practically completed. In addition to the air-conditioned studios we are building in the Amphitheater and in the Hotel Conrad Hilton, where both parties will make their headquarters, we will use regular NBC studios and facilities in the Civic Opera building and the Merchandise Mart.

"From New York, Washington, Cleveland, Los Angeles and San Francisco we are assembling several hundred of our engineers and commentators in Chicago to make best use of the \$1.5 million worth of latest model electronic equipment." Such installations are now complete. The Republican convention begins July 7 and the Democratic convention opens on Monday, July 21.

McAndrew said that "NBC's combined TV-radio news desk will keep Americans informed every minute about convention proceedings on the floor and behind the scenes. We will be the only network to integrate television and radio coverage at Chicago and we expect great results."

As a footnote to the network's plans for Chicago, McAndrew said that he and Francis McCall, director of NBC-TV news, would head the staff of NBC officials who will lecture to a Northwestern University broadcasting seminar. The seminar is designed to fit experienced newsmen for the specialized requirements of television and radio coverage of political conventions. Ten specially chosen students will attend the graduate level clinic and will be accredited as convention correspondents of NBC. They will be assigned to cover candidates' headquarters and important state delegations as "homework" for their intensive course. The course began last week.

McAndrew, who was appointed over-all director of NBC's television and radio coverage of the convention several months ago, had these additional facts to release:

1. NBC has obtained special Polaroid Land cameras which can deliver developed pictures within one minute. These pictures will supplement "live" and film TV coverage.
2. NBC has hired a completely equipped photo laboratory to process thousands of feet of motion-picture film daily by a variety of methods, including the "hot kinescope" system.
3. NBC is establishing its own teletype communications system to link all NBC stations directly with the network's operations center at the International Amphitheater.
4. The director's office at NBC's operations center will have TV and radio monitors to enable executives to see and hear what all other networks are broadcasting at a given moment. The NBC staff will be housed in five different Chicago hotels.

It's Not Much But Louise Anderson Once Called It Home



Louise Anderson's Congo Home.

You might surmise from her accounting of the affair that Louise Anderson, secretary to the announcers in Room 270A, was a physical wreck. From all present appearances she is not. However, she does retain a chronic malarial condition as a result of a prolonged stay in Africa.

It all started in 1946, when Louise, as a wide-eyed adventuress, departed in a Pan-Am plane for the deepest parts of the Belgian Congo—more specifically Luluabourg, Belgian Congo. The daughter of English parents, her father a minister, Louise was joining a Presbyterian Congo Mission group to work in the treasurer's office of the mission.

Once arrived, Louise found that her "home away from home" was to be an adobe type hut with a thatched roof. Mats adorned the earthen floor. Termites adorned the wooden beams and ate voraciously. Deep-throated drums of the natives awoke her every morning for chapel at 6 a.m. (Today she wakes automatically.) "I don't even use an alarm clock anymore, I just set my mind to waking in the morning and that's all."

Miss Anderson's workday in the Congo extended from 7 a.m. to 12 noon. In the mission office she handled all of the accounting and clerical work, most of it from the home office of the mission in Nashville, Tennessee. Communications were fairly good for Africa. An airport was not too far distant from Luluabourg. Sabena came in there. Too, there was a small radio station, operated by a "ham" among the missionaries. And small radio sets were available, which, with the aid of automobiles' batteries, received BBC programming quite well. NBC did not come through, she said.

Come noonday and Louise would have lunch. She usually visited neighbors for all meals, as she had no facilities for cooking in her adobe. Following this, there was an hour siesta period. Then back to work in the treasurer's office. The extremely high temperatures proved enervating for all white inhabitants of the land, and Louise proved no exception.

The mission group was working among the Bakubas and the Balubas, native Congo tribes belonging to the Bantu regional grouping of tribes. Clothing was scant, but the more affluent of the natives had clothes provided by the missionaries. The missionary group often traded with Montgomery Ward, Sears, and other mail-order houses in the States. This was part of Louise's job. The less wealthy of the native population wore grass skirts — and some considerably less than this.



Louise Anderson

There were seven missionaries in Louise Anderson's particular group, and over 100 in the whole Congo mission. Some were adventurous girls like Louise, and some of these liked the life. Some were susceptible to the myriad of diseases that can be contracted in Africa, such as sleeping sickness and malaria.

"I once went into my bathroom," said Louise "and found a large snake wrapped around my towel rack. And when I lived in another compound, the roof of my hut had a metal roof. Mangoes kept falling on the roof during the night, scaring me half silly. You never put your shoes on without inspecting them thoroughly, for snakes, frogs and lizards were quite prevalent in such places. However, I liked the lizards, for they fed on mosquitoes."

No one was allowed to venture too far at night, and sentries were posted in most compounds. Wild

animals consisted mostly of leopards, which natives sometimes caught. Entertainment at night after work consisted mostly of reading — if the electricity were powerful enough — and retiring, since the Congo "midnight" comes at 9 p.m.

When malaria arrived for Miss Anderson, the doctors felt, after a two-year stay that she should return home. She was expected at first to stay for the allotted three years. She flew back via England, where she visited some of her father's relatives. This was in 1948.

"I was never so glad to see lights again," she said, "as I was coming in on the plane over London."

Louise was born in Kentucky, and has lived in Arkansas and Missouri before coming to New York. Following her sojourn in the Belgian Congo, she worked here in Manhattan in a national Methodist directorate. Then she came to NBC in April of this year.

"I like people," she says, "that's why I like NBC."

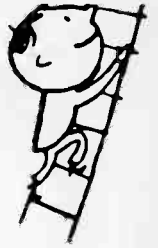
Louise's present address is 27 West 11th Street, the city.

Christensen Named Chicago TV Director

Charles Christensen will be the NBC television director assigned to the TV directors' pool for the Republican and Democratic conventions at Chicago this month, William R. McAndrew, head of NBC's convention coverage announced last week.

Christensen has been with NBC-TV for several years. He came from Washington staff.

up the ladder



Promotions and Appointments

HAROLD W. SHEPARD appointed Sales Development, Advertising and Promotion Manager, National Spot Sales Department. CORNELIUS K. SULLIVAN appointed Public Relations Representative, Public Relations Department. JAY HEITEN appointed Sales Manager of WNBT. MAURICE A. DALLIMORE appointed Sales Presentation Writer, Television Advertising and Promotion Department. CHARLES H. COLLEDGE appointed Manager of Production Operations, Public Affairs Department, Television Network. WILLIAM LAUTEN appointed Radio Manager of the Press Department. WILLIAM D. EDOUARDE appointed Manager of Television Spot Sales, Western Division. JOSEPH J. BERHALTER appointed Contact Representative, Television Station Relations Department. CURTIS J. LEWIS appointed Radio Network Pricing Supervisor. ALOIS W. WEIDENMULLER appointed Assistant Controller of the Radio Network Controller's Department. ARTHUR A. GARBADE appointed General Accountant. WILLIAM DAVIDSON appointed Eastern Radio Spot Sales Manager, National Spot Sales Department. RICHARD H. CLOSE appointed Manager of Represented Stations, National Spot Sales Department.

Other promotions recorded in time for publication are:

EDWARD NOLEN, <i>audio-video engineer</i>	MURRAY COMPERT, <i>design draftsman, grp 3A</i>
FRANK O'HALLORAN, <i>rating analyst</i>	BARBARA WEINER, <i>day clerk std. oper.</i>
MARY LYNCH, <i>executive secretary</i>	ARTHUR HEDLER, <i>master-control rm. engr. 6</i>
GEORGE ROGERS, <i>business manager</i>	ANDREW SIWTZER, <i>master-control rm. engr. 5</i>
JOAN KINGSBURY, <i>secretary II</i>	ARNOLD EWERT, <i>master-control rm. engr. 4</i>
DORIS BRAVERMAN, <i>secretary III</i>	RUDOLPH GEBHART, <i>maintenance engr. 6</i>
EDWARD A. WHITNEY, <i>supv. br'd oper.</i>	J.J. ROONEY, <i>maintenance engr. 5</i>
TOWNSEND COLEMAN, JR., <i>supv. tour oper.</i>	LILLIAN McNAUGHTON, <i>typist-clerk</i>
PATRICIA CABANY, <i>junior copywriter</i>	HENRIETTA GRICE, <i>cashier</i>
ROBERT HITCHENS, <i>sales prom. supv.</i>	ROSE PASSARELLI, <i>vari-typist</i>
MARIE McGREEVY, <i>secretary II</i>	LOUISE ANDERSON, <i>operations assistant</i>
ELLIOT WAX, <i>tour cashier</i>	ROBERT DAVIE, <i>guide trainer</i>
GREGORY EATON, <i>tour cashier</i>	ARTHUR TOPOL, <i>asst. supv. night tour oper.</i>
HELEN JACKSON, <i>TV schedule asst.</i>	FRANK DeRIENZO, <i>tech. dir. 5</i>
EUGENE HAND, <i>video cont. engr. 13</i>	ARNOLD DICK, <i>video cont. engr. 13</i>
GEORGE JACOBUS, <i>video cont. engr. 13</i>	EILEEN KILLILEA, <i>secretary II</i>
E.J. COSTELLO, <i>maint. engr. 4</i>	

For Sale: One 1937 Ford Coupe—don't let the vintage fool you—for this car believe it or not is in excellent condition. Contact Jim Harvey at RE4-4381 or Mamaronack 9-1830.

Things for Sale-----or Rent

For Sale: a 1947 Deluxe Ford Sedan in excellent condition. The price is \$700. For information, call Ext. 253. Robert Montgomery's office.

For Sale: Three-quarter-ton Fedders air conditioner. Big enough to cool entire apartment. Cost me \$365. Will sell for \$200. Call Richard A. R. Pinkham, Ext. 8901.

For Sale: Baby carriage in good condition. Thayer English Coach type. Reasonable. Contact R. Weisenbach at the Model Shop, Ext. 475.

For Sale: One 16mm movie camera with case. \$35. Contact Bill McMurray of the Model Shop, Ext. 475.

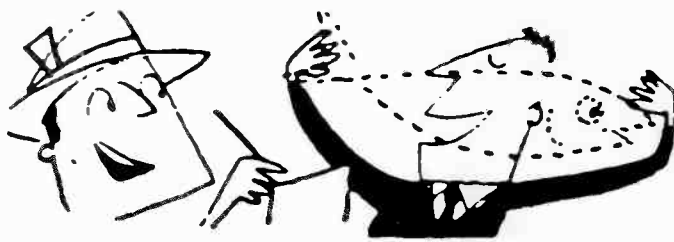
For Sale: Leica 111-C camera with three coated lenses: Elmar 3.5; 5 and 9cm. also Leitz projector and enlarger. Call Joe Levee, Ext. 180.

For Rent: Two-bedroom house, new this year. Near beach at Cotuit, Cape Cod, Mass. For three weeks (last two weeks of August, first week of September and it includes the Labor-Day week-end). \$200. Call Lockwood Doty, Ext. 527.

Michel Amaratico Retires



Michel Amaratico, longtime NBC employee receives "gilt-edge" pass from William S. Hedges, vice-president as he retires from NBC employ. L to r.: Mr. Hedges, Mr. Amaratico, Mr. Arch Rabb, program services manager, and Patrick Cahill, supervisor.



It happens at NBC

Staff Administration

General Service: Enjoying vacations are FRANK HEITMAN at Niagara Falls and points north—a second honeymoon? ED LAYNG motored south and Maude Archer is cruising on the blue, blue waters. MISS HOHL is back in harness and feeling much better. HAROLD ATWOOD's wife was finally freed from the cast in which she was confined since March, when she accidentally fell on an icy pavement and broke her ankle. Deepest sympathy extended to FRANK REILLY on the sudden passing of his 12-year-old daughter, Esther, on May 29. A coincidence: At almost precisely the same moment Rudy Thomas was called to military service, Tommy Cappadona was released to return to NBC central files. JACK McLAUGHLIN left radio to seek new goals in the oil business. Supply and Receiving boys are so pleased with their new fluorescent fixture, they are considering a make-up artist. Seems they've been told the new lighting enhances their already handsome appearances. The boys in the blue (protection staff) exhibited commendable endurance during the recent 22½-hour telethon, displaying their usual good humor—considering the long hours involved.

Mary Heller

Traffic: TERRY ZUCCHETTO lost no time in setting her wedding date. On September 7 at St. Thomas Aquinas in Brooklyn, KEN GARCIA, her fiance just back from Korea, and she will be married—with a reception to follow at the Hotel Granada. Our best wishes to both of them. CHARLEY MANGANO recently returned from a medical leave, looking "fit as a fiddle". Expectant fathers would do well to check with JEANNE JENKS, (we add hastily that her dad is a veep for a cigar corporation). When JIM CONNORS announced the arrival of Beth Marie on May 16, the following day he found a box of Dutch Masters "it's a girl" cigars on his desk from Jeanne. Jim countered with candy for the gals. The Connors' have two boys, so they blessed the stork for the girl.

Marge Hadley

Controllers: SHEILA BOYER was married on May 31. A beautiful luncheon was arranged for Sheila at the Taft Hotel. The entire office gave her a toaster. VICKI MAFFEI announced her engagement recently. Both of these girls are in the disbursements division with Mr. Hartwell. The latter, incidentally, sure can give out with the ole' soft shoe—and he doesn't do too bad with the "buck-an-wing". ELEANOR DARCY of accounts receivable is our celebrity of the week. Sitting in the front row of the Paramount, she asked Johnnie Ray for his handkerchief, after sending a note. Yes, he threw it down to her with an eye-ful of tears—what else? From the looks of Eleanor, she'll never smile again. ANNE BURON of the tabulating department left June 7 for the Michigan State graduation. Following this, she will travel for a week. Happy birthday to ARLENE SEIBERT of the tabulating department.

Ethel Pont

Station Clearance: The morning of June 7 came up sunny and beautiful, an ideal day for a wedding. It was RUTH MIDWINTER's, and Ruth made a lovely bride and Tom a handsome husband. All who attended the church and reception had a perfectly wonderful time. TEDDY SCHUSTER returned from his vacation, which was a trip back home to Michigan. Heartiest welcomes to GENEVIEVE FAHEY. Glad to hear LILLIAN McNAUGHTON had a nice vacation. AGNES STILVALE has gone on her vacation, spent two "heavenly weeks" on the shore.

Joan M. Oury

Sound Effects: MAX RUSSELL is considering having his family tree checked; has a strange feeling that he might be related to Eddie Arcaro. CLEM WALTER is the proud owner of a new Ford. He

bought all the extras including tires and steering wheel. DOLORES BLYE is hoping to get some cooperation with the new gals' softball team. Sound effects lounge might chip in and get AGNEW HORINE a "large economy-size mail box".

Dolores Blye



Ruth Midwinter and husband Tom down the aisle.

Purchasing: HENRY and JENNIE MARTIN celebrated their tenth wedding anniversary this month. BILL RYAN was anxiously looking forward to a Memorial Day last month, but then the rains came, but Bill had a good time anyway. It was mighty wet up in the Poconos, but he managed to get in a round of golf and some tennis.

Mary McNulty

Air Conditioning: CHARLIE MULHOLLAND is singing "Over hill, over dale" as he just left for the Army. We all join in wishing him good luck. He will be replaced by Theodore Thrane. FINN PEDERSEN has been living in Secaucus so long that when you ask him how he feels, he replies "Oink". JIMMY (RUDOLPH HALLEY) SCHLAG is spending all his time polishing up his new car. We hear GRAHAM SNEDIKER likes to go swimming from rowboats. KEN SULLIVAN is looking around for a mosquito net in preparation for the annual mosquito attack at Howard Beach. With all the sinkers he made at home the other night, LLOYD CAMPBELL could go into the sinker business. If he ever takes them all with him when he goes fishing he'll sink the boat. What happened to BOB FYFFE's famous Scotch pies? Welcome to newcomers THEODORE THRANE, GEORGE CHIKELES, WALTER OVERTON, WALTER CARR.

Tom Henry

Set-Up: Our most eligible bachelor, BILL BERGEN, has finally decided to take the plunge and will announce the date of the great event shortly. The craze for higher learning has reached even this department, with JOE KALL and JOHN BLUNNIE taking summer courses at New York University. JOHN WELCH looks and feels rested on his return to Beekman Place following three weeks vacation at his country place near Woodstock, New York. While most of us were hurrying out of town over Memorial Day, TOM LONGMORE was parading on Riverside Drive, marching with his old buddies of the British War Veterans. With his World War I uniform still fitting comfortably, and his overseas cap set at a rakish angle, Longmore cut a brave figure as he strode up the Drive behind the Yonkers Kiltie Band. With this pleasing palaver I bid my fellows fond farewell.

Genevieve Savage

Music: Our sympathy is extended to HAL VENHO, whose father died recently. PHYLLIS

NELSON just made it for her wedding on June 22. She got the measles over with on June 16. Best wishes. EDITH WALMSLEY took her first week's vacation amid the peace of the Mohawk grounds.

Nora Weinraub

Station Relations: There are now two brides in this department. EVELYN SOBOTKA has been walking around in a haze of wedding gowns and orange blossoms ever since her fiance slipped the ring on her finger one morning on the train as they were coming to work. They will be married sometime in September. Our other bride-elect is DORIS WILHELM who will wed TED EVERETT of TV Film in August. The vacation season has rolled around again and all the sun-starved people in 505 are getting out their sun-tan oil, nose guards and beach rolls preparatory to getting out in the sun. BEVERLY BADGER was away in Indiana recently. NAT GLASER is going out to California. What's the matter Nat, New York sun not hot enough? DON CLANCY is driving up to Vermont, and this writer is just going to worship the sun for one whole week.

Barbie Harlib

Press: Vacation season is in full swing here. WARREN CROMWELL, JACK ZWILLINGER, ART OPPENHEIM, JOAN McCALLUM and HANK WILLIAMS have all left the confines for a few pleasant days in the outdoors. Other signs of summer are the "well-done" look which people have here. Arms and legs are a bright red to deep brown.

Hank Williams

Stenographic: HELENE CANALE is progressing rapidly with her mambo lessons at "Killer Joe's". Handy IRENE SNIFFEN made those chic summer dresses she's been wearing. VICTORIA KEATER spent her vacation between Connecticut and Washington, D.C. Another accent has been added to our domain—that of a southerner. It belongs to pert PEGGY BENANTI from North Carolina.

Mildred Cucciniello

Program Services: Great changes have taken place, most of them pleasant. DANNY SUTTER has finally received his merited promotion to full producer and there is no one we will miss more. JOAN PERALES and JOSEPH BATTAGLIS (of GR) were married on May 31, honeymooned in Bermuda and deserve all of the wonderful things we sincerely wish them. PAT KELLY and the announcers lost their invaluable JEAN MITCHELL (after 10 years of excellent service) to JOE McDONALD of Legal, and LOUISE ANDERSON is bravely taking her place. PAT RICHER discovered television, and HELEN JACKSON replaces her as ARCH ROBB's secretary. Two well-spoken additions to our staff are announcers GENE HAMILTON and BILL WILLIAMS. FRANCES SCOGLIO and ANN WESTERSTROM are distaff additions. Vacations, demoralizing to those who have ir-retrieveably spent theirs, heedlessly continue, sweeping NANCY BUCKLEY, JOAN FRIEDEL, and CHARLES BAKER into their mad whirl.

Joan Levinson

Legal: It's green-up time, and speaking of things green: all legal looking that way as Doris and BILL CROOKER return from their Gaspé and Nova Scotia motor tour. Any pix, Mrs. C.? The "All Visitors Welcome" sign has been hoisted outside Ben Raub's new quarters in the department...all decorating hints gratefully accepted. Confessions from Marie O'Donohue: "The night-life up in Durham sure was the greatest. And Badminton? Ugh! How soon does vacation-time roll around again?"

Rita Paolucci

Engineering: A hearty welcome is extended to Nancy Mitchell, Mr. Guy's new secretary. JOAN SCHUMACHER WAAG has left NBC to become a fulltime housewife. JOHN VALLI with a terrific tan has returned from Florida vacation. A welcome also extended to HELEN

NORTON who is the new development secretary. HOWARD SCHUMACHER and his bride are spending their honeymoon on the Isle of Bermuda. LILLIAN HOYER has left NBC to be married. Picture, right, was taken at her party, given to her by gals from engineering before leave-taking.

Morjorie Morsholl

Mail Room: MONROE DOWLING paid a visit before leaving for France for summer. He was graduated from Exeter and will enter Harvard in the fall. BILL LYNCH has a date to take a physical for Unk Sam early in July and BOB ZIFF left for the Navy last week. STAN APPENZELLER left us to work in the Information Department. We welcome KARL MYER from Switzerland and BRUNIS HOFMAN from England, so we are getting a real international flavor in the mail room. *Bill Quinn*



Engineering girls at party given for Lillian Hoyer, who left the company.

Duplicating: BOB BUTTERFIELD probably enjoyed his vacation more than anyone else in 502 this year. Seems it was also his honeymoon. JOHN DEE, who had his honeymoon a year or so ago, just became the proud papa of a 7 lb. girl, Patricia Ann. RAY RUCKERT and his friends spent their vacations down in Virginia Beach. There were four carloads of them, and a good time was had by all! In contrast, KARL TORJUSSEN probably had the most boring vacation of all. He spent his time studying for college exams. DONALD GOGARTY is planning to go to California and CHARLIE ATLEE had his plans made for him by the National Guard. BILL GARVEY, who plays centerfield for the NBC softball team, sprained his ankle during a game recently and was laid up for 10 days at home. BILL LEARY just returned from Korea and hopes to be back with NBC in the near future. At last but not least, GENE PAVEY, who always wanted his name mentioned in *CHIMES*, finally has it in – but he had to resign from NBC to do it. *Charlie Atlee*

Radio Network

News and Special Events: The AM newsroom is in the midst of making plans for coverage of the Chicago conventions, with most of the staff packing their bags and preparing to participate in the convention confusion. A welcoming handshake for two newcomers this month—BILL FITZGERALD joins our staff of correspondents, and DON McLEAN, formerly of Guest Relations, joins our copy-clerk staff. Don replaces DICK HAMMER, who is now with the editorial department of Time Magazine. *Peggy Modon*

Technical Operations: This month we find engineers BILL SCHWARTAU, JOE STURNIOLO, GEORGE ROBINSON, JIM HACKETT and GEORGE MATHES out in Chicago for the Democratic and Republican Conventions, along with Messrs. GEORGE McELRATH,

TOM PHELAN, HARRY GRELCK. HAL SCHNEIDER is in Lake Placid for the season, where the Kate Smith show will originate. JOAN TITO is now enjoying her two weeks vacation and MARY BROICH of the recording department has recently returned from hers. ELEANOR PIERCE is busy making plans for her trip to Canada. What ever happened to that fine head of hair BOB HANRETTY once proudly owned? *Jane Ermentraut*

Controllers: Our editor, MARIE PEREZ, is recuperating from an operation in Canada. MARIE SEMPREBENE (*our Marlene Dietrich*) left for Iowa, after she lost her shoes last week. We hope the walk won't be too much for her. Congratulations to DICK GAFFNEY and our condolences to the "delovely girl" to whom he gave the great big diamond.

Vickie Casella

Advertising and Promotion: People are moving around—new jobs, and new vacation lands. For instance, HANK SHEPARD was honor guest at a farewell party at the Johnny Victor Theater. Hank, former head of Radio Sales Promotion, has joined Spot Sales as Manager of Radio and TV Promotion, Sales Planning. Congratulations to HANK and BOB HITCHENS, who succeeds him in A&P. PAT GABANY returned from a Bermuda vacation and soon after was promoted to audience promotion writer. CLYDE CLEM, the South's emissary to NBC, is off to the Carolinas, MARIE RUPPE June week'd it at West Point. Atlanta lured WALTER DUNCAN for Memorial Day week-end. JOAN CULETTE and a group of gal friends have taken a Fire Island house for the summer. LORETTA LEEHIVE and MARION LUTZ are planning a mid-July jaunt to the Poconos. *Vernon Lowell*

Television Network

Program Production: MARILYN EVANS and PEGGY ROGERS are preparing for their trip to Europe, which began June 30th. PAUL LAMMERS is spending the month of July on Nantucket, and ELEANOR TARSHIS will be leaving shortly for six weeks in Maine. JOAN POMEROY leaves for Bermuda on July 4. AL McCLEERY is in Europe now where he is spending a month. WINNIE MULLEN and PRIS FARLEY both returned from trips abroad recently positively aglow. ELAINE LANDRY is enjoying a couple of weeks in Boston, and JAY HOOPS is spending all her spare time these days painting her new cottage in Hampton Bays. It's going to be red—real quiet like. Congratulations are in order too . . . the CHARLES POLACHECKS welcomed their second boy on May 29; named him Jonathan Samuel. The ALAN NEUMANS had their first child on May 16; called her Deborah Maeve. Best wishes to DOTTIE ANN MILLER who has announced her engagement to James Douglas, Jr. of New York City. FRED ROGERS has become engaged to Joanne Byrd of Miami, and plans are being made for the wedding on July 8. All our best wishes go with MARGE GELSTON, formerly secretary to LEONARD HOLE, who was married on June 7 to Jack Joyce . . . also to SARA MACON, formerly of this department and now working with Dean Martin and Jerry Lewis, who was married on June 3 to Boris Sagal.

Pat Powers

Sales Planning and Research: FRANK O'HALLORAN left NBC to work for a construction firm in New Jersey and is missed by all here. RUTH LYTLE is planning a month's vacation at Lake Louise, Canada, and DOROTHY BROCK is spending a week at Saranac Inn, Saranac, New York.

Dorothy Poser

TV Sales: Jones Beach becomes more appealing when FRAN BENTIVEGNA pitches tent there for her coming "two weeks in July". BOB DICKENSON being economical this year. He is going to curl up with travel folders, a Tom Collins and his newly acquired air-conditioner. ELLEN COYLE didn't notice the heat for the 15 days when husband Bob was home from Newfoundland. She is again counting weeks to Labor Day week-end for a reunion in Nova Scotia. Our only red-head, Barbara Schott left with half the hearts in the sales office when she moved to Mike Dann's office. Lucky for us it's only across the hall. Before JACK RAYEL flies to Europe on July 3 he will give a talk on TV programming at the TV Summer Institute of the College of Music of Cincinnati. JACK FULLER has been consulting JOHN CRAMER for background material on his soon-to-be-produced play "The Pink Elephant". New additions to the Sales family are Joan Byrne and Dick Sweet. Honorable mention was received by FRAN DeGENNARO, MARY MORRISON, INGER JOHNSON, ANN FUCHS, IRENE GROSSMAN, OLGA SAMARDAK, and PAT HELLER for a thousand dollars raffled on June 13.

Tony Cervini

Studio and Staging: We're all going to miss JO SOMMERS who was forced to retire due to a "slipped disc". Jo is enjoying her new role as a full-time house-wife. All of the dis-staff members of this department were introduced to MARY WALKER'S new apartment when they attended the shower that Mary gave for SHIRLEY ROGERS. Shirley is marrying DON REILLY on Saturday, June 14, and naturally the whole department wishes them both the best of luck and many years of happiness. ALVIN COOPERMAN had to pass around twice as many cigars when the long-awaited Blessed Event turned out to be twins - two girls, and both very healthy. JEFF STEELE and LOU SANMAN spent their vacations in Florida - not together of course. TED ALLEGRETTI and his wife are off to Europe next week on a belated honeymoon. IRMA SANTOS is back well tanned from her trip to Puerto Rico.

Sheila Hirschman

Technical Operations: A word to the wise. WALT MILLER in Film has a crooked golf ball. If he asks you to drive a few, don't do it. It's summer once more, and time for the Southern Gentleman to head for the hills. By now, our Rah Davis will be out in Taccoa, Georgia, enjoying some good southern fried chicken. A few weeks ago we had a bat as a little visitor in Room 501. Fishing time is here and BILL WALDMAN started the season off well. He presented ARTHUR POPPELLE with a blue fish recently. GENE GARNES says he's not going to get married this vacation. Just going home to rest up. BERT MAXWELL can smile again. He waited two months for his pencil sharpener in 8G. WHIT BASTON and ANDY THOMSON spent their Memorial Day week-end in Maine. Glad to have you back. VINCE LAWFORD, JIM SUNDER, GEORGE WEISZ and BOB STRUB are spending their spring evenings walking their new little babies. Wedding bells for WALT WERNER, ELI GOTTLIEB and IRV EHRlich. Our Mr. Sprecher of maintenance just returned from the hospital. We missed you Sprech. Welcome to FRANK LANGONE. He's the new man in our scheduling office. All the young folks up in kine recording went on a beach party recently. From what I hear it was a real success. BOB LONG is just thinking of going to Cape Cod for his vacation to do some fishing. FRANK DeRIENZO, our new smiling tech director just came back from a week-end in Washington. He needed a rest after all the hand-shaking on his promotion.

Helen Kall (Fowler)

Controllers: ART JOHNSON, JOE HEWES, JUNE FORTUNATO, FRANK O'SHEA have

returned from their respective honeymoons and recommend marriage for all. GAL FRIED departed from NBC for Texas, where he will train to be a pilot with the U. S. Air Force. A wedding shower was given for ANN SULLIVAN at JOLINE BRADLEY's apartment. JOY WOTTKE, CATHY DAIMLER and others attended. Welcome back to JIM REINA who was out sick for three weeks. We missed his smiling face. Congratulations to JOAN ABERNATHY, who became engaged to DICK WELSH, formerly of NBC. Wedding will be in early 1953. FRED VESTEL acquired a beautiful tan while in Bermuda. However it doesn't compare to Sadie Zuzzolo's.

Edw. Rossi

News and Special Events: "Chicago, Chicago, a wonderful town"?...at any rate, 75 percent of the public affairs department will be there for the month of July, covering the conventions. So, if you're looking for someone, who is usually an inhabitant of 408 or 106th Street, you'd better try in August or Chicago.

Rose Homa

Advertising and Promotion: Lynn Adams joined NBC as secretary to John Porter. She's from General Electric Corporation.

Joan Scherm

Film Library: CHARLIE CARRUBBA was last seen headed for Chicago. ANN DE ROSE is also muttering something about going to Chicago. EDNA PAUL went to Boston for a week-end vacation. TED EVERITT managed to finish painting his boat. On his first afternoon out it sank. His last words were "Glub, Glub." BEA EHMANN wants to sell a cocker with a magnificent alto voice. JOEL FRIEDMAN is back from his honeymoon, and is being fed like a king by his beautiful French wife.

Beatrice Ehmann

Owned and Operated: Even those of us who aren't Brooklyn fans have become more interested in the Dodgers these days, since JACKIE ROBINSON has taken over his desk in Room 252. There are many other new faces around. We welcome FRANK FITZGERALD, BETTY FOLDER, MOSELLE HILL, PAT RICHER, MURRAY BENSON, JACKIE GORDON, and LEON TOCATYAN. Our controllers department has a new office in Room 278 and needs only rugs on the floor and pictures on the wall to make the joy complete. Any contributions of Renoirs, Van Goghs or Gauguins will be welcome. Congratulations to three new baby girls and their WNBC-WNBT fathers: Alison Hale, new daughter of BILL RICH; Karen Christine, whose father is LEON TOCATYNN; and Deborah, born to the OSCAR CAMPBELLS. ENID ROTH spent a week in Beth-El hospital having her appendix removed. SHIRLEY BURKHART has joined the ranks of production assistants. Don't be surprised to see people wandering around looking for each other at WNBC...in a general moving spree, whole departments have shifted to new locations overnight.

Mary McBride, WNBC-WNBT

Personnel: Personnel is doing it too...we have a vice-president! Congratulations to nurse Eva Boudreau, who has been elected to that office in the New York Industrial Nurses Club. As we welcomed Neil Gahagan, Bill Sharon and Margaret Heimbuch to the Personnel fold, we said adieu to Merriman Holtz, Lorraine Dour and Mike Noonan. Now on military leave, former executive-trainee Harold Chase says "hello" to his NBC friends from Hof, Germany.

Grace Anderson

Broadcast Operations and Film: (Last-minute notes) Congratulations to Win Welpen on receiving his B.A. from CCNY this month.

Welcome back to Jim Schaeffer, who returned from military leave to Broadcast Operations and Film this month.

Louise Goralski

A.A. activities



Girls to Have New Softball Team

Plans are underway through the NBC Athletic Association to have a girls' softball team on the field this year. They will play in a mid-town industrial league at Riverside Drive and 104th Street, a home ballpark. At this writing 10 girls had been lined up for the NBC team, and the first game will probably be scheduled for tomorrow evening at 6:30 p.m. Playing manager for the team will be tall and tan Dolores Blye from the Sound Effects office. Miss Blye, who played basketball and softball for Metropolitan Life Insurance, is an avid sportswoman. She excels at tennis too. She teaches and coaches basketball for Franklin K. Lane High in Brooklyn, coaches softball for a PAL League in Queens Village and plays basketball during the winter months for the Queens Dutch Reform Church. In tennis, her favorite sport, she once reached the semi-finals of the Suffolk County Tourney. She is also a camp counselor at the Huntington, L. I. day camp. She was graduated from Jamaica High; presently lives in Bellrose, L. I.

Men's Softball Team

To date, the NBC men's softball team has won two and lost one contests. The team this year is in the Manhattan Industrial League, which is a sub-division of the Industrial Recreation Federation. Last year, it will be remembered, the NBC team won the pennant in the Advertising League. They have a trophy to prove it. This year, NBC is competing against Snowcrop, Pepsi-Cola, American Cystoscope, Lehigh Valley, Hiram Walker, Has. P. Rogers and New York City Omnibus. Most of the games have been played at Randall's Island and Central Park fields.

The NBC roster now includes Bob Hanretty, outfield; Mort Eaton, infield; Bill Quinn, short; Gary Iorio, pitcher; and player-manager; Vin Collins, outfield; Bill Delaney, outfield; Maurie Verboore, catcher; Art Topel, Tom Wade, first; Norman Kudlick, Fred McKinnon, third; Herb Oxman, second; Frank Woodruff, outfield; and Bill Garvey, Sam Norenstern and Art Berliner.

Boathouse Tavern Dance

A summer AA dance was held at the Boathouse Tavern last Friday in Astoria, L. I. Dancing was from 8 p.m. to midnight. Ticket cost was \$1.25 a person. Only AA members were privileged to attend.



Dolores Blye heads up NBC's new girls' softball team.

NBC Trade News Roundup

Arturo Toscanini will return to the NBC Symphony Orchestra podium to conduct the orchestra in its sixteenth successive season Saturday, November 1, it has been announced by Samuel Chotzinoff, NBC general music director. It will be carried over NBC radio, 6:30 p.m., EDT. Guido Cantelli will share the season with Toscanini. This will mark the fourth season that Cantelli has been a guest conductor of the NBC Symphony.



Arturo Toscanini

Toscanini will increase the number of his concerts this season to 14, instead of the 12 he conducted in the 1951-52 season.

Starting this week, the Camel News Caravan, NBC-TV's up-to-the-minute news program featuring John Cameron Swayze, will go coast-to-coast. Stations KNBH, Los Angeles, KRON-TV, San Francisco, and KDYL-TV, Salt Lake City, join 39 other NBC television stations carrying the program.

The National Broadcasting Company has given permission to Nederlandse Televisie Stichting, leading Dutch TV station, to present the Philco Television Playhouse production of "The Education of a Fullback." The Dutch TV company will reproduce the amusing story of college football with Dutch performers in their own language in October or November of this year.

There is only one advertising and sales medium which effectively and economically covers an area larger than the New England and Middle Atlantic States combined, 202,000 square miles centering on the strategic marketing hub of Denver, embracing a population of 1,615,000 people with a net effective buying income in 1951 of more than \$2.5 billion.

The medium is radio, specifically station KOA. These were the results of the Colorado-Wyoming Radio Diary Study No. 2, conducted by Research Services, Inc. Denver.

The story of the nation's railways and their role in the U. S. economy will be filmed for a countrywide television audience by NBC-TV's "American Inventory" staff, headed by producer William Hodapp, which entrained recently on a 17-day rail tour of the country. The film, to be made in cooperation with the Association of American Railroads, will be presented on the "American Inventory" series in the Fall.

In his fourth annual television marathon for the benefit of the Damon Runyon Memorial Fund (on NBC-TV), Milton Berle received a total of \$570,211 in cash and pledges during the 22½ hours he presented his latest marathon benefit. He appeared before the television cameras in NBC's studios 6B at Radio City.

The production staff and artists on the Berle marathon consumed 10,000 cups of coffee, 2,000 frankfurters and rolls, 3,000 cuts of pastry, 50 cases of soft drinks, 8,500 sandwiches, 20 gallons of pickles, 300 quarts of milk, 75 quarts of cream, great quantities of candy, ice cream and other tidbits contributed by many restaurants, night clubs and theatrical food stores during the course of the day-long television program.

A potential TV audience of 30 million received an opportunity on June 10 to watch part of a major operation in progress at a Chicago hospital. The telecast, over NBC network, was the first of its kind in history in which the general public was "allowed" into an operating room.

The operation was the removal of the stomach of a 60-year-old man, an operation the patient and his family had been informed, was necessary to save his life. While the surgery took three and a half hours, the general public was permitted to view only eight crucial minutes of the procedure at a time when the operation had been in progress almost two hours.

An undergraduate scholarship for students majoring in pure science or engineering was established last month by RCA at West Virginia University, Morgantown, West Virginia. General Sarnoff announced that "the award provides an annual grant of \$800.00 and will be known as the 'Charles B. Jolliffe Scholarship' in honor of the Vice President and Technical Director of RCA." The first recipient of the award will be announced during the Fall of 1952.

The Procter & Gamble Company has renewed sponsorship of six Monday-through-Friday daytime programs on the NBC radio network, representing an annual gross billings total of \$5,649,332.

NBC has again swept the national poll of 850 music editors, conducted annually by *Musical America Magazine*. Announcement of the awards was made by Quaintance Eaton, associate editor of the magazine. NBC won the award as the network most faithfully serving the cause of good music. This is the sixth successive time that NBC has won the award.



Charles B. Jolliffe
A scholarship in his name....



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Neil Gahagan

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Eileen Tobin, Information
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Marge Hadley, Traffic
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Ethel Pont, Controllers
Ernestine Thomas, Treasurer's
Mory McNulty, Purchasing
Grace Anderson, Personnel
Alice Greenstein, Plans & Research
Mary Heller, General Service
Tom Henry, Air Conditioning
Charlie Atlee, Duplicating
Bill Lynch, Mail Room
Mildred Cucciniello, Stenographic
Roberta Groham, Set Up
Dolores Blye, Sound Effects
Jack Weir, Guest Relations

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Marie Perez, Radio Controllers
Kathleen Walker, Radio Sales
Ed Dolph, Radio Ad. & Prom.
Jane Hendrie, Radio Program
Peggy Modon, News, Special Events
Jane Ermentrout, Tech Operations
Mary A. Keorney, Merchandising
Ed Rossi, TV Controllers
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Joan Scherm, TV Sales & Prom.
Dorothy Poser, TV Sales Planning
Sheila Hirschman, TV Studio, Staging
Louise Goralski, Broadcast Film
Blanche Gouronski, Staging Service
Terry Colasacco, Film
Beatrice Ehmom, 13th Street
Pat Powers, Program, RKO
Rose Homa, TV Sales, Special Events
Ann Koyce, Talent & Program
Helen Kall, Tech Operations, TV
Joan Levinson, Program Services
Vera Weinraub, Music

Owned and Operated Stations:

Mary McBride, WNBC-WNBT
Elaine Simpson, Spot Sales

Engineering:

Morjorie Marshall, Engineering

IN BRIEF

Recently the editor of *NBC Chimes* took a pica rule and measure in hand and gingerly approached a new format for the magazine. We hope that



this new issue will meet with your approval.

We have made this change for several reasons, included among them we wanted a cleaner and fresher look through letterpress printing. We wanted pictures to appear more sharply. And too, we wanted an appropriate medium for expanding into a larger *NBC Chimes*, so that all of the NBC employees—the country over—could participate. But this will come later.

Until that time, here in the New York office, we want you to know that this is your magazine, and we want you to participate in its production every month. If you have news stories about your fellow employees, "leads" to such story material, stories on employees with interesting hobbies, pictures, anecdotes, we will be only too happy to talk to you about them. If you're a letter-writer, send one in. We will include it in these columns. The extension is 8574. The room is 729 RCA Building. Let us hear from you.

We want NBC employees to know one another . . . better.

And concerning this knowing one another better, we have recently discovered that there are still people in existence who don't have to pay federal income tax. Two of these are NBC employees, George C. Chikeles, an apprentice engineer in the air conditioning department, and John H. Keenan, an electrician. With seven dependents listed for each man, this gives each a total deduction of \$4,200.00 per year. However, any overtime pay they may receive brings them into the pay-federal-tax class.

One of the many RCA Building elevator men has been making it a

point lately to aid and abet a certain tonic manufacturer's advertising promotion. Gliding to a stop on the seventh floor, it's always: "SEVEN! . . . UP!"

A friend of ours told us this true story recently. He was driving from Pittsburgh to New York one foggy night; could hardly see his hands for the fog. Thought he'd have to pull off the road till it cleared, but then a big fast car with fog lights zoomed past. He decided to use him as interference, and follow his tail lights. He did, but he had to keep a fast pace—75 mph in some stretches—but things were going along nicely. "Smart idea," he said to himself. But after some 20 miles of winding West Virginia hills, the lead car screamed into a diner's parking lot. The lead car's driver got out and staggered over to the door of the diner, then dropped over . . . dead drunk!

Mary Ann Kearney of the merchandising department had an interesting promotional piece put out by the Broadcast Advertising Bureau the other day. It pointed out, for instance, that more American homes have radios than have bath tubs. In percentage, this phenomenon breaks down this way: 95.7 of all homes are radio homes, and 70.6 are bath tub or shower homes. There are 105,300,000 radios in American homes against 96,300,000 beds, 45,636,000 telephones, 7,650,000 electric clocks and 4,075,000 refrigerators. We could go on, but this gives you a fairly good idea of the omnipresence of radio.

We were a little frightened the other day to find how age was creeping up, when we met Marilyn Carroll, 17, a clerk in the NBC personnel department. It seems that Miss Carroll, as well as several other NBC employees, is the first of a new generation of employees who were born in 1935. If she remains (and we're sure she'll want to), Miss Carroll will retire from NBC in the year 2000 A.D. By that time she will have worked at least 99,840 hours. And a 48-year pin will be in order.

NBC TOP-STAFF CHANGES ARE ANNOUNCED

McConnell Names Madden, Barry, Herbert, Wile to New Positions

Following the recent appointments of Sylvester L. Weaver, Jr., as vice president in charge of radio and television networks, and of Frank White as vice president and general manager of the two networks, reporting to Weaver, further coordination of radio and television network operations through the establishment of new unified departments was announced by President Joseph H. McConnell on July 17. The administrative changes, effective on July 21, were as follows:

Sales Combined

John K. Herbert, formerly vice president in charge of Radio Network Sales, was appointed vice president in charge of Radio and Television Sales, with George Frey, vice president and director of Television Network Sales, reporting to Herbert.

Charles C. Barry, vice president in charge of Radio Network Programs, was appointed vice president in charge of Radio and Television Programs. Frederic W. Wile, Jr., vice president in charge of Television Network Production, was appointed vice president in charge of Radio and Television Production.

Herbert, Barry and Wile will report to Frank White, as will Harry Bannister, vice president in charge of Station Relations, and Robert Sarnoff, recently appointed as vice president in charge of the Film Division.

Report to White

In order further to coordinate the activities of the radio and television networks, and to centralize responsibility, three important staff functions which directly serve radio and television network operations will also report to White. These are headed by Sydney H. Eiges, vice president in charge of Press and Information; Ruddick C. Lawrence, appointed to the newly-created position of director of Promotion, Planning and Development; and Charles J. Cresswell, who becomes controller for the radio and television networks. Henry Sjogren was appointed controller for the Owned and Operated.

Forward Step Organizationally

"Establishment of these new network departments and placing them under centralized operating management is a great forward step in



John K. Herbert



Frederic W. Wile, Jr.



Edward D. Madden



Charles C. Barry

strengthening our organization for maximum efficiency," President McConnell said.

Mr. McConnell also announced that Charles R. Denny will serve as a vice president in charge of the five TV and six radio stations, the company's public relations, and the staff engineering activities. "I am also happy to announce," said McConnell, "that Edward D. Madden will serve in the new organization as vice president and assistant to the President."

An Introduction to _____



Theodore R. Kupferman

SANDWICHED in between air-conditioned tones on tort and copyright law on the sixth floor of the RCA Building is the office of 32-year-old Theodore R. Kupferman, more intimately known as "Ted" Kupferman. He is NBC's specialist in the legal department on copyright law, and "amusement law in general".

Graduated from the City College of New York in 1940 with a Phi Beta Kappa "teething ring", Kupferman

went on to Columbia Law School and was graduated from there in 1943 as a Kent Scholar. At Columbia, Ted was on the editorial board of the Columbia Law Review, and also won an award, which was presented by ASCAP, for writing the best essay on copyrights. This was a fact which moved him to specialize in copyright law. It was fairly new then as a specialty. And as Ted says, "Where a copyright course in law school was once merely a vehicle

for the study of comparative law, it is now a full-blown course of study in its own right in both law and graduate schools."

Following Columbia Law School, Kupferman started to work for Warner Bros. Pictures in New York City. In 1948, he took a short leave of absence to become law secretary to Presiding Judge David W. Peck of the Appellate Division of the Supreme Court. After his leave, he returned to Warner Bros. He came to the National Broadcasting Company on March 1, 1951.

Active in Politics

Kupferman is very active in politics and its corollary, community relations. He is chairman of the Committee on Legislature and a member of the Board of Trustees of The City Club, a non-partisan organization interested in good government for the City of New York. He is Bronx Chairman of the Citizens Union. He is a member of the Bronx Council of the State Commission Against Discrimination. He acts as an arbitrator for the American Arbitration Association. Last year he was Chairman of the Board of Governors of the New York Young Republican Club, and is now on the Club's Board of Advisors. He is Chairman of the Copyright Committee of the Federal Bar Association of New York, New Jersey and Connecticut.

Ted Kupferman's father, Samuel Kupferman, was the first Republican to run against Vito Marcantonio for Congressional Representative in 1938. Ted's sister, Alice, is also a graduate of Columbia Law School . . . and a lawyer. She was recently Newbold Morris' assistant when he was in Washington. Both Alice and Ted teach Sunday school at Bedford Park Presbyterian Church in the Bronx.

Ted is single; lives with his mother at 2715 Grand Concourse in the Bronx.

A Mother Feeds Its Young

Eating facilities at the Convention Amphitheater evidently were rough too. Once you gained admission, it was hard to get out. Only hot dogs and cokes remained. But NBC took care. As Harriet Van Horne pointed out in one of her TV columns in the World-Telegram and Sun: "NBC thoughtfully had a catering service bring in food for its employees."

'After Working Hours'

Some 600 Employees Keep the Wheels Turning for NBC After Workaday Shifts Trundle Home to Regular Domestic Chores

AFTER Working Hours" at the National Broadcasting Company means just one thing for approximately 600 employees, who never go to a night ball game or who never eat a regular meal . . . it means more work. These are the graveyard-shift men and women who keep the airwaves open for some of the most important programming that NBC offers to the public. And without the services of this skeleton corps, NBC television and radio operations would be "small potatoes" indeed.

Not only do these employees carry on a positive operation of exact programming, but they clean up after the day shift besides. Anne Visilow, who has broomed and dusted NBC offices for more than 15 years, put it this way, "Sometimes it is easy, but then again they throw so much stuff on the floor . . . cigarettes, papers, ashes. This office takes me at least half-hour. And there's GREAT many offices to clean." She waved her arms toward the ceiling.

All-Night Cleanup

But there are a great many Anne Visilows in the building "after working hours". In fact, there are 70 cleaning people who report around 7 p.m., and work until all of NBC is washed clean of yesterday's dirt . . . and negligence.

But while Anne Visilow empties a waste basket and dusts a desk, NBC employees in other parts of the building carry on what is known locally as "night operations". It is a very important aspect in the whole of NBC's operations, for at night come some of the network's major programs.

In charge of the skeleton staff of night operations, which includes Traffic, Health Offices, PBX, Radio and TV coverage, Protection, Master Control, News room, "Today" news desk and all of the other NBC night offices, is William Burke Miller, a slight, but wiry 48-year-old executive, who passed his 25th anniversary with NBC on June 16 of this year.

Miller, as Night Executive Officer from 4 p.m. to 1 a.m. week days, is the board chairman, president, chief

of police and general factotum of NBC rolled into one acting force. "Skeets", as he was known in his journalistic days, is at times called upon to make decisions, usually reserved for high NBC officials, at an instant's notice. A Pulitzer Prize winner in 1925 when he covered the Floyd Collins entrapment story in Kentucky, Miller oversees every facet of NBC night operations. He leans heavily on Guest Relations and the NBC Protection force. All mail and telegrams, for instance, go through the Night Executive Office after 7 p.m., and Miller reviews most of the important messages, which he either acts upon at the time or bucks on to the proper NBC official the first thing in the morning. The Protection force delivers such mail during the night hours.

Many Problems

Every conceivable type problem arises during Miller's tour of duty . . . everything from set problems on TV or Radio to whisking Margaret Truman up to a studio without being seen. The other night, for instance, Ted Cott called; wondered if Miller could contact the president of the Howard Clothes Chain. Seems that Bill Stern had a bad case of phlebitis in the leg

and wouldn't be able to make the Howard show. Ben Grauer was the substitute. Cott wanted Miller to let the clothes president know in advance of this, and would Grauer be an acceptable substitute. Miller got him; the substitution okay.

Monitors News

As an ex-newspaperman (Louisville *Courier-Journal*, *N. Y. World* and NBC press feature writer) Miller is interested in news. He monitors most of the news programs both on TV and radio sets in his quiet office on the second floor (Room 252). In the event of a special break or disaster, he is ready to act swiftly. There is 24-hour coverage of news at NBC, and during the night hours AM coverage takes place in Room 404, and for TV, the "Today" news desk works around the clock on the 28th floor of the RKO Building.

The Night Executive Office remains open from 4 p.m. to 1 a.m. Monday through Fridays. Besides Miller, there are Barbara Russell and Jesslyn Carroll as secretaries. The latter covers weekends and holidays. On Saturdays and Sundays, the office is open from 12 noon to 1 a.m. On holidays it's 10 a.m. to 1 a.m. When emergencies



NBC's television cameramen, technicians work on sets into the wee hours.

or crises develop the office forgets hours and remains open until daytime personnel takes over.

Miller is also responsible for scripts and music: works closely with Continuity Acceptance. He reads and passes on scripts of a last-minute variety.

All of the regular offices continue into the night operation phase, when daytime employees pass on the instructions and work to be done . . . then go home.

While you are filling your pipe and your wife is putting on the inevitable slippers and "Bozo" cuddles up to the fireplace, Albert "Bert" Nazimento is up in NBC's recording studio on the 7th floor cutting transcriptions. Tom Gannon is working studiously in the Music Rights department on the 2nd floor. Tom works from 2:30 p.m. to 10:30 p.m. His office authorizes clearances of musical selections that might be requested by out-of-town NBC affiliate stations. Also working in this department at night are Anna Jockwig and Marion Murray.

Every night in the engineering-recording offices, C. H. "Bud" Dickinson faithfully edits miles of "Howdy Doody" tape for the Saturday morning shows. And regardless of the eerie racket coming from the editing room, Dickinson says he finds the job "interesting".

TV Production Operations on the 6th floor are headed up nightly by Alvah Stetson, who is assisted by John Hargreaves, John Sherman and Joe Bernstein. Their hours run from 5 p.m. to sign-off time, and all day on



For special events, mobile units are often called on for long nightwork.

weekends and holidays, but in that period, they might be called upon to furnish a Courier & Ives print to a set or answer 400 irate phone calls (which they did one night) or fill in with a crewman or two. "We get some amazing calls in here at night," Stetson said. "If something is particularly hot on TV at night, and usually the best programs are on at night, we may get as many as 500 calls. And that's a lot of answering. If it's too bad, the telephone operators and AM night operators help out. We get calls from Texas, California . . . and once from Sydney, Australia. Usually it's a boxing bout or some controversial issue."

Radio Night Operations

Bob Troy, supervisor, and his assistant, James Van Gaasbeck, supervise all Radio Night Operations of the following departments: Announcing, Central Booking, Facilities Assignments, Talent, Sound Effects, Continuity Acceptance, Script Routing, WNBC . . . programs and station breaks, and Music Rights (after 10:30 p.m.). The primary task of Joe Kilmartin (operations assistant) and Dean Grant (operations clerk) is to compile the announcers master book which consists of scripts, promotional material, music sheets, WNBC station breaks, special cues, and transcribed promotionals and station breaks. They assist in the operation as well. Dick McCue and Val Chevron act as secretaries to prepare the operations report,

memoes and any other necessary reports. Primarily, operations assists producers, associate directors and announcers in the running of the evening and week-end radio shows.

All night long television and radio engineering crews are hopping to maintain an uninterrupted, smooth programming. Some 170 TV engineering crewmen, cameramen and technicians of the National Broadcasting Company are working steadily (some from early morning hours) in the RCA Building or nearby theaters. The TV production and operations department have many crews working through the night "knocking down" stage sets and studios. Three trucks are on 24-hour duty plying constantly between 106th Street, International Building, Hudson Theater, New Amsterdam Theater and Center Theater. Thanks to the decrease in city traffic, working at night on these trucks makes the job of moving scenery considerably easier.

NBC's outlying precincts are covered at night too. Fred Lights, a 30-year-old Yale Drama School graduate, and a high honor student, makes his way every night via subway up to NBC's 106th Street location. He has his dinner at "Joe's" up there, then settles down to his lone vigil over NBC's Film Library. Fred waits in solitary tenseness for the inevitable rush call from some NBC location for a film clip, usually it is for the "Today" program. It may be a request



W. B. Miller . . . NBC's man of many functions.

for footage of Calvin Coolidge or Gertrude Ederle. Fred never knows. But he has to "hop to". He may have only two hours to get it processed and on its way.

Practically all of the NBC operations accomplished during the daylight hours are duplicated on a smaller scale at night. Central Booking sets up and arranges with Master Control and Traffic any emergency and last-minute bookings. Facilities assignments arranges all studio facilities, i.e., echo chambers, turn-tables, engineers and production coverage. Sound Effects must schedule sound effects and its personnel to comply with rush requests. Scripts must be distributed to announcers, producers, agencies and NBC's Central Files.

Stenographic at Work

Depending on the work schedule, Continuity Typists are always available in the Stenographic Department. One girl always remains in the office until midnight. And two employees, Elwood Doudt, supervisor and Martin Keogniges, work in Duplicating from 5 to 12 midnight. There's an alternate coverage in the Traffic Department from 6 p.m. till 1 a.m. The night employees in this department are James Connor, Charles Mangano, Joseph Caldwell, Charles Kelly, Albert Frey and Russell Strebel.

Guest Relations too has a large staff operating every night to aid the constant influx of transient visitors. Hugh Teaney is the administrative supervisor in this department for nighttime work. He works till midnight. Under him are Bob Garber and Bob Andruss. There is a night page staff of 28 men, and a part-time page staff of 20 men. The staff varies according to the number of theater shows. One guest relations office receptionist and one mezzanine desk receptionist work every night.

Musicians Got Troubles

Many weary NBC musicians can be seen about the RCA Building "after working hours", wearing white coats, black ties, attempting at 10 and 11 p.m. to squeeze their bass viols and French horns into jammed elevators, as audiences pour out of the various NBC studios.

But quietly and efficiently, supervising the whole night scene at NBC, is the Protection Force. Seven to 10 protection men continually make the

rounds throughout the night at 30 Rockefeller Plaza. Anthony Dambrosio is one of these. "I check every NBC door at night to see if it's locked properly," said patrolman Dambrosio. "If lights are on in an office, I check the office and the personnel who might be working. If no one is working, I turn off the lights, fans, close windows, and lock the doors. I may cover two to three floors this way. Can't tell you when I check or how often, as that would give away our check timing."

The giant air-conditioning units in the building must be maintained at night as well as the telephone room and other utilities. Air-Conditioning has seven men working from 4 p.m. to midnight under the supervision of George Lindberg. The midnight to 8 a.m. shift is covered by six men, refrigeration engineers, electricians and apprentice engineers.

In Hollywood some 200 employees cover its night operations in alternate shifts for KNBH and AM network operations. For instance, ten men are scheduled to work at night on the All Star Revue and the Colgate Comedy Hour. Eight announcers are on hand at night for the AM network programming. Ted Endicott is the night manager of the AM Network Operations. Hollywood's operation is a duplication of NBC's in New York. They have, for instance, 21 pages until 10 p.m. Most of their shows are in the late afternoon out there.

Owned and Operated

NBC's owned and operated stations work "after hours" too. Station WNBC itself is responsible for all-night programming. WNBC has its signal open from 12:05 a.m. till 6 a.m. at the specific request of the Eastern Air Command. And killing two birds, the station started to program "Music Through the Night" some three months ago. As a result WNBC is receiving a flood of complimentary letters. Some 10,000 letters were received in the first week of such musical programming through the night. The station is the key station of the Eastern Command District. The WNBC transmitter in Port Washington must be covered 24 hours a day.

At Chicago, approximately 25 employees work on the grave-yard shift. George Gilbert is Night Manager and Night Program and Guest Relations Supervisor. He is on duty till 11 p.m. every night during the week. Chicago

has five guides on night duty, and night newsroom editor Bill Warrick works until 1 a.m. In San Francisco, KNBC maintains an all-night broadcast schedule for six days a week. On February 15, KNBC went on its 24-hour operation as the Key Civil Defense Station for Northern California, so that seven employees are on hand from 1 a.m. to 6 a.m. Announcer Wally Ray handles classical, semi-classical and operatic music during the early morning period.

There are approximately 25 employees in Washington giving night coverage for both TV and radio operations. Evelyn Griffith is night operations supervisor for radio, and Fred Stuart is night operations supervisor for TV. WTAM in Cleveland is covered by a night supervisor from 5 p.m. to sign-off time at 1 a.m. Monday through Friday. Lawson Deming is supervisor. Weekend coverage is rotated. Transmitter does not operate all night.

KOA, Denver, is on the air from midnight to 5:30 a.m. with recorded music in cooperation with the Defense Department. Nights and weekends, there are four departments operating: News, Engineering, Program and General Service. Two employees are on duty in each department.

NBC Ball Team Burning Up Industrial League In Manhattan

NBC's softball team in the Manhattan Industrial League is walking away with league play at this writing. They have won 8 and lost 1. There has been one tie and two cancellations to date. Biggest contenders for the pennant are Pepsi-Cola and Lehigh Valley. The games, played usually on Wednesday evenings at 6 p.m. at the 104th and Riverside Drive diamonds, have all been won by NBC by large scores. Pitcher Gary Iorio has won 7 and lost 1 and Art Topel has won 1. From Radio Recording, Bob Hanretty is the big slugger, while ex-mailroom's Bill Quinn has been shining in the field. Hats off to Marge Iorio and Margaret Hanretty, wives of the stars, who have followed the team so closely, and help out with transportation problems.

The team will play 14 games this year to round out the season. Then come Shaughnessey playoffs with other league pennant winners.

NBC's Jim Fuchs, World Champion Shot-Putter, at Helsinki Meet

Jim Places Third in World Olympics

There are only two living men, who have ever put a 16 lb. shot over 58 feet. And they are "Chuck" Fonville (now retired) and NBC's James E. Fuchs, a 24-year-old, 6'2", 215-lb. trainee, who came to the National Broadcasting Company just about a year ago. Moreover, Jim Fuchs is the world's champion shot-putter, and he even bettered Fonville's record. Jim's champion throw was 58' 10⁵/₈". He did it while he was a senior at Yale.

Fuchs, on a leave of absence from NBC's film syndication department, flew to Helsinki, Finland, on July 7 with the rest of the United States Olympic field and track squad, and on July 21 placed third in the world meet to add 4 points to the United States team's total. He is now headed for the British Empire Games, then he will return to work at 30 Rockefeller Plaza.

Yale Graduate

Jim was graduated from Yale with the Class of '50, but before he left old Eli, he had put the shot over 57 feet exactly 64 different times. There have been only 72 throws over that distance in the world. The European record for instance is only 55' 9".

Fuch's home address is 5119 Kimbark Avenue, Chicago, Illinois. He started into the shot-putting game out there via track events. He attended Hyde Park High School and played all the known sports of the time. He was all-state halfback in football; he did the 100-yard dash in 9.7; and occasionally took the high hurdles. But he hurt his knee while playing football, and when he entered Yale, Frank Ryan, a Doctor of Psychology and also track coach, took him over and applied some home-brew psychology about putting the shot. Under Ryan's tutelage, Fuchs became expert. In his junior year, Jim recorded a throw of 58' 4 27/64" in Oslo, Norway, at "The Little Olympics" there. From then on he was champ.

Jim is not as big and burly as some of the oldtime shot-putters, but he claims this is not necessary anymore. "I would say that speed, timing and



Jim Fuchs uses softball to show how he winds up for shot records.

coordination, and strength are the necessary requisites for a good shot-putter," Fuchs said. "You don't need the towering physique that some of them used to have." Fuchs uses a brass shot rather than an iron one. "I seem to be able to grip it better."

Another interesting statistic about Fuchs is that he holds the world's record for winning consecutive track and field events. At one stretch he won 88 shot-put matches without a loss.

AA Beach Party on Wednesday, August 6

The NBC Athletic Association is sponsoring an informal beach party for the evening of August 6, a Wednesday. The party will be held at Jones Beach under the stars, near the pool and waves. There will be buses. The round-trip is \$1.70. The pool is 30¢, and locker 45¢ if needed.

Please contact Barbara Cheel in Room 729 for bus reservations.

Jones Beach has refreshment stands on all sides, or you may bring your own. There are secluded picnic areas,

From NBC Cleveland:

Hamilton Shea Gets Community Applause

The Cleveland City Council passed an unanimous resolution last month commending Hamilton Shea, NBC general manager, and his two Cleveland radio-television stations, WTAM-WNBK, for "noteworthy interest in public welfare" during Cleveland's recent meatcutter strike.

When more than 1,000 butchers struck in some 300 community meat shops, Shea arranged for Mayor Thomas A. Burke; Harry Poole, International AFL Meatcutters vice-president; and Howard English, Food Industry Committee chairman, to meet in the studios for a special simulcast.

After a lengthy discussion, the participants agreed to meet with the Mayor Sunday night. After six hours of further discussion, they arrived at an understanding, which ended the strike officially Tuesday morning.

Mayor Burke commented that the simulcast was an unusual method for presenting strike facts publicly.

Shea, together with his community stations and simulcast participants, was commended for meritorious service which rated the "admiration, tribute and congratulations" of the councilman.



Cleveland's Mayor Burke, left, gives key to NBC's Hamilton Shea.

NBC Covers The Conventions

Over 300 Specialists and Technicians Were On Hand to Give The Public Coverage



Clare Booth Luce, who spoke before TV cameras at the Convention, gets make-up for TV from NBC's Sid Simon.



Dwight D. Eisenhower, Republican nominee, was covered closely and at every angle by NBC-TV.



General scene during Republican Convention in Chicago, taken by NBC's cameramen from back of the Amphitheater.



NBC's Sal Benza operated "walkie-lookie" on Amphitheater floor.



Here's NBC's "super mobile unit", a 35-foot roving TV studio equipped to transmit electronic and film sound pictures to NBC network from Chicago.

NBC Outing at Bear Mountain Sept. 6th

Golf, Eating, Ball,
Swimming 9 a.m.
To Midnight Hours

It was officially announced last week by the personnel department that the NBC annual outing this year would take place at Bear Mountain State Park, which includes Bear Mountain Inn, New York State. The date will be Saturday, September 6, the weekend following Labor Day. The time will be from 9 a.m. till closing around midnight.

The day's outing in scenic Orange County will be free to all NBC employees. Buses will leave Rockefeller Plaza in the morning for those who wish to take them, otherwise transportation will be "on your own". Time of bus departure will be announced later. Maps of the location will be published later.

Included in the day's fun will be softball, swimming, golf, boating, free box lunches, then dinner in the Inn at night, followed by dancing to Jimmy Lanin's orchestra. Free beer, it might be mentioned, will also be available.

Commuter Bob Zeller Rides Rails 20 Hours Weekly; May Hold NBC Record



Commuter Bob Zeller, Herald-Tribune . . . and companion.

An employee may bring spouse free of charge, or a guest for five dollars.

If Robert "Bob" Zeller, executive-trainee, presently working out of the TV advertising and promotion department, were to have his paycheck computed on a portal-to-portal basis it would be a rather healthy one, for commuter Zeller rides the rails (not the rods) for 20 full hours a week while traveling to and from his home in Sea Girt, New Jersey.

He may hold the NBC record for commuting. We don't know for sure; would like to find out.

In any event, Princeton-graduated Zeller (Magna cum laude '49) sets the distance from Sea Girt to Penn Station at 67.8 miles. This takes him 1.50 hours one-way. Then 10 minutes on the subway, and previous to this a walk through Gimbel's Arcade to the 6th Avenue Subway. But hold on, this is not all. Early-riser Bob walks briskly 912 feet from his home to the Sea Girt station, then on this end, he walks from the 50th Street subway station to the entrance to the RCA Building. It's a rough road to hoe, but he likes it. Sea Girt, as you may know, is a beach resort during the summer. Bob, on a good run, can hop off the Pennsy main train at night and rush into trunks, then in for a dip before supper. Sea Girt during the winter has 599 citizens; during the summer 5,000, of whom 80 percent are commuters.

Heavy Contributor

Single, 23-year-old Zeller joined NBC in March, and since that time has been a steady financial supporter (\$31-a-month) to the Pennsylvania Railroad and its subsidiaries. And since that time he has had a tight schedule. Here's his exclusive, intimate story: "Since I was 15, when I worked for the Post Office, I have been an habitual early riser. I get up at 6 a.m.; eat a tremendous breakfast; then head for the station. It's a five-minute walk. I catch the 6:50 a.m. main-line train; always have a seat; then commence with the *Herald*.

(Continued next page)

'Miss WNBT' Is Chosen at Rockaway

Betty O'Neill, a lovely, brunette New York model, was chosen "Miss WNBT"



"Miss WNBT" and Herb Sheldon.

at Rockaways' Playland on July 16, in the Grand Finals of a month-long contest to find the most telegenic girl in the New York City area. A panel of judges composed of Herb Sheldon, popular WNBT performer; Murray Korman, outstanding theatrical photographer; and "Miss Tartan" selected Miss O'Neill from the 30 winners of three prelims.

Miss O'Neill, a 21-year-old beauty from Rockville Center, has been a model at Ira Rentner, Inc., in New York for a year. Previous to that she attended Adelphi College and is still continuing her studies there. Betty is 5 feet 7 inches tall, weighs 110 pounds, and has the ideal 34-23-34 measurements.

Grand prizes to "Miss WNBT" included a scholarship to the Conover Career Girl School, a Longines wrist watch and a complete wardrobe of Sanforized Cotton summer frocks.

(Continued from page 10)

Tribune. I usually finish with this, and scout around to see if early-leavers have left a *Daily News* or *Mirror*. If frustrated in any such 'steal', I return to the *Trib*, sometimes fine-combing the financial page or even perusing the news about the 'arrival of buyers'. I find the *Trib* will last me as far as Long Branch usually. When reading is over, I take a cat-nap.

"On the return trip at night, it's 'pocket mystery time' for me, and it usually lasts me till Sea Girt. I go to bed at 10:30 p.m."

Since Zeller has been with NBC, he has worked for integrated services, personnel, TV talent and procurement, and TV advertising and promotion. Tonight he will return to the Pennsylvania Railroad.



Robert J. Leder, to Sales Manager WNBC.
Roland P. Jones, to Merchandising District Supervisor.
H. Norman Nenbert, to Merchandising Manager, O&O.
Frederick E. Acker, to Capital Appropriations Director.
Alice Kennell, to Junior Correspondent.
Stanley Appenzeller, to Mail Analyst.
Dorothy Staah, to Secretary II.
Joseph Kilmartin, to Night Operations Assistant.
Val Chevron, to Night Operations Secretary.
Roberta Graham, to Typist Clerk.
Harriet Demos, to Secretary III.
Richard McBride, to Reports Clerk.
Richard Templeton, to Chief Accountant.
Donald MacLean, to Copy Clerk.
Melvin Lewis, to Maintenance Engineer 13.
Mary E. McBride, to Secretary III.
Diane G. Marsh, to Secretary I.
Martin J. Biesch, to Tour Cashier.
Kathleen L. Bayer, to Executive Receptionist.
Andrew McChesney, to Main Hall Receptionist.
Joan Flad, to Secretary III.
John Calley, to Studio Night Operations Clerk.
Radford R. Stone, to Junior Statistician.
Olga Samardak, to Contract Supervisor.
Beatrice Ehmman, to Library Assistant.
Walter Van Gieson, to Master Control Engineer 4.
Eileen Gomber, to Production Assistant.
Patria Richer, to Ex. Secretary in WNBT.
Michele Leseure, to Secretary III.
Henry Allard, to Time Cost Clerk.
Vincent Sarubbi, to Receiving Clerk.
Eleanor Michael, to Tour Cashier.
Jean Mitchell, to Executive Officer's Secretary.
Anna Marie De Rose, to Typist Clerk.
Irma Wiitanen, to Secretary II.
Barbara Schott, to Secretary III.
Thomas B. McFadden, to Director of National Spot Sales.
Maria Baxa, to Tour Cashier.
Gregory Eaton, to Asst. Supv. Night Tour Operations.
William Baird, to Tour Cashier.
Marjorie Marshall, to Secretary III.
James McCann, to Cost Estimator.
Ellen Coit, to Executive Officer's Secretary.
Barbara Sailer, to Executive Secretary III.
Robert Williams, to Playreader.

NBC's 'Walkie-Lookie' a Success; Gets Dubbed: 'Creepy-Peepy'



John Cameron Swayze tries out "walkie-lookie" on Mary Hughes, TV star.

Network's New Portable TV Camera Gets 'Baptism of Fire' at Chicago Conventions

NBC's fascinating new electronic equipment, the "walkie-lookie", got its "baptism of fire" last month during the Chicago Conventions, and proved a great success. It also got baptized by the radio-TV columnists as the "creepy peepy".

On hand for the extensive coverage of the convention goings-on, NBC had three "walkie-lookies" available, as well as five of its immediate ancestors, the "walkie-talkies".

The "walkie-lookie" is a compact 10-pound portable television camera. The handy-size TV camera, along with its 50-pound back-pack transmitter, was designed especially to extend the range of NBC television coverage at the two conventions last month. For instance, the "walkie-lookie" produced a fine picture from the crowded floor of the Amphitheater, picking out Governor Alfred Driscoll of New Jersey during the voting on the rules changes, while overhead regular NBC-TV cameras shot the overall views.

The little camera was also used in many other spots, where its complete mobility could be used to advantage, as during the complicated roll-calls on temporary rules changes.

The equipment contained in the book-sized camera and knapsack consists of a synchronizing generator, video and sound circuit operating on a common ultra-high-frequency carrier wave which links the "walkie-lookie" to its base station. A radio receiver in the back-pack picks up the cues for the cameraman and commentator. The rechargeable batteries which power the knapsack transmitter can run the complete unit for nearly two hours without recharging, and make the "walkie-lookie" completely independent of cables, wires and fixed mounting installations, which limit mobility.

Research for the "walkie-lookie" was carried out at the David Sarnoff Research Laboratories.

NBC News Roundup..

Television has arrived

TV reached new heights in its impact on the American people during the Chicago Conventions, and it could all be summed up in one quote from Earl Godwin, NBC's commentator out there, "There is such confusion on the floor of the Amphitheater throughout Chicago that the delegates call long distance to find out what the home folks have seen on television. The home viewers have a clearer idea of what is going on than the delegates themselves."

NBC-TV to carry N.C.A.A. football

The National Broadcasting Company television network will carry the 1952 N.C.A.A. college football program, the TV committee of the National Collegiate Athletic Association announced last month. The program will include one major game on each 12 dates during the season and also a comprehensive offering of small-college games, to be presented locally. The award was made on the basis of the network's proposed geographical coverage, its facilities and its projected program for providing the public with information on colleges and their educational and athletic activities.

Burr Tillstrom honored

One of the first annual awards for Excellence in Audio-Visual Communications presented by the Institute of Design of the Illinois Institute of Technology has gone to Burr Tillstrom and his "Kukla, Fran and Ollie" troupe on NBC-TV.

McConnell accepts music award

Joseph H. McConnell, president of the National Broadcasting Company, recently accepted an award from Miss Quaintance Eaton, director of the annual *Musical America* poll on broad-



Dinah Shore to return on August 26

cast music. The award was voted to NBC in the poll of 850 music critics and editors of the United States and Canada in the ninth annual poll conducted by *Musical America* magazine. NBC was singled out as the network which had done the most during the year for the cause of serious music. This was the sixth consecutive year that NBC had won the award. Other awards were presented to Arturo Toscanini, the NBC Television Opera Company and the NBC Symphony Orchestra.

Beville Named to Council post

H. M. Beville, Jr., director of Plans and Research of NBC, has been elected president of the Market Research Council, a discussion group composed of 75 leaders in the field of market and opinion research.

Reynolds Tobacco renews \$9.5 million

The R. J. Reynolds Tobacco Company has renewed two half-hours weekly on the NBC radio network and one hour and 45 minutes weekly on NBC television, amounting to \$9.5 million in gross annual billings, it

was announced last month by John K. Herbert, v.p. in charge of Radio Network Sales, and Edward D. Madden, v.p. in charge of TV Network Sales and Operations. Among the programs involved are the "Vaughn Monroe Show", "Grand Ole Opry", "Camel News Caravan", and "Your Show of Shows". The renewal represents one of the largest purchases of radio and TV by a major advertiser with one network broadcasting company. It was placed by William Esty Co., Inc. of New York City.

Dinah signs long-term contract

Dinah Shore, one of the brightest luminaries in the singing world, has signed a long-term contract with NBC to join the roster of outstanding stars now associated with NBC. The singing star, who began her television career last fall on the NBC-TV network, scored an immediate success with press and public. Her show, seen on NBC-TV Tuesdays and Thursdays, 7:30 to 7:45 p.m., EDT, is sponsored by the Chevrolet Dealers. The show has been renewed for the 1952-53 season, and Dinah will return to the network from Hollywood on Tuesday, August 26, at the same time period.

'Victory At Sea' episodes ready

Six of the 26 half-hour films being prepared for "Victory at Sea", NBC's television dramatic history of Naval operations from 1939 to the present, are now ready, complete with narration and the Richard Rodgers musical score performed by the NBC Symphony under direction of Robert Russell Bennett. "Victory at Sea", which is being produced by Henry Salomon for early fall release over the NBC network, is the first network-produced motion picture to present contemporary history in a dramatic manner. The film is being assembled from more than 50 million feet of film, much of it heretofore classified confidential or secret.

Hotel takes on 1,300 TV sets

The new Statler Center in Los Angeles will become the first new hotel in America to equip every guest room with television, as a part of its regular service. The hotel is purchasing 1,300 RCA Victor television receivers.

NBC to lease movie footage

NBC is ready to start leasing film footage to advertising agencies, package producers and commercial film producers from its Film Library, which contains 15 million feet of minutely cross-indexed footage. It is estimated to be worth \$1 million, and is reputedly the largest film library in television. This week NBC made available to advertisers, film producers, TV stations and other networks the NBC-TV Film Library Index Handbook, which indicates that "from Academy to Zululand", it's in the NBC Film Library. The current total of 15 million feet of film is being added to at the rate of about 50,000 feet a week. The film comes from NBC's news cameramen mainly. They are stationed all over the world.

Light Music for Toscanini

Tomorrow, August 2, Arturo Toscanini will conduct the second of two light music concerts in his regular NBC Summer Symphony broadcasts over NBC Radio (6:30-7:30 p.m. EDT). The broadcasts will originate in Carnegie Hall, New York.

FROM KOBE, JAPAN:

Marjorie Forbes Finds America 'Fast . . . But Pace is Scheduled'

There would certainly be no indication from the name, that Marjorie Agnes Forbes was born in Kobe, Japan, or that her mother was Japanese. Nor is there any indication from her appearance that she was born in 1901 (she doesn't shy at female age secrets). But Miss Forbes was born in Japan and her mother's maiden name was Taka Aoki. Marjorie, who works as a typist in the RKO Building in the finance department, NBC, had, until his death, an American father, Alexander Forbes. He was born in Brooklyn as a matter of fact. His ancestors came from Scotland.

Here Four Months

Miss Forbes has only been with NBC for some four months, and she has been in America since January of this year, when she landed in San Francisco. In her short stay, she has found Americans "so anxious to help". "I've found them most cooperative wherever I travel. But their pace of life is so fast. Then again it all seems to be scheduled. They know when to quit: when to recreate."

Miss Forbes' father had lived most of his life in the Far East, first as manager of the Japan-China Trading Company, then as an assistant manager of a firm in Manila. There were six children in the family. Now only two survive . . . Marjorie and her sister, both of whom live in New York.

Marjorie was graduated from a



Marjorie Forbes

Japanese grammar school in Kobe. She then attended a French Convent in Nagasaki, where she learned most of her English and French. (She speaks English fluently, but with a decided Eastern accent). At the convent she learned the typical commercial subjects also. "I find," she said, "that the typing and shorthand I learned there are very much like that taught in America." She was also taught by a lay instructress from Cambridge, England.

Her first job was with Unilever Ltd. in Kobe as a clerical worker. But to date she hasn't been up to see the new Lever Brothers' Building. "I must get up and take a look," she said.

For five years following the war, she worked for the American Occupation Forces in Kobe, then she finally got her chance to come to America and join her sister in New York.

"How did I happen to come to NBC?" She answered by saying that a missionary priest in Japan gave her a letter to a priest in New York, who in turn recommended her to someone else, and she finally landed in Room 3, RKO Building. "I like the work fine," she said, "but I was afraid at first when I had to handle an electric typewriter . . . I thought I could never do it."

FOR SALE OR RENT

For Sale: In excellent condition. One baby bed, one high-chair, one bassinet and one bathenette. Call Ext. 503 or Ext. 329.

For Rent: Westport, Connecticut, unfurnished five-room and bath cottage near town. Available October 1 at \$125 per month on yearly lease. Call Ext. 208 or Westport 2-2790 for details.

For Rent: Beautiful modern garden apartment (unfurnished) in exceptional clean and quiet house near Riverside Drive for young couple or two girls per September 1, 1952. Call Karl Korter, TV News. Ext. 8881.

For Sale: 16-cup electric coffee pot. Brand new. Call Ext. 8676.

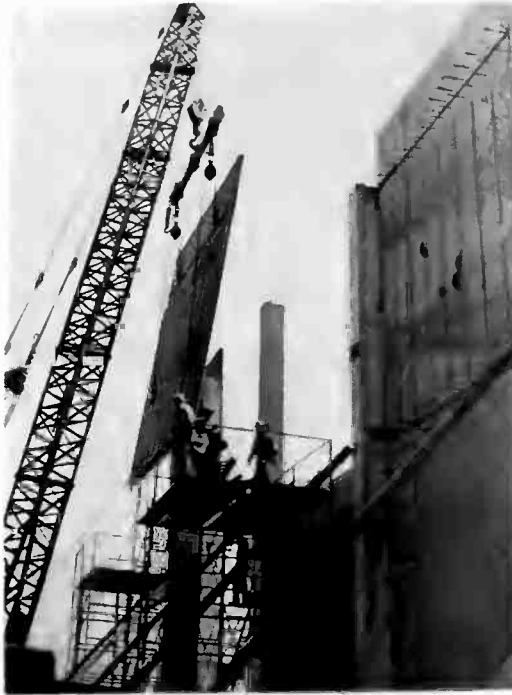
For Sale: 1949 Ford Tudor Sedan — excellent condition. Call Ext. 8534.

Work Started Last Week on Walls For NBC's New Burbank TV Center

The National Broadcasting Company's west coast television center at Burbank, California, is beginning to shape up, as workmen last week started to hoist its huge concrete walls into place. The construction crews are rushing to finish the new studios in time for next fall's big shows.

The new TV center's construction will be rather unique in that all of its walls are of pre-casted concrete, and this is done on the ground at the site, adjacent to Warner Bros. big lot. The walls consist of 51 eight-to-12-ton columns and nearly 100 concrete panels each weighing 15 tons. The Austin Company, engineers and builders for the NBC development, employ specially designed hoisting rigs to lift the huge panels and columns into place. Each panel is grooved. After it is hoisted into place, it is sealed to the adjacent panel with concrete.

The first unit of the 48-acre project now being built will include a 140-by-180-foot service building and two theater-type studios, each seating 500 persons. The studios buildings, which will be connected, will each measure 90 by 140 feet and will be 50 feet high.



Workmen started to put first walls into place last week in Burbank.

O. B. Hanson, NBC vice president and chief engineer, has just returned from Hollywood, where he inspected the progress of the project.

October 1 is the target date for com-

pletion of the unit now under construction. No date has been set for completion of the entire project.

Each of the two studios will be equipped with five of the latest RCA TK-11A studio cameras, more than 24 TV monitors including 15 in the control booth. Stages will be 80 feet deep by 90 feet across. Small micro-powered cue transmitters will be set up near the center of the working area for directors to cue technicians who will carry pocket-size receivers on their belts. A large RCA screen projection system will be installed for the audience in each studio.

The control booth for each studio will have the latest RCA-NBC designed switching equipment for camera-to-camera and program-to-program changeovers. A wide service corridor or promenade, 25 by 180 feet long, will be provided along the rear of the studio buildings behind the two stages.

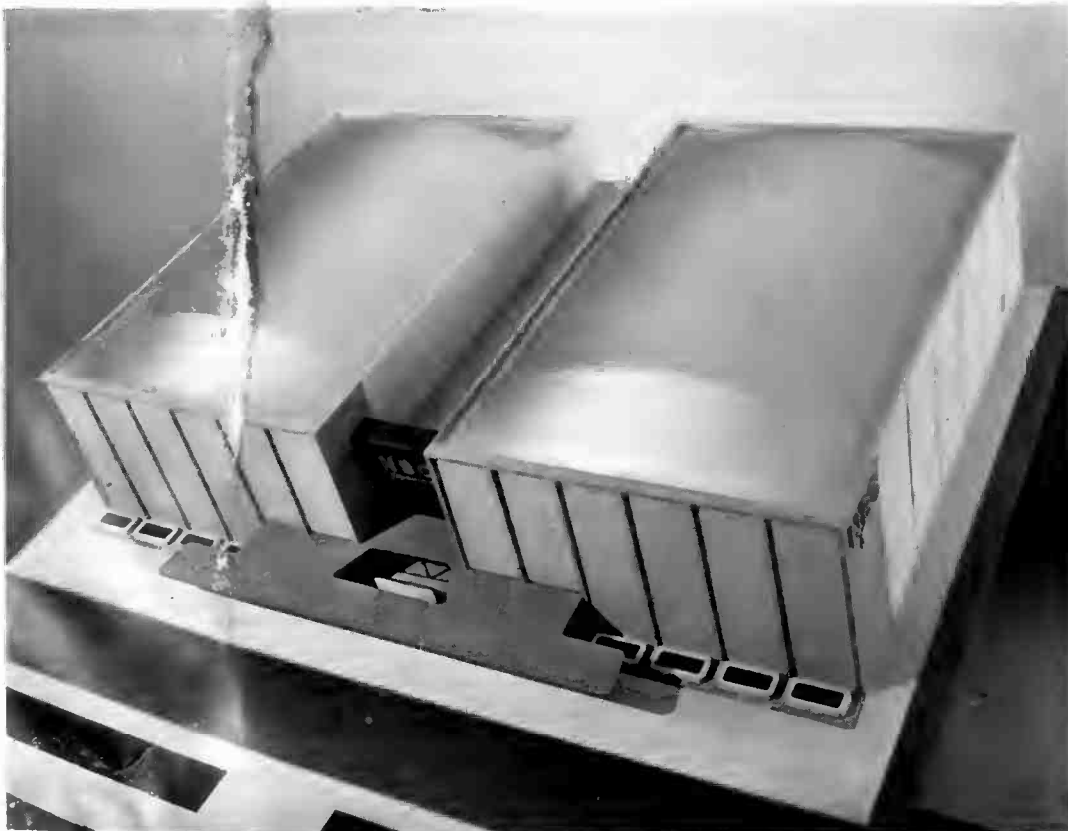
The site of the center is conveniently and beautifully located . . . about 15 minutes from Sunset and Vine.

Your NBC Ticket Contacts

Every NBC department has a ticket contact, who receives an allotment of available tickets each week to serve NBC personnel. If in doubt about your contact, call Ext. 8055. Evenings (after 5 p.m.) and weekends, tickets are distributed at the Mezzanine Reception Desk, Ext. 625.

Library Lists New Accessions

For your information, the General Library (Room 274) has nine new books in, which might be of interest to you. All may be borrowed. They are: *Broadcasting and Television Since 1900* by Maurice Gorham; *Broadcasting: Radio and Television* by H. L. Ewbank and S. P. Lawton; *Electronics for Communication Engineers* by John Markus and Vin Zeluff; *Handbook of Practical Politics* by P. P. Van Riper; *Man from Abilene* by Kevin McCann; *RCA Television Pict-O-Guide Vol. 3* by J. R. Meagher; *The Saturday Review Home Book of Recorded Music and Sound Reproduction* by E. T. Canby; *Teaching Through Radio and Television* by W. B. Levenson and Edward Stasheff; *Television Station Planning* by General Electric Company.



NBC Burbank TV Center as it will look when completed. This is model.

Press Department's 'Pitchmen' Form New Team on 5th Floor

On the baseball field it has been the accepted practice for years, that when the first baseman is fielding a ball, the pitcher shall cover first base.

At NBC, at least until February of this year, the press department was fielding its press releases, but it had no one on the team to cover the field of intensive showmanship and exploitation for some of NBC's top programming. It didn't even have a "pitch" man. There was a need for more concrete, on-the-spot highlighting of these shows, so an exploitation section was born.

Now the press department has rounded out its well-oiled "team", and all bases are covered.

About a month ago, the new section, headed up by Norman Pader, moved up from its cramped quarters, across the hall from the press department, to the 5th floor (Room 558). With Pader came staff members Jack Sebastian, Kathleen Whalen, Shirlee Gibbons. And as secretary, Connie Collins came along too.

The term "exploitation" is an old Hollywood appellation, and in the field of operations it actually represents the

advance man, the showman, the publicity man, the public relations man . . . all rolled into one.

It is the primary and overall function of the new exploitation section to help build maximum audiences for NBC's radio and television shows and personalities, via the use of exploitation techniques designed to focus widespread public attention upon them. As Pader puts it, "We're the 'showmanship squad'."

In this respect, section head Pader sends members of his squad to various cities for the purpose of executing saturation campaigns that will focus intensive local attention on the particular show being publicized. These campaigns are worked with the cooperation of the publicity managers of the NBC affiliate stations in the cities selected.

For instance, Pader worked with his squad in Philadelphia recently on an exploitation campaign centered around NBC's television show "TODAY". Extensive mention of "TODAY" was given in the various newspapers in the Philadelphia area. A tie-in was made with the John Wanamaker book

department, which featured a counter display highlighting "TODAY". A truck with large signs and news photos, advertising "TODAY" toured the busiest parts of town for three days. Three Temple University students were recruited to saunter around Philadelphia in costumes designed to dramatize the fact that all types of news events are covered on "TODAY". The stunt was sufficiently unusual to warrant mention by several columnists.

Another gag the squad used involved securing a thousand roses (gratis) which were tagged with "TODAY" and distributed to women in the main downtown shopping districts. Helium balloons and other gimmicks were also used.

Currently, in conjunction with the publicity manager of station WBZ in Boston, Pader and his staff are gearing their exploitation to the NBC "Bob and Ray" radio show, sponsored by Colgate-Palmolive-Peet. The NBC stars appeared at Fenway Park as part of a "Bob and Ray" day celebration there. There was also a press party at which they met the Boston newspapermen. There was a radio broadcast from Murphy General Hospital (an Army installation), and mention of their appearance in the advertising of Filene's store and various super-markets.

Future Plans

Future plans being formulated include field trips that will give intensive publicity to NBC radio; the TV documentary series "Victory at Sea"; the forthcoming Tuesday night NBC radio comedy block of Red Skelton, Dean Martin and Jerry Lewis, Fibber McGee and Molly, and Fred Allen; and other projects.

In order to assist NBC affiliate publicity managers, the exploitation section issues exploitation manuals and bulletins. The manuals contain showmanship slants, publicity pegs, and suggestions which can be put into effect to stimulate the listening public's attention. Exploitation Bulletins are designed to contain similar material, but are shorter in vein and less elaborate in nature so that they can be sent to stations quickly . . . when time is an element to be considered.

The new section also initiates projects of various kinds for sponsors, such as the one in conjunction with *Life* magazine, sponsor of the Robert Montgomery nightly newscast.



exploitation team: front, l. to r. Connie Collins, Jack Sebastian and Kathleen Whalen. Standing: Shirlee Gibbons and Norm Pader, section head.

Department News and Notes

STAFF

ADMINISTRATION

DUPLICATING: Welcome to new Duplicator *Ed Morenoff*. *Bob McInay* spent his vacation with his parents in New Enterprise, Pennsylvania, and *Martin Devine* is spending his on the cool (?) beaches of Long Island. *Donald Gogarty* just returned from a happy two weeks out west. (*Charlie Atlee*)

PERSONNEL: *George Roberts* and *Duncan Wood* were welcomed to the Central Personnel Office as well as *Dave Nagle*, who by the way has a Labrador Retriever puppy, who "hooks" oriental rugs from the neighbors. New members of the Training Program are *Bob Abernathy*, *Bill Asip*, *Dick Soule*, *Jim Hulbert*, *Norton Gretzler*, *Dick Swicker*, and *Bill Baird*. Now with the New York Personnel Staff are *Marilyn Carroll*, *Mary Ann Wershing*. Tree Climber *Eleanor Nadeje* was awarded a "thank you purr" when she rescued a kitten who was stranded in a tree top. (*Grace Anderson*)

LEGAL DEPARTMENT: On July 1, *Art Cuddihy* was married to lovely *Joan Bassill*. They will honeymoon with a tour of Europe. With her boss off to the Continent, *Joan Baird* decided to give the Canadian Mounties a chance. Her itinerary: Montreal, Quebec, with all its shrines, the beautiful Chateau Frontenac and finally a lodge in the Laurentians. Parlez-vous Canadienne yet? If *Jean Schnieder* doesn't get delivery of her new Chevy soon, all Legal's theme will be: "Come away with me, Lucille, in my 'mad-cap' Oldsmobile". *Charlie Moos* gets to work AWFULLY early these days. Your newest baby, John, keeping you awake nights, CJM? (*Rita Paolucci*)

STENOGRAPHIC: Lots of vacations to report this month: *Anne Lovell* and *Louise Cobb* visited New England, East Hampton, Connecticut, and West Acton, Massachusetts. *Rose Pacerelli* chose the heights of the Pocono Mountains while *Jo Whalen* and

Mildred Cucciniello romped in sand and surf at Ocean Grove, New Jersey. *Helen Canale* went beyond the border to Canada. A very cheery welcome to the bevy of new girls. . . . *Audrey Baker*, *Inga Boling*, *Carol Edwards*, *Evangeline Hadjapouloa*, *Rosemarie Iannuzzi*, *Britta Johnson*, *Ellen Krieger*, *Lorraine Lesser*, *Barbara Long*, *Shirley Nolan*, *Barbara Obert*, *Betty Olson*. (*Mildred Cucciniello*)

TRAFFIC: Anything can happen (and usually does) during a political convention. *Russ Strebel* insists that while he was in Chicago handling Radio Traffic Operations for the Republicans, he threw snowballs on July 4! No comments. *Jack Hilton*, who was there handling TV traffic operations came back insisting that he'd change his name for the Democratic Convention. It seems he was swamped with calls from people looking for Conrad Hilton or his hotel. Communications welcomes two newcomers: *Helen G. Dougherty* and *Joseph W. Kennedy*. *Betty Curry* vacationed in the triple cities, Endicott-Johnson City-Binghamton, visiting her brother, and was there during the 50th Anniversary. (*Marge Hadley*)

INFORMATION: *Anita Barnard*, manager of the Information Department, took advantage of the one fair-weather Saturday in June to accompany her husband to Groton, Connecticut, for the special keel-laying ceremonies of the new atomic-powered submarine. The mail room has sent us our new mail analyst, *Stanley Appenzeller*, and the only thing bigger than his name is his voice. When Stan answers the phone, they think they have four vice-presidents. (*Eileen Tobin*)

MAILROOM: Promotions are the big news here this month. *Bill Quinn* went uptown as *Dave Klein's* assistant. *Al Henze* left for TV film. *John Calley* to Staging Services, *Rad Stone* to AM Research. Internally, *Bill Lynch* replaces *Bill Quinn* as *Bill Kelly's* assistant, and *Leo Gerardo* becomes the new dispatcher. Upon her return from a Pennsylvania and Maryland vaca-

tion, *Diane LaPerch* did not recognize old 504 because of all the new faces, namely: *N. Baron*, *N. Covello*, *R. Keyes*, *R. Trusch*, *P. Scorca*, *J. Grossbaum*, *D. Halpin*, *J. Rothenberg*, and *J. Stavros*. Welcome Gang! A share of the well-deserved praise being heaped upon the NBC softball team should go to the aforementioned *Diane LaPerch*. Diane makes sure that all of the boys are aware of playing dates, and also is in constant touch with the league office to keep the team posted on cancellations or other schedule changes (which are frequent). She's also the team's most ardent fan. (*Bill Lynch*)

CONTROLLERS-FINANCE: New additions to the Tabulating Department are *Josephine Smith* and *Ann Acciarito*. *Seymour Feldman* of this department is vacationing in the mountains near Monticello. Happy hunting, honey. Vacationers in the Payroll Section are *Rose D'Amico*, *Blanche Cummings*, and *Rose Breglia*. Many happy returns of the day to *Vincent Carey*, supervisor of the Accounts Receivable Division. His girls presented him with a beautiful birthday cake. Welcome to *Louise Brown*, who is replacing *Francis Chamberlain* while on vacation. Our new office boy, *Bob Carmody*, sure is on the ball. A beautiful birthday luncheon was arranged for *Rose Breglia* at the Hickory House on June 19. Rose was presented with a lovely pink nylon blouse, and such a sheer one too! (*Ethel Pont*)

CONTINUITY ACCEPTANCE: Most of June saw the boss in the Lenox Hill Hospital for repairs. In mid-July *Jane Readey* started throwing NBC fond farewells preparatory to an August 1st start with the Sandia Corporation in distant Albuquerque, where, we maliciously reminded her, they manufacture coffins (among other things). But against all of the fore-going and the lesser doings on week-ends by the rest of the staff, the biggest adventurer was *Kathy Henderson* who on July 3, sailed on the maiden voyage of the United States for visits in England and Ireland, and a trans-Atlantic flight back home. (*Stockton Helffrich*)

PURCHASING: Vacations have started in Purchasing and *Marjorie Forbes* spent hers seeing the sights of New York. *Ed Deming* spent his in Connecticut and *Dick Holbrook* is enjoying the sun (?) at South Hampton. (*Mary McNulty*)

SET-UP OPERATIONS: We miss our secretary, *Genie Savage*, who has left to work for an advertising agency. As *Chimes* correspondent for this department, she was tireless in digging for news, and her zeal for accuracy was equalled only by that of our former correspondent, *Gloria Clyne*, of happy memory. May she have a pleasant time in her new job on Madison Avenue. We welcome to our midst our new secretary, *Roberta Graham*, who joins us from Stenographic, and whose byline will be seen in *Chimes*, beginning next month. Ill luck continues to dog *Tom Longmore*, who was recently bitten by an unfriendly mongrel on Flatbush Avenue. Police feared the dog was mad, but tests fortunately proved otherwise. Much sympathy is felt for Longmore, although a prop-room cynic was heard to remark that the dog was far from being mad, and had indeed shown excellent judgment in choosing the victim of his attack. (*Clarence Norton*)

GENERAL SERVICE: The welcome mat is out for: *Ellen Coughlin*, new budget clerk; new men in blue, *Ray Coutant*, *James Stackpole*, *Arthur Kenney*, *Francis Barber*, *Joseph Canano*, *Charles Bohan* and *Daniel O'Connor*; Central Files, *Joan Dickie* and *Frederick Boden*. On the vacation list are *Lillian Grand*, headed for Daytona Beach, Florida; *Nick Cirabibi*, who motored through Canada; *Harold Atwood* breezing thru New Hampshire; *Ruth Preston* back from Europe with glamorous tales of the Riviera, and the fascinating ancient ruins of Rome. Cute-story department: direct from papa, *Johnny Welter*: Setting: two small boys away from home. Scene: two little girls, *Katie* and *Mary*, on the prowl. Catastrophe: no male advice. Finale: peaceful household. *Carol Edwards* discovering what makes General Service tick; *Dorothy Cunningham* proud possessor of left-hand, third-finger sparkler; *Lorraine Maney* left to await Thanksgiving present, on heir; *Helen Lorenz*, looking cute as a chick, off to the Conventions; *Mary Heller* gleeful over a brand new

cousin, *Patricia Ann*, arrived 7 12, red hair and all; *Lenny Lucas*' little man at the talking, walking stage. *Ellen Pagel* finally able to discard those bandages—the result of a bad fall. *Charlie Zucker* kidding around; nicely tanned and returning from vacation inquiring when his vacation begins. (*Mary Heller*)

RADIO-TV NETWORKS

RADIO CONTROLLERS: Welcome to *Elaine Diserio*. *Marion Stephenson*, who motored on the Blue Ridge Parkway thru Virginia, North Carolina, and Tennessee, is among those happy to be back with many pleasant memories of a happy vacation. *Joe Mullen* spent his vacation enjoying the grandeur of Colorado while *Ginny Bode* visited Canada. The Blue Ridge Inn in the Poconos will never be quite the same since *Vicki Casella* and *Betty Weiss* were there. Still contemplating his trip, *Al Weidenmuller* is all set for a very comfortable one with the cabin on wheels he has waiting. (*Marie Perez*)

MUSIC: We rejoiced at the arrival of *Helen Burgett*'s son, *Neil*, on July 5. *Bill Paisley*'s sister came for a visit to the big city from their home town in Little Rock, Arkansas, so we had a chance to meet her. *Jane Roane* is proud of her tan recently acquired in Madison, Connecticut. *Phyllis Nelson* is one of our young married women now, just back from her honeymoon. (*Nora Weinraub*)

PROGRAM SERVICES: Aside from her efficiency in getting the right scripts to the right shows, *Jane Costello* has found time to appear on many shows. *Bill Williams* does not limit his activity to the working day; undoubtedly Bill is the right man for the job of MC-ing a beauty contest at Coney Island. Although on vacation, ever-thoughtful *Scott H. D. Buckley* regales his faithful followers with the most ingenious post-cards—now on display in the inner sanctum of Room 255. *Wyn Walshe* has received many offers to keep house for him while his parents visit England and Ireland, but so far has had no difficulty getting to work on time, a talent for which we would give a great deal. If there

are strange emanations from WNBC, it may be because *Joan Battaglia* (nee Perales) has been promoted to Continuity Acceptance. Seems we're losing our nicest people. However, onward and upward with the men of Night Operations. Sleepy-eyed, but serene, they kept very late hours during the Conventions. More "Bills" have come to program services (six at last count) in the persons of experienced production man *Bill Eth*, AD replacement for *Dan Sutter*, and announcer *Bill Roddy*, formerly of NBC in San Francisco and the Merchant Marine. We all extend our deep sympathy to *John Curran* on the death of his sister. (*Joan Levinson*)

RADIO ADV. & PROM: Headliners from A&P this month are *Jake Evans* and *Clyde Clem*, just back from vacation. *Jake* brought back a million color pics of the Michigan Lake country, and *Clyde* returned from his beloved Southland inarticulate with praise and drawl. *Ed Antonioli*, also newly returned from vacation, is reported to have bagged one woodchuck at great expenditure of patience and ammunition. We were glad to hear that *Walter Duncan* is recouping healthily from an unfortunate onslaught of jaundice, and that *Jim Mullen* hasn't been out of his rowboat since he arrived at Valeria, New York, on the Fifth. *Vernon Lowell* is away on a two-month leave of absence, being replaced by *Ed Dolph*, newest addition to the department and present *Chimes* scribe. *Marie Rupee* and *Hope Shinkoff* are off to Canada next week, bubbling with prospects of the cool North, and *Elaine Danis* is catching a restful vacation recovering from the rigors of scitting for *Marty Hummel* and *Jack Halloran*. We don't know how he manages these things, but *Tom Dater* just acquired a piano for \$5. It plays too. (*Ed Dolph*)

AM NETWORK SALES: *Marion Schwoert* (Oops! *Marion Finger*) has just returned from down Maine way after two weeks' honeymoon. Where main topic used to be "Andy", it's now "my husband". Also back from vacation are *Marianne Pacifico*, *Joanne Volt*, *Holly Titman* and *Dot Healy*—all looking very tan and healthy. Congratulations to *Howard Gardner* who became the proud father of a baby boy last week. Everyone was sorry to see *Mary Ann Jones* leave, but the wel-

come mat is out for *Anne Tucker*, who replaced her as secretary to *Chuck Denny* and *Bill Martin*. (*Kathy Walker*)

BROADCAST OPER. & FILM: *Douglas Skene* returned to Broadcast Film from military leave. Three of the Broadcast coordinators are walking around with harried expressions on their faces, all playing the role of proud, expectant fathers. More to be reported next month. Welcome to *Jack Weir* who came to Broadcast Operations from the Guest Relations department. (*Louise Goralski*)

AM NEWS, SPÉCIAL EVENTS: The Convention Newsstaff has returned from Chicago, worn and weary. Our congratulations to all for a wonderful job. And here's wishing a bon voyage to *Jeannette Kriendler*, leaving soon on a four-week trip to Europe. (*Peggy Madon*)

AM PROGRAM: The new face brightening up the reception desk outside Room 409 (when *Barbara Dodd's* not around) is that of *Edith Johnson*. And back with us again after a sick leave is *Jane Hendrie*, extra cautious about colds and getting lots of rest. Thinks her absence due to pneumonia not something she wants again for a long, long time. (*Jane Hendrie*)

AM TECH OPERATIONS: Three cheers for the new fathers in our group. *Andy Soderstrom*, *Phil Falcone* and *Bill Schwartz* have new sons. Unfortunately, *Bill Schwartz* had to wait to see his son, because he was in Chicago for the Conventions. We welcome *Charlie Grey* back to the department. *Grey*, an Army officer, had been returned to active duty last year. (*Jane Ermentraut*)

TV PROGRAM PRODUCTION: Welcome to *Marj Lynch*, secretary to *Leonard Hole*; *Peggy Russell* and *Nancy Fields*, newly added to the reception staff; and to *Nancy Wise*, who has just recently joined TODAY'S staff. Congratulations to *Michael Case* on the birth of a son, Michael, on July 6; and to *Fred Rogers* who was married on July 9 to *Joanne Byrd*. *Kirk Browning* was an usher; other NBC-ites who were present at big bon voyage to the newly-weds on their honeymoon to Europe were *Anne Quarles*, *Denise Flynn*, *Elaine Landry*, *John Goetz*, and *Charlie Polachecks*,

and the *John Blochs*. Now for the latest on vacations: *Myrt Morris* is a steady visitor to Jones Beach as hubby, Jim, is singing in the Mike Todd show. *Letty Sinclair* has been called by Canada, same for *Beryl Noel*, *Howard Phillips*. Cape Cod will see *Mary Kelly*, *Kirk Browning*, *Dick Clemer* and *Bill Corrigan* are basking on Nantucket; While Bermuda beckoned *Betty Quadt*, *Betty Morrison*, *Lillian Lang* and *Hugh McPhillips*. Also, Caribbean-ing it (that's a new one) are *Marie Ferguson* and *Sally Lou Ruska*, former department member. *Van Fox* has gone the other way—Nova Scotia. *Lilly Russo* is heading for California; *Marie Finnegan*, Rockaway; *Eddie Kahn* and family, Rhode Island; and *Dottie Walsh* is going home to Penn Wan near the Finger Lakes. *Cookie Chotzinoff* and *Herb Grossman* (Mr. and Mrs. G.) are enjoying Venice now and will soon be visiting at the *Maestro Toscanini's* in Milan. *Bob Hartung* is directing summer stock at Southbury Playhouse, Connecticut. (*Pat Powers*)

TV TALENT & PROCUREMENT: *Mary Jane Bazdan* has returned to the fold after a two weeks' vacation at Lavallette. She reports water and sun fine; has tan to prove it. *William Kaufman* has come back to the civilized world after a week's respite in Wellfleet, Massachusetts. *Thomas McAvity* is coast-bound for a two weeks' holiday. By now, he should be knee-deep in fish. *Joan Pomeroy* started out for Florida, but hopes to make it all the way to Nassau for her vacation. *Marshall Schacker* reports a very successful and enjoyable two weeks in California. (*Ann Koyce*)

TV PROGRAM PLANNING: *Carl Stanton* has headed out Colorado way for his summer holiday. *Mary McCarthy* is dividing her two weeks between Lavallette and Ocean Grove on the Jersey shores. (*Ann Koyce*)

TV CONTROLLERS: We welcome *Barbara Gordon*, who joins *Bob Burholt* and *Dan Peterson*, who will be with *Tom Meehan* for the summer. *Virginia Provan* has left NBC to return to her native Minnesota. She then intends to seek employment in Arizona. With *Jack Lavan*, *Ed Stegeman* and *Cal Wheeler* out in Chicago we are assured that TV Controllers will have the exact cost figures. We hope that the hectic pace out there

won't get them down. Glad to see *Terry Sullivan (Chambers)* back from two-months' vacation. She had an accident in which her car was completely demolished but she only received scratches. Lucky girl. (*Ed Rossi*)

FILM AND KINE OPERATIONS: The hot weather is here (and I note that this is really big news!) and everyone is concentrating on their vacation or memories of their vacation. We welcome *Betty Rocchio* back after two weeks in the Berkshires. *Bruce Hamilton* in Editing left on the *Empress of France* for a short stay in Europe. A big welcome to *Peggy O'Connor*, our new gal in Film & Kine. Also to *Carolyn Hummer* who has replaced *Lila Steinberg* at the Film Exchange. Lila left us to take on marital responsibilities. *Carl Bengston*, who left for the Army, is replaced by *Jack Smith*. Welcome, you all. Hope you have a happy stay. (*Terry Colasacco*)

STUDIO AND SERVICING: A hearty welcome to *Florence McMahon*, *Robert Rogers*, *Shirley Muglia*, and *Clair Schatz*. Congratulations to proud new fathers: *Perry Cross* and *Rick Kelly* on the births of their baby boys. *Isaiah Roossin* has returned from his bout with the pneumococci. Happy conventioning to our "pen-pals" in Chicago, *Don Cash*, *Frank Evanella*, and *Bob Garthwaite*. Last, but not least, a belated happy return to *Rick Kelly*. (*Sheila Hirschman*)

PRESS DEPARTMENT: NBC Press is a busy hive these days with part of the staff in Chicago covering the Conventions and part away on vacations. Director *Frank Young*, *Allan Kalmus*, *Bob Graff*, *Don Bishop* and fotogs *Sid Desfor* and *Sy Freidman* made the trip. Most of the boys shuttled back between conventions, but Mr. Young and Mr. Graff, displaying amazing endurance, stayed on in the very "Windy City" for the Democratic hurly-burly. *Leonard Meyers* did a bit in Lenox Hill Hospital with appendicitis . . . the well-loved Lenny is mending nicely. *Hank Williams* is the envy of all with his reports from summer camp where he is counselling. *Shirlee Gibbons*, *Joan McCallum*, *Hariet Demos* and *Peggy Heelan* back from vacation, more radiant than ever. We welcome *Cy Hartman* into Press Files for the summer and *Al Castro* subbing for *Bill McArdle* on the tele type (while Bill relaxes in the moun

tains). Boy and girl items: August 16 is the date for *Beth Blossom* and *Bob Metz*. *New York Times* staffer. Congrats to *Christine Casserly*, who has become engaged to *Henry Launhardt* of Elizaville, New York. *Warren Cromwell*, sport-car enthusiast, decided to pass a Safe and Sane type Fourth, right here in Manhattan, thereby keeping his renowned Crosley Super Sports out of the traffic jams. Fateful results: while cruising Park Avenue he was tagged by an errant taxi, and as they say in racing circles, "lost it" . . . turning over twice before he finally lit. Warren stayed calm, cool and collected two broken ribs, making the best of a bad situation with the old driver's trick of hugging the steering wheel. Undaunted, he is now talking in terms of a Jaguar, complete with safety belt. (*Bob McDonald*)

TV TECH OPERATIONS: Everyone in 501 celebrated *Frank De-Rienzo's* promotion to the position of Technical Director last week. Our Frank brought in a bottle of Champagne and a wonderful box of candy. And 10:30 in the morning is a terrible time for Champagne but we didn't mind a bit of suffering for a good cause. We have a welcome and a goodbye to offer to two of our girls. *Mary Jane Eggleston* is leaving NBC in New York to go back home with WBRE in Wilkes Barre, Pennsylvania. *Toni Del Grossa* has just come to this department from the classrooms of a high school. Did you know that we have two lads out looking for gold in the west? They are *Jim Coleman* and *Bernie Jacobs*. We've all been promised gold typewriters if their hunt is successful. I made a horrible mistake in the last issue of the *Chimes!* *Irv Ehrlich* didn't hear wedding bells as reported but he did hear his new little child's voice. Instead of being a groom, he became a father. *Frank Manfredi* had a baby and he sent us a box of candy. *Vinnie DePietro* and *W. Howard* also became fathers since the last issue came off the press. *Bob Hanna* had to go to Ohio to rest up from building his garage. (*Helen Kall Fowler*)

MERCHANDISING: *Gordon Lane's* "green-thumb" wizardry has produced a penthouse garden complete with 47 varieties, a unique rock arrangement, and a weeping willow! All this, a few stories above stone, might be said to out-Nebuchadnezzar, the originator of

the hanging gardens. *Marshall Keeling* has also succumbed to the "town terrace" mode and plans to move from Westchester to his own "manhattan tower" very shortly. But *Fred V. Dodge* still prefers outdoors in the Rousseau-tradition to "New Yorker" ingenuity. And our sports-minded merchandising director isn't just enthusiastic . . . he's good! As proven by the expert marksmanship title he holds at the Campfire Club. *Ronnie Jones*, our new district supervisor for the Cleveland territory, left for his new post, well equipped . . . with his portable homestead trailing behind him. The distaff visits to *Stafford Mantz's* desk are all because of "Brownie"—Staff's cherubic two-year-old, newly photo'd and framed. If moving presents a problem, consult *Murray Heilweil*. During that first humid bout, he moved lock, stock, barrel and family to Port Chester in record time. He claims it was simply a matter of "organizing", but we wonder if Mrs. Heilweil wasn't more than just an "aide-de-transplante-the-camp". (*Mary Ann Kearney*)

OWNED AND OPERATED STATIONS

WNBC-WNBT: There's a sign on Station Manager, Vice-President *Ted Cott's* door saying, "Gone to France". *Mr. Cott* sailed on the maiden voyage of the *USS United States*. Shortly before sailing, *Mr. Cott* honored our newly-engaged *Audrey Tibbs* and *Gene Alexy* with a party. *Ted Zaer* found good fishing on his recent vacation in Maine. Other vacationists have been *Stevee White*, who sent picture postcards from Lake Placid, *Joan DeMott*, *Artie Burke*, *Elsie Ciotti*, *Fred Armida*, *Bill Harbach*, and *Pat Richer*. *Mary Kay* and *Johnny Stearns* are parents of a new baby girl, *Melinda*. Featured personalities in WNBC-WNBT New Faces include *Bob Leder*, *Barbara Walters*, *Jack Mann*, *Janet Payne*, and *Helen Blam*. *George Wallach* back from Hollywood, where he was bitten by a black-widow spider while working on a new Arch Obeler picture. (*Mary McBride*)

SPOT SALES: Farewell to *Pat Denehy*, receptionist, who is replaced by *Luella Beers*, *Bob Leder*, National Spot Radio Manager, and *Janet Payne*,

his secretary, are now with Station WNBC. Welcome to *Hank Shepard*, manager, Sales Development Advertising and Promotion. To *Seymour Vall*, manager, Spot AM Advertising and Promotion. To *Bill Davidson*, Spot Radio Eastern Sales Manager and to his secretary, *Marilyn Dode*. Happy vacation to *Chuck Dresser* and *Jane Shortway*, who are Bermuda bound. (*Elaine Simpson*)

McConnell Lauds Employees on TV — Radio Coverage

In a letter to all NBC employees on July 14, Joseph H. McConnell, president of the National Broadcasting Company, congratulated the NBC Convention Staff for its outstanding radio and TV coverage. Wrote Mr. McConnell: "I want to say to all of you that I am very proud of the tremendous job which NBC did at the Convention in Chicago, both TV and Radio. It was fascinating and exciting to watch the new medium come to full vigor and strength and win for itself the stature and acceptance it is entitled to have.

"Because of the way TV and Radio brought this Convention to the public, all Americans have a better understanding of our political structure, and of their personal responsibilities as a part of it. I think this is as fine a thing as we could do for our country. I hope that all of you in NBC, as you watched and listened, realized that you had a part in this, as indeed you did have.

"Many NBC staff members, in every department, worked for months developing the plans, and those at the Convention devoted themselves tirelessly to their jobs. I have tried to speak personally to as many as I could, and I want here to congratulate each one of you.

"I know that our coverage of the Democratic Convention next week will be just as outstanding as was the Republican, and I look forward with the greatest interest to NBC's coverage of the campaign and the election. With the experience and drive which the NBC team brings to such an assignment, I know how exciting and solid our presentation is going to be.

"Again, my thanks and my congratulations to all of you."

Joseph H. McConnell

HOW DO YOU RATE AS A SECRETARY?

TEST YOURSELF WITH THIS QUICKY QUIZ



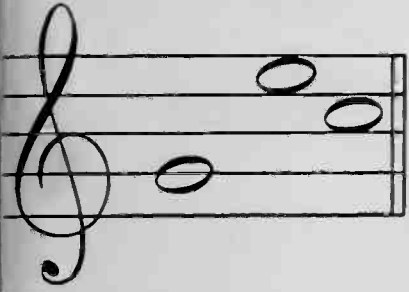
Rate yourself now . . . then check this list
six months later.
See how much you gain when you plan improve-
ment . . . and stick to it!

	Points	Score				
1. You are well dressed		10	—	8. You have telephone form	10	—
Appropriate dress	3			Voice pleasant . . . tone clear	4	
Grooming	3			Telephone tact	4	
Personal neatness	4			Obtain accurate information over phone	2	
2. You are pleasant		10	—	9. You are Johnny-on-the-spot	10	—
Even tempered under strain	2			There when boss wants you	3	
Take criticism without resentment	2			On time consistently	3	
Sense of humor	2			Prompt in answering buzzer, telephone	2	
Control moods	2			Work late cheerfully when necessary	2	
Control temper	2			10. You seek up knowledge	10	—
3. You are a clam		10	—	Understand and abide by company policies	3	
Silence concerning business af- fairs . . . (this is a MUST)	7			Study supplementary courses	2	
Silence concerning personal troubles	1			Increase your fund of gen- eral information	2	
Silence concerning office feuds and gossip	2			Continually improve your knowledge of the business or profession of which you are a part	3	
4. You are a screen		10	—	11. You are a good house- keeper	10	—
Relieve chief of detail	4			Keep boss's office in order	3	
Successfully protect him from unimportant interruptions	3			Keep your own desk and typewriter in order	2	
Compose letters you are qualified to handle	3			Organize efficient office routine	3	
5. You are truly humble		10	—	Always have necessary sup- plies on hand	2	
Pleasant toward associates	3			12. You Are Loyal to Your Boss	10	—
Pleasant toward outsiders	3			Put his interests first	4	
Perform personal duties for boss cheerfully	2			Artfully prevent difficulties	2	
Allow boss to take credit for your work	2			Smooth them out when they occur	2	
6. You have a steel-trap memory		10	—	Speak of him always in terms of respect and admiration	2	
Remember instructions	1			13. Your letters are a work of art	15	—
Remember names and faces	3			Uniform printwork	3	
Remember routine details	3			Even margins	2	
7. You are quick on the trigger		10	—	Well centered	2	
Initiative in an emergency	2			No smudges	2	
Assemble data before your boss calls for it	2			Correct spelling	2	
Understand material dictated	2			Correct grammar	2	
Alert to prevent errors	2			Correct punctuation	2	
Always check figures and dates	2					
					135 points	
					Your total here	

Your score: 120 You are a Super-Secretary!
107 You're good, but not Super.
96 Better than average.
82 Lots of competition down here.
70 You'd better study.

Courtesy Remington Rand, Inc.

NBC



CHIMES

SEPTEMBER • 1952



Bear Mountain Inn, New York

Details on Annual Outing, Page 9

NBC
 **CHIMES**

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 Charlie Atlee, Duplicating
 Bill Lynch, Mail Room
 Mildred Cucciniello, Stenographic
 Edward Manser, Guest Relations

Radio and TV Networks:

Hank Williams, Press Department
 Marie Perez, Network Controllers Dept.
 Ed Rossi, Network Controllers Department
 Kathleen Walker, Radio Sales
 Tony Cervini, TV Sales
 Ed Dolph, Radio-TV Adv. & Prom.
 Joan Scherm, Radio-TV Adv. & Prom.
 Jane Hendrie, Radio Program
 Barbara Harlib, Stations Relations
 Marge Hadley, Traffic
 Joan Oury, Station Clearance
 Gloria Betros, Sales, Planning
 Dorothy Poser, Sales, Planning
 Peggy Madon, Radio News, Special Events
 Rose Homa, TV News, Special Events
 Jane Ermentraut, Radio Tech Operations
 Mary Ann Kearney, Merchandising
 Helen Kall, TV Tech Operations
 Roberta Graham, Plant Operations
 Sheila Hirschman, Plant Operations
 Dolores Blye, Sound Effects
 Louise Goralski, Broadcast Operations
 Blanche Gawronski, Staging Service
 Terry Colasacco, Film & Kine Operations
 Beatrice Ehmman, 106th Street
 Pat Powers, TV Program, RKO
 Anne Koyce, Talent & Program
 Joan Levinson, Program Services
 Vora Weinraub, Music

Owned and Operated Stations:

Mary McBride, NBC-WNBT
 Elaine Simpson, Talent Sales

Engineering:

Marjorie Marshall, Engineering

IN BRIEF

Last month on page 10 of this journal we made quite a to-do about Bob Zeller and his commuting 67.8 miles each day to work. Well, it turns out that Zeller's daily effort is child's play compared with the daily workout of Silveno Moscufo, a studio supervisor at 106th Street. Moscufo commutes from Philadelphia, Pennsylvania, a distance of some 90 miles, and this does not include a half-hour ride from home to station and 45 minutes from Penn Station to 106th Street. The fast ride from Philly to New York takes only one and one-half hours, but Moscufo travels some five and one-half hours daily or 27½ hours a week.

And there's another entry in the commuters' race. He's Ed Rossi, program cost expeditor, who says he travels 37,500 miles a year—just in commuting from East Fishkill, New York. Rossi drives 15½ miles every day to the Beacon station, and takes a 6:51 which gets him into Grand Central at 8:32. He figures it's 75 miles each way, and costs him a cool \$50 the month.

Also in last month's issue, we stated that Ted Kupferman was "single". Ted claims he received an anonymous note of proposal as a result. We would suggest to such note writers that they sign their name. This marriage is a serious business, and Ted, as a lawyer, would of course require a signature—preferably with witnesses.

Starting next month, October 1, NBC Chimes will be distributed to all regular NBC employees—all over the country. Some 1,200 employees of the owned and operated stations will be taken into the fold, and the Chimes will cease to be a New York Office publication only.

NBC's Jim Fuchs, who finished third at the Helsinki Olympics in the shot-put, went on to another meet held at Cologne, Germany, and won the shot-put event there with a put of 53 feet, 9/10 inches and finished second to Bob Mathias with 152 feet, 6¾ inches in the discus throw. Some 35,000 German fans attended the American exhibition.

For your information: Each NBC employee is allowed a maximum of 10 complimentary NBC guest tours each year, as long as he does not use more than four at one time. Arrangements can be made by calling the Mezzanine Reception Desk, Extension 625, and giving your name, department and the name of the guest. Special tours, requested by NBC executives, can be arranged by calling Townsend Coleman or Lattie Lee Dawson on Extension 581 or 531.

Deadlines for 1952 election registrations in four states affecting NBC employees are: New York (Central registration is open July, August, and into September); Connecticut, October 18; New Jersey, September 25; Pennsylvania, September 13. Get in and register. Get out and vote.

Once in awhile we get some message of import through the mails. The most important to date was this (from a syndicated news feature outfit on Madison): "The four to six year old group, home from play and in need of a bath, will discover that bathtub soap-and-water playing can be just as much fun as any outdoor activity. Try plunging lollipop sticks into a bar of soap perched on the top of a large plastic floating toy. This gives the bubble maker a rakish nautical look. You'll scarcely be able to dredge the small fry out of the suds."

Well, we found it didn't take much "dredging". We tried this rakish, nautical trick last night.

NBC's radio and television coverage of the Republican Convention topped all other networks, a Nielsen study recently showed.

NBC's press releases are reaching out. One turned up recently in an Istanbul tabloid. The boys in Press couldn't read the Turkish, but they knew NBC in any language!

The Greater New York Fund Drive here netted \$1,122. This is \$281 higher than last year.

Finally met someone who won something: George Roberts in Central Personnel, a 1952 Mercury for \$3 worth of tickets.

NBC News Roundup . .

Denver's KFEL-TV Joins NBC

Denverites are reported afflicted with television fever now that Station KFEL-TV has joined NBC as an affiliate. It is the first television station to go on the air since the freeze on new stations was lifted. The new station began network programming activities by carrying the opening ceremonies of the Democratic National Convention in Chicago. The success of KFEL-TV's efforts to be first on the air in Denver was in large measure due to the special efforts of RCA, which "airlifted" more than five tons of broadcast equipment from its Camden, New Jersey, plant to Denver . . . along with a corps of television engineers.

NBC Spotlights Young Composers

An educational project designed to give recognition to young composers has been started by NBC Chicago in cooperation with the School of Music at Northwestern University. Works of outstanding student composers and of several faculty members at Northwestern will be presented regularly on "Sunrise Serenade", heard on the NBC radio network except WNBC: (Mondays, 11:30 p.m., EDT).

Bill Henry Gets Olympic Diploma

The International Olympic Committee awarded NBC's Bill Henry its Olympic Diploma last month in Helsinki, making Henry the first American to win this once-in-four-years honor. The Committee gave the diploma to the NBC-TV commentator in honor of Henry's official history of the Olympic games, written in 1947. Henry is currently revising the book.

Engelbach for Community Chest

Dee Engelbach, producer-director of NBC radio's "The Big Show" during the past two seasons, is preparing a mammoth, all-star, full-hour radio program for the Community Chest's Red Feather campaign, to be broadcast by the NBC, CBS, ABC and Mutual networks on September 28.

NBC-TV Programs in Venice

Film prints of seven outstanding NBC television programs are being shown this week at the International Cinema Art Exhibition in Venice, Italy. Those chosen were: a Toscanini concert, "Your Show of Shows", "Zoo Parade", "Amahl and the Night Visitors", "Dangerous Assignment", and "Convention Highlights" of the two Conventions.

RCA First-Half Statement

Sales of products and services of RCA and subsidiaries attained an all-time record volume of \$305,838,000 during the first six months of 1952, exceeding the previous peak set



NBC-TV will present 11 football games this fall.

last year by \$3,505,000, Frank M. Folsom, president of RCA, announced last month. RCA net earnings were \$11,300,000. Dollar earnings during the same period of 1951 totaled \$15,703,000

General Motors to Sponsor NBC Games

General Motors completed arrangements August 23 to sponsor television broadcasts of the NCAA football program on eleven consecutive Saturdays this fall. The games will be telecast exclusively from coast to coast by NBC.

Five of the games to be telecast have been set. They are: September 20—Texas Christian vs. Kansas—Lawrence, Kans. September 27—Columbia vs. Princeton—New York, N.Y. October 4—Stanford vs. Michigan—Stanford, Calif. October 11—Michigan State vs. Texas A&M—East Lansing November 29—Army vs. Navy—Philadelphia, Pa.

Unlike last year's schedule, which was on an experimental basis, there will be no "blackouts" this year, and all contests will be televised nationally on the full NBC network. No team will be televised more than once during the season, either at home or away.

"The Great Gildersleeve" Renewed

The Kraft Foods Company has renewed its sponsorship of "The Great Gildersleeve" program for another 52 weeks on the full NBC radio network, to be heard on Wednesdays at 8:30 p.m., EDT. This will mark the 14th season that the Kraft Company has sponsored the broadcast.

NBC Men to Cover Candidates

NBC dispatched two of its topflight Washington correspondents to cover the activities of Dwight D. Eisenhower and Gov. Adlai Stevenson until election day. Frank Bourgholtzer has been assigned to the Republican nominee, and Ray Scherer to the Democratic nominee.

In This Corner



Dave Camerer

LA TE last month Tom Gallery, director of sports for NBC, appointed David M. Camerer as coordinator of the NCAA football television coverage this fall. Under controls as outlined by the National Collegiate Athletic Association, NBC will air a single contest on 11 of 12 football Saturdays from September 20 through November 29.

It will be Dave Camerer's job to coordinate the whole program by working closely with the colleges involved, NBC, and the NCAA. He will also be NBC's public relations and publicity man on the fall project.

Dave comes well prepared for the job. He was All-East tackle on the 1937 Dartmouth football team under coach Earl Blaik. He was graduated from Dartmouth in 1937, and went to work immediately for the *New York World-Telegram* as a byline sports-

writer. He covered everything from Major League baseball to table tennis. He travelled two seasons with the Brooklyn Dodgers and the New York Yankees.

From 1942-1945 he served with the Army Air Force; came out as Captain in combat intelligence.

After the war, Dave went back to the *World-Telegram* for a year, then became sports editor for *Pic Magazine*. He worked for Philco Corporation as editor and co-commentator of *Philco Telesports Digest*.

He was also sports editor of *Esquire Magazine*, and worked for the advertising firm of Warwick & Legler, Inc. In 1950, Dave went with Steve Hannagan Associates. Immediately before coming to NBC, Camerer was director of sports program development for McCann Erickson, Inc. in the TV department.

New Alignment:

Radio-TV Personnel Mergers Announced

Several important administrative changes were announced last month in a further coordination of the radio and television network operations here at NBC.

Harry Bannister, vice-president in charge of the Stations Relations Department, announced that Sheldon B. Hickox, Jr., formerly director of TV station relations, is appointed director of Station Relations, reporting to Bannister. Thomas E. Knode, formerly TV relations contact representative, is appointed manager of Stations Relations, reporting to Hickox. Fred Shawn moves to the networks in an executive post as director of production services.

Leonard H. Hole, formerly TV Network Production Manager, is appointed director of Production for NBC, and he will report to Frederic W. Wile, Jr., vice-president in charge of Radio and Television Production. Reporting to Hole will be George McElrath, now director of Technical Operations for both radio and TV, Fred Shawn, and Anthony M. Hennig, director of Plant Operations. Earl H. Rettig continues as director of Television Network Operations, Hollywood.

In line with the establishment of the Film Division, Robert W. Sarnoff, vice-president in charge, announced that John B. Cron is appointed to the position of Manager of Television Film Sales. Stanton M. Osgood is appointed to the position of Manager of Television Film Production. John W. Kiermaier is appointed Assistant Manager of Television Film Production. Benjamin Raub of the Legal Department and Robert Anderson of the Controller's Office have been assigned to serve the Vice-President in Charge of the Film Division.

Ruddick C. Lawrence, director of Promotion, Planning and Development, announced that Jacob A. Evans is appointed Director of Advertising and Promotion. Hugh M. Beville is appointed Director of Research and Planning. Robert W. McFadyen is appointed Director of Development. James Nelson is appointed Advertising Manager and John G. Fuller is appointed Sales Promotion Manager. Both report to Evans.

The Radio Serial's 'Angel'

Procter & Gamble, America's Biggest Soap Company, Has Been
The Daytime Serial's Staunchest Backer for Over 20 Years
—And with Good Reason

THE Nation's business during 1951 found that it still "pays to advertise." It paid out an all-time high (\$6.5 billion) in order to prove this fact, as well as to show off its wares to the American people via radio, television, newspaper, magazine and all other media within its reach. And The Procter & Gamble Company of Cincinnati, Ohio, the biggest soap company in America, was the nation's advertising leader (\$47.2 million in the four largest national media).

P&G, the staunchest backer of radio, paid out over \$25 million in radio-television advertising during 1951; \$14.2 million in newspaper advertising; and \$7.3 million in magazines. During the first-half of this year, it had paid out \$15.4 million in radio-TV advertising alone.

It has been said that in the highly

competitive soap industry, it not only pays to advertise, but it's sudden death not to. Procter & Gamble realized this back in 1882 as it placed its first illustrated soap ad in the old *Independent*, and it was continuing to realize it in 1932 when it went on the airwaves with a 13-week test of its first serial program, "The Puddle Family".

Procter & Gamble quickly discovered that such radio serials were its "meat and potatoes".

Today, P&G is the world leader in radio advertising, and its specialty is the radio serial. The 115-year-old firm has 13 different daytime serials running during the course of a housewife's working week. And P&G sells soap. Last year it grossed over \$800 million in sales, and it was finding (as it had since "The Puddle Family" in 1932) that the woman of the house

... not the man ... still buys the Crisco or Joy.

The daytime radio serial, angled to the American housewife, has a natural selling formula, and has paid off for P&G from the very beginning. Forty percent of all American women listen regularly to some daytime serial, which in round figures is equivalent to some 20 million distaff devotees.

The usual daytime serial formula revolves around a central group of characters, and the typing is fundamental. Drama in the plot is derived from a skillful mixture of excitement interspersed with discussions among the various characters. The general atmosphere in the serial can range from cheerful humor to tense dramatics.

Surveys have indicated the truisms and homely philosophy of some of the



P&G's "Pepper Young's Family" celebrated its 15th anniversary on the air last year. And here are John K. Herbert, NBC; Elaine Carrington, who penned all 4,000 scripts; Wilfred Roberts, Pedlar & Ryan advertising agency; Walter Scott, NBC; and Albert H. Morrison, P&G, who celebrated the event. The program began in 1936.



Here are just a few of Procter & Gamble's famous products.

characters tend to help the American housewife. Said one of the housewives interviewed: "In one of the serials, a brother was sent off to war, and the sister finally reconciled herself to the situation because she knew he was helping his country. I was in the same situation, and was influenced to the same reconciliation by just listening to this program."

Surveys have also indicated that there are more women under 35 who listen; that two out of five who listen regularly feel that radio serials help them solve the problems of their own everyday lives: and that the make-up of serial audiences is affected by such factors as setting, type of plot, and the age of the leading character. Women listen to serials as the result of a complexity of causes, of which (in most cases) they are not even aware.

After Procter & Gamble's first radio serial, "The Puddle Family", in 1932, the company went on to one of its most successful serials in 1933 with the production of "Oxydol's Own Ma Perkins", which today is known simply as "Ma Perkins", a program heard by far greater proportions of village and farm women than urban.

In 1923 (antedating its serials by ten years) P&G was the second company to become a commercial radio

broadcaster. It put on a series of cooking talks about Crisco over Station WEAf in New York—at a time cost of about \$10 per broadcast. Ida Bailey Allen was the speaker, and Crisco recipes were spotted here and there. Other early P&G programs included Emily Post for Camay in 1930: "Mrs. Reilly", Ivory's first program in 1930; "Ruth Turner's Washing



Another early P&G program was "Vic and Sade" in 1934.

Talks" in 1930; "Beauty Forum" in 1931; and "Sisters of the Skillet" in 1931.

By the late 30's, Procter & Gamble was tops in daytime radio. It bought some serials from authors, and owned them outright. This led to the establishment of a P&G Production Section. P&G's radio and TV staff is headquartered in the Company's downtown Cincinnati office building. It contracts annually with seven different advertising agencies, who often work with NBC on the production of the various shows.

The complex Media Section at P&G has a job of coordinating the flow of advertising, maintaining cycles, keeping solid radio blocks for serials, but at the same time keeping a commercial for Cheer, for instance, away from a chainbreak for Camay Soap.

P&G uses the facilities of both the National Broadcasting Company and Columbia, and the greatest part of its advertising budget still goes into radio. The Company seeks brilliance in its copy and advertising men, and insists on hard-selling consistency. It prefers a team operation over the "genius" operation. Its daytime serial advertising is more of the "cut-in" variety rather than "spot". Despite nighttime radio successes, P&G's selling philosophy tends away from the half-hour weekly. It would rather line up its customers day by day.

Says New York's *Advertising Age* about Procter & Gamble: "Radio has been good to P&G. In combination with newspaper advertising and magazines and supplements, radio proved to be the correct medium for moving many of P&G's products into the economic strata where P&G wanted them to go. And the best guess is that (for many years to come) daytime radio will remain one of the company's basic media."

This, of course, ties in with NBC's recent study of actual sales to radio network listeners as compared with non-listeners. The study indicated increased sales for a variety of products by from 11 to 111 percent among radio listeners as against non-listeners.

To make money from a universal commodity like soap, you have to sell it in huge quantities. The cost per unit is figured in pennies and profit per unit in mills. Unless tonnage flows to the public, you get nowhere. So a strong advertising and selling effort

Procter & Gamble's NBC Daytime Radio Programs July-August

Program	Product	Time	Agency
"Young Dr. Malone"	Ivory Flakes Lilt	9:30-9:45 a.m.	Biow
"Brighter Day"	Cheer	9:45-10:00 a.m.	Young & Rubicam
"Welcome Travelers"	Lava, Joy Spic & Span Oxydol	10:00-10:30 a.m.	Biow
"Life Can Be Beautiful"	Tide	3:00-3:15 p.m.	Benton & Bowles
"Road of Life"	Crisco Prell	3:15-3:30 p.m.	Compton
"Pepper Young's Family"	Camay Soap Cheer	3:30-3:45 p.m.	Pedlar & Ryan
"Right to Happiness"	Ivory Soap Duz	3:45-4:00 p.m.	Compton
"Backstage Wife"	Dreft	4:00-4:15 p.m.	Dancer, Fitzgerald, & Sampler

are an integral part of the Company's operating philosophy . . . a philosophy that goes all the way back to the original Mr. Procter and Mr. Gamble themselves.

The birth of Procter & Gamble of Cincinnati coincides with the birth of large-scale soap manufacture. The firm set up business in the fall of 1837 . . . the year that Martin Van Buren was President. William Procter, then 36, was a candlemaker, and James Gamble was a soap boiler. The two men married sisters, and at the instigation of their father-in-law they went into business together.

Soap making at this time was to a large extent, a home industry. Housewives saved fat drippings on the back of the stove. When enough drippings had accumulated they boiled this grease with soda, made by pouring boiling water over wood ashes. A crude soft soap resulted.

The process employed at Procter & Gamble's little one-story factory on Cincinnati's Main Street in 1837 wasn't vastly different. There were two large cauldrons to boil fat, collected from homes, hotels, and packing houses. Total soap production was twelve "frames" a week—each frame weighing 1,000 pounds. Candles were the other half of their business. The partners

peddled their wares through the streets in a wheelbarrow.

This was the beginning. A period of rapid growth followed. Eleven years after the start of business the firm netted \$37,000. At the end of another decade the pioneering and agile company employed 80 men and annual

business was over the million-dollar mark.

The sum of all its efforts through the years—manufacturing, research, advertising, promotion, public relations—has created in P&G a great and typically American enterprise. An initial \$7,190 investment has grown into an invested capital of 275 million, doing over \$800 million worth of business a year.

P&G's plants spot the globe, although its headquarters are in Ohio. It gives guaranteed yearly employment to some 16,000 workers. Something like 80 carloads of raw materials enter a single plant at Ivorydale (the main plant) each day.

The great size of the Company has permitted tremendous expenditures for research—with obvious benefits to the consumer. It has permitted large capital outlays for any device or process which could cut the cost of soap manufacture. This fact has kept the price of soap within the price reach of everyone. And still, P&G has not failed to make a profit in any year, except 1837. During the Depression Years, 1929-38, its net earnings averaged \$17 million.

At P&G, growth has worked for job security unique in American industry. Away back in 1836, the Company inaugurated what was then a radical departure—Saturday half holidays. The step was just one of the many changes

(continued on page 16)



On P&G's "Welcome Travelers", Faye Emerson is interviewed by Tommy Bartlett, the show's emcee, who works out of the Sherman Hotel in Chicago.

NBC's Carmen Lampe Entered in Tennis 'Nationals' at Forest Hills



Carmen Lampe, NBC mailroom, shows her backhand stroke.

Tall, blonde Carmen Lampe, 20, who handles the fan mail in the NBC mail room during the summer, may be getting some fan mail of her own this year. After a good showing in the Orange Eastern Turf Tennis Tourney, she is entering the National Women's Singles at Forest Hills this month. And she's qualified.

Carmen and Susan Herr her partner reached the quarter-finals in the women's doubles at Orange last month. They were beaten by none other than Louise Brough and Maureen "Little Mo" Connolly. The score was 6-2, 6-0. In the same tourney, Carmen was beaten in the singles by Gladys Heldman, 6-1, 4-6, 8-6. However, Carmen, who is Number One on the Rollins College team during the winter months, is encouraged, and hopes to make a better showing in the tops of American tennis—the Nationals.

Carmen lives in Forest Hills and she is the number one player at the West Side Tennis Club, where the Nationals

are held each year. Her father, Fred Lampe, is a tennis player, and has encouraged her to go ahead since she was 14, when she showed promise. Until this year, Carmen could never beat her father, but now she has the upper hand. She practices daily for about two hours and on weekends she plays all day long.

"My forehand is my best shot," she says. "But I won't tell you my weaknesses for fear my opposition might read this. I do think, though, that after the mechanics of the game are mastered, the player who uses her head reaches the top fastest."

Carmen has played in ten tourneys this year, which is just about a requirement before you can be qualified for the Nationals. She was ranked fifth in the East in 1949 in the National Junior Rankings. Her junior national ranking was 24th. This year she has played in the New York State Championships and the Eastern Clay Court Tournament among others.

Amendment:

Social Security Benefits Go Up

On July 18, 1952, the Social Security Act was amended by Congress to provide a number of important changes in the retirement and survivors insurance programs. Briefly, the highlights of these changes include—1. An increase in existing and future benefits. 2. The increase of the monthly amount an individual can earn per month without suspension of a monthly benefit. 3. The reestablishment of military service credit from July 24, 1947, to January 1, 1954.

Some 4,500,000 people now receiving social security benefits will be entitled to higher payments starting this month, but they will not be due until early October. These increases will be made automatically, averaging about \$6 a month for a retired worker. The payments to other members of the worker's family will be proportionately increased within the family maximum.

Most of the benefits payable in the future will be based upon earnings after 1950 instead of after 1936. The 1952 amendments provide a new formula for determining the amount of the payments. Under them, a retired worker's monthly benefit will be 55% of the first \$100 of his average monthly earnings, plus 15% of the remainder, up to \$300. The minimum monthly retirement payment is increased from \$20 to \$25, and the maximum from \$80 to \$85. The maximum family benefit is increased from \$150 to \$168.75 a month.

The new law increases the amount of money a beneficiary may earn from \$50 to \$75 a month, and still receive the monthly benefits. Another change permits the immediate inclusion of 1952 wages of retiring wage earners in figuring the amount of their benefit payments. This eliminates the previous need for the individual to come back after the end of the year so that his 1952 earnings would be included in the computation of the benefit amount. The amended law reestablishes social security wage credits of \$160 for each month of active military service after July 24, 1947. This provision is an extension of the one which gave similar wage credits to servicemen of World War II.

Remember Outing: September 6th

Saturday, Bear Mountain Inn, 9 a.m.-Midnight

The sun will be shining Saturday. The stars will be shining Saturday night. And all preparations are in order for the NBC annual outing at Bear Mountain State Park September 6. The affair will begin at 9 a.m. and will wind up at midnight, when the dancing stops. Outing areas will be set aside for exclusive NBC use, as well as dinner and dancing.

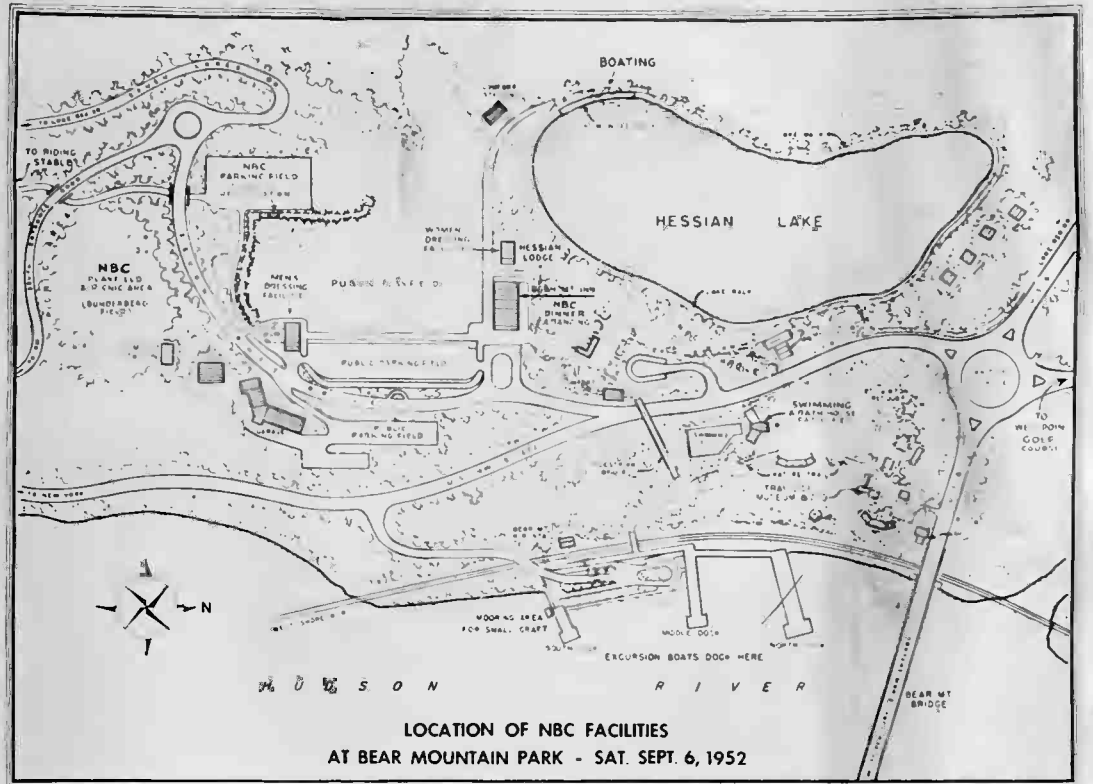
Here are some of the activities that will be featured: volley ball, trout fishing in the lake, swimming in the pool, golf at \$2 extra, horseback riding at \$2 extra, softball, boating, and free beer.

Buses will leave Rockefeller Plaza every half hour from 9 a.m. to noon. There will be two buses leaving at 5 p.m. Five buses will carry 37 passengers; five will carry 45 passengers. They will return after the outing is over at night.

Your spouse will be admitted free of charge. You may bring a guest at a charge of five dollars.

A chicken box lunch will be served at noon (free), a roast beef dinner will be served (free) in the Inn starting at 6 p.m. till 8 p.m.

In case of rain the outing will be



held anyway, as there are facilities under roof.

Here's the line-up of activities according to time: 9 a.m. Dunderberg Field opened for NBC employees; 9 a.m. to noon, volley ball and other group games start, noon to 2 p.m., fried-chicken box lunch, 2 p.m. to 6 p.m.; softball, volley ball and other games, 2 p.m. to 6 p.m. free shuttle service from Dunderberg Field to

swimming pool, 3 p.m. exhibition softball, 4 p.m. spectator sports start (sack races, potato races, etc.), 6 p.m. to 8 p.m., roast beef dinner served at Bear Mountain Inn, 8 p.m. to midnight, dancing to Jimmy Lanin's orchestra, entertainment, 10 p.m., prizes awarded.

Dancing will be held outdoors under the stars.

It is suggested that the jolly picknickers bring a change of clothing: one for the arduous day's play, and one for the relaxing dinner and dancing. There will be lockers and showers available at the Inn.

Questionnaires and ticket applications have been sent out.

NBC executive-trainees will act as group leaders in all of the activities while the outing is in progress.

For those who intend to drive and do not know the way, road maps are available to them in the Employee Services section, Room 729. If you have any further questions, call Employee Services, Extension 446.

DAVIDSON APPOINTED

William N. Davidson is appointed national manager of the NBC radio spot sales department; Thomas B. McFadden, director of national spot sales, announced on August 6.



Bring your swimming suits. The Bear Mountain pool looks inviting here.

Liberace, NBC's Piano Virtuoso, Insures Miniatures for \$10,000



In his California home, Liberace stands beside his piano collection.

Liberace, NBC-TV piano virtuoso with a program emanating from Hollywood, has been a collector of miniature pianos since the age of seven, and he has insured his collection for \$10,000.

His collection of 188 miniatures includes pianos of all shapes and sizes, ranging from a platinum and diamond ring to a perfect one-foot, two-octave, playing instrument. The collection also includes replicas of famous pianos used by Paderewski and Leschetizki.

The midget pianos, made of gold, sterling silver, porcelain china, spun glass, and plastic, are the works of North American, European, and Asiatic craftsmen. Eight of the miniatures can actually be played by hand and a number of the European creations are equipped with music boxes.

The tiniest, and possibly the most interesting, of the entire collection is a ring which Liberace wears. The ring was designed and presented to Liberace by Louis Lenzer of Paris and Long Beach, California, a patron of the arts, in appreciation of Liberace's concerts at the Long Beach Municipal Auditorium. Mounted on the ring is

an exact miniature of Liberace's own piano. It is made of platinum and studded with 50 full-cut diamonds.

Also in appreciation for Liberace's concerts, Marines at San Diego, California, added a miniature to his collection that plays the Marine Corps Hymn when the lid is lifted.

Safety:

Training Classes Started Here

A series of training classes, sponsored by the NBC Personnel Department under the direction of William Sharon, Training and Safety Supervisor, were begun last month in the field of industrial safety and first aid. The first class of the series was held on Monday, August 4. The series was concluded Sunday, August 17.

The classes, held in the Center Theater, were conducted by a safety engineer from the Zurich Insurance Company and by an accredited American Red Cross First Aid Instructor.

Course Includes Films

The courses included a film on safety, "Handle With Care", put out by the National Safety Council. Another film, "Shocking Conditions", depicted the hazards involved in the use of 100-volt current in industries and in the home. The Zurich representative presented a lecture on NBC's accident history, accident prevention technique, and the elimination of hazards. A first aid film was shown, and the Red Cross instructor explained the new back pressure-arm lift method of artificial respiration. Members of the new classes practiced the method, a "rescuer" and "victim" alternating in the practice.

NBC technical personnel were covered in the first classes.

(See Safety Committee, p. 12)



In safety classes, "rescuers" and "victims" practice artificial respiration.



NBC mailroom crew delivers approximately 50,000 pieces of intra-office mail during the course of a working day.

'Neither Snow Nor Rain Nor Heat...

Nor Gloom of Night Stays These NBC Couriers from the
Swift Completion of Their Appointed Rounds'

The elements may not bother NBC's mail couriers in the swift completion of their appointed rounds, but our couriers do run into hardships not encountered by the Greeks of old. During the course of a year at NBC some 35 employees working in the mail room at 504 may have to handle intra-office envelopes carrying wet pickles, can openers, apples . . . and in one case . . . a can of beer! "This delivering of messages can be carried too far," says the mail room's supervisor, Bill Kelly.

"However," says Kelly, "our greatest hardship is not so much wet pickles, as it is the mis-addressing of the brown intra-office envelopes. So many people put down the extension instead of the room number . . . or just put down the name."

In the course of a month here at NBC, the mailboy (whose average age is 21) handles and sorts about one-half million pieces of incoming mail from the post office, and he handles and sorts about 175,000 pieces of mail going out from NBC to the post office. Not only that, but the 16 mailboys on the intra-office runs deliver some 50-

000 pieces of intra-office mail a day to various NBC offices, so it pays to be accurate in addressing.

There are nine mail runs daily beginning at 8:45 a.m. and stopping at 7 p.m. There are five outside runs including RKO, International Building, 106th Street, and the theaters.

Supervisor Bill Kelly, who has been with the Company for the last 10 years (Two years as supervisor), is in charge of 31 full-time employees, who work on varied shifts, four part-time employees, and he is responsible to the General Services Department for the efficient handling of the government's mail. He is also in charge of the local dispatcher or messenger service, and the NBC post-office unit of two men who handle registered mail. Wireless messages clear through the mailroom too. ALL TWX messages are sent to the communications center via pneumatic tube.

Five employees work on audience mail alone. They count it and sort it; break it down; and forward it to various advertising agencies or to the individuals concerned. There is also a "press unit" of five full-time employees

and two part-time employees, who collate and mail out the daily press releases. Logs must be kept on all important incoming mail, and when Jerry Lester had his "Bean Bag Club" in full swing, the poor mail room workers had to sort incoming bean bags!

A great many of NBC's mailboys have advanced through the company. George Rodgers, Gene Alexy, Joe Iaricci, Ham MacIntosh, and Tommy Tart are among those who once worked in the mail room. As the mail room bard had it: "And girls at the reception desks . . . please don't you get cross, for the stumblin', mumbly mailboy may someday be your boss."

And the bard continued: "From behind the bloomin' wire to the room across the hall, it's the ever slavin' mailboy who is always on the ball."

"When he's stompin' round the buildin' a' learnin' every floor, he wished to God they'd put the names up plainly on the door."

"Yesterday a man's in 409; today it's two-six-six, tomorrow he's gone to somewhere else and the mailboy's in a fix!"

From Recording Engineering:

NBC's Only Woman Engineer Gets Her Ten-Year Service Award

We should never underestimate the power of a woman. A hard-working secretary—just out of business school in 1942—has worked her way up to be NBC's only woman engineer. She's Louise Fogarty in Recording Engineering, who will receive her 10-year service pin this month. And nine years of this time has been spent by Louise as an engineer.

Louise has had no formal engineering training. She came into NBC as a secretary to George Stewart in 1942, and when war broke out she was asked to learn the recording trade as an apprentice, which she willingly did. NBC engineers were drawn into the war right and left, and before it was over eight women were working on recordings.

Louise Fogarty is now the only woman engineer left in the department, which has nine employees. Charles Bennis is her superior.

She seems to love the work—even the irregular hours. "I never know from one day to the next when I will be working," she said. Louise edits and records all of the shows with other engineers. Martin Kane, for instance, and the Tex and Jinx programs. She has been an editor of shows for almost two years. She takes a dim view of



Louise Fogarty

returning to secretarial work and is skeptical about the future. She just likes her present job.

"But you can make millions of embarrassing and costly mistakes here," she said. "I was very nervous about the whole thing when I first started, but the years of practice have helped me."

When she has time in and around her home in Port Chester, her hobbies are sewing and boating. She didn't say whether she sewed sails or socks.

NBC Unveils New TV Format in 'Hometown'

NBC is planning a new concept in daytime television programming, which will be actuated in the fall. Titled "Hometown", the idea is a new block of daytime dramatic serials of nighttime quality, comprising four different 15-minute stories told within the framework of one permanent setting.

The new NBC-TV project was unveiled at a press conference last month by Sylvester L. Weaver, Jr., NBC vice-president in charge of Radio-TV.

"Hometown" will be an entire village built in NBC-TV's Brooklyn studios. Its purpose is twofold: (1) To provide the equivalent of a typical home town in the United States as the basis for four continuous daytime programs; and (2) To provide an advertiser with the facilities of a large permanent setting which will cost him 80 percent less than to put on his own daytime serial.

To use a setting such as the one planned for "Hometown" to put on his own quarter-hour daytime strip serial would cost an advertiser nearly \$45,000 a week. Through this new concept, the advertiser can cut this cost by as much as 80 percent.

Each of the four stories in "Hometown" is complete within itself, but there is multiple usage of the same backgrounds. In this way, characters from each of the other stories will be seen periodically in each segment so that the audience will become acquainted with the entire town.

NBC Safety Committee Meets Monthly; Aims Toward 100% Safety



The Safety Committee at work, clockwise: William Sharon, Walter Giebelhaus, Anthony Hennig, Dr. Bernard Handler. Chairman Joseph D'Agostino. Seth Faison, Peter Tintle, Edward Wilbur, Bill Williams. Not present: Ferdinand Wankel, Paul Gallant, Courtney Snell, Ben Webster, Jim Glenn, and Albert Humbert, who missed the picture taking.

The NBC Safety Committee, 14 representatives from operating departments and others closely concerned with safety, is now in its second year of operation in the interests of accident prevention here at NBC, and it's doing a good job. The committee, which meets every last Friday of the month in the 6th-floor Board Room, continues to develop means to eliminate accidents to personnel; to study and make recommendations to department heads; and to analyze employee accidents so that preventive measures can be put into effect.

The committee also disseminates safety information and posters in behalf of the NBC personnel.

Bob Aaron Gets in Shape; Wins Governor's, Mayor's Trophies



Bob Aaron and trophies

NBC Swimming Star Reveals Talent in Taking Boston Meet

It hasn't been known generally around here, but Robert "Bob" Aaron, working out of Edward D. Madden's office, is a swimming and diving star. And he proved it last month when, after a few years layoff, he got into shape at the New York Athletic Club; tripped up to Boston (his old stomp-

ing ground), and copped the Mayor John B. Hynes Trophy and the Governor Paul A. Dever Trophy in the annual "L Street" Swimming Meet.

Bob won handily in the Dever quarter-mile and the Hynes one-mile events. Aaron's wife called Bob "fat, foolish and almost forty" when he revealed at the last minute he would try for the trophies. But he soon disproved this comment of his wife (who evidently has a sense of humor). Actually Aaron is only 29.

Bob's swimming prowess dates back to 1938-40 when he captained the Boston Boys' Club swimming teams. He was Captain Elect of the Moses Brown swimming team in Providence, and he made the varsity Harvard swimming team as a freshman in 1942. He then attended the V-12 course for Marines at Dartmouth; returned to Harvard, made the swimming team again and was graduated from Harvard in 1947. He has won the New England Championship free stroke, breast stroke and 150 individual medley.

Aaron is also a diving star of some note, and has won New England meets in this sport. Recently he was asked to coach the Bermuda swimming team bound for Helsinki and the world Olympics. He couldn't make it.

Mauled by . . . Lion!



Barbara Logan

NBC's vivacious vocalist, Barbara Logan, who trains lions in her spare time, was scratched and bruised by one at California's World Jungle Compound last month, while putting a number of beasts through their paces for a photographer from a national magazine. The 19-year-old singing star, whose strange hobby began five years ago, was injured when the Compound's chief trainer, Mel Koontz, brought a lion out of his cage and Barbara invited the big animal to hug her for the benefit of the photographer. (This is no press agent's dream, hones' Injun!).

Employees Honored in Junior Achievement

Four employees of the National Broadcasting Company were commended by the Company's president, Joseph H. McConnell, last month for their efforts in guiding the work of the Junior Achievement Group sponsored by the network.

Mr. McConnell presented plaques in behalf of Junior Achievement, Inc. to Newton Feldman, cost controller, Robert Garthwaite, production coordinator, Miss Lalia Pleadwell, sales service coordinator. The fourth member, Dick Hollands, is currently on military leave with the U. S. Navy.

The Junior Achievement Group, sponsored by NBC this past semester, was composed of 20 high school students from the five boroughs of New York.



President Joseph H. McConnell presented plaques to: l. to r. Robert Garthwaite, Newton Feldman, and Lalia Pleadwell.

DIAMONDS HAVE BABY

Les and Ginny Diamond, now stationed in Germany with NBC's 301st Signal Corps outfit, were the first of this group to have a baby boy born to them while in Germany. Diamond was a broadcast coordinator while here.

EDOUARDE APPOINTED

The appointment of William Doty Edouarde as sales manager of Station KNBH, Los Angeles, has been announced by Donald A. Norman, general manager for KNBH.

'Victory at Sea'

NBC's Dramatic 26 Half-Hour-Episode Motion Picture Story
Of World War II Sea Power to Start on TV This Fall

EARLY this fall as a public service to the American people, the National Broadcasting Company, with the full and official cooperation of the United States Navy, will commence showing its 26 half-hour episode motion picture story of sea power during World War II. The whole story is titled "VICTORY AT SEA".

The dramatic, objective story, culled from some 50 million feet of official film from ten different governments and 26 separate governmental agencies all over the world, will be the first network-produced motion picture to present contemporary history with an especially created musical score.

The NBC-TV picture will be shown over the network once a week at a time to be announced, until the whole story is completed.

The producer and originator of the idea for "Victory at Sea" is Henry Salomon, historian, author and collaborator in writing the 14-volume, Bancroft Prize-winning "History of United States Naval Operations in

World War II" for the United States Navy. For his contribution to this important historical literary work he was decorated by the Secretary of the Navy. Salomon served six years in the Navy, enlisting as a seaman in 1942. He was relieved from active duty as a Lieutenant Commander in 1948. During his service he was assigned to the office of the Secretary of the Navy and served in the Pacific for three years, making six landings in major combat operations.

Salomon conceived the idea for "Victory at Sea" some three years ago, and has been developing it, in all its phases, ever since. In January 1951, he was commissioned by NBC as producer-writer in charge of the undertaking.

Salomon is building his show around a minimum of narration and sound effects, and using instead—for its maximum dramatic impact and story-telling effect—an original musical score by Richard Rodgers, arranged and conducted by Robert Russell Bennett for the NBC Symphony Orchestra.



Film editor Isaac Kleinerman and M. Clay Adams, director.

Richard Rodgers, of course, is well known to us all as the Pulitzer Prize-winning composer of more than 30 important Broadway musical shows, including the smash hits "Oklahoma", "South Pacific", and "The King And I". In addition, Rodgers has to his credit some 300 individual songs. But this is his first original score written especially for television. In his own words, he considers it "a chance to serve the Navy and the Nation . . . an exciting opportunity in the field of television, which has interested me for several years."

The entire score for "Victory At Sea" will comprise almost 13 hours of music and will be the longest symphonic work ever written.

Rodgers' score is being arranged by Robert Russell Bennett for the NBC Symphony Orchestra. Bennett has been known for the last 30 years as the leading arranger of music for Broadway shows. He has orchestrated more than 300 musicals, including 12 by Rodgers. He has also scored and orchestrated more than 30 motion pictures.

Director of "Victory At Sea" is M.



Richard Rodgers, left, who wrote "Victory's" score, and Henry Salomon, NBC producer-writer, talk over an arrangement in NBC's Center Theater.

Clay Adams, former writer-producer-director for Twentieth Century-Fox and RKO-Pathé Studios in Hollywood. Adams has also had wide experience in producing and directing information films for both the U. S. Navy and the U. S. Air Force.

Film Editor for the Project is Isaac Kleinerman, veteran motion picture director and editor. Kleinerman also comes to NBC from Twentieth Century-Fox and RKO-Pathé Studios. During World War II he was attached to the Motion Picture Section of the U. S. Army Signal Corps.

Richard F. Hanser, well-known author, editor, translator and motion picture writer, is also writing the scripts in conjunction with Henry Salomon. Hanser is a former editor of Fawcett Publications and contributor to *Life*, *Readers' Digest*, *This Week* and other national magazines.

A cadre of some 16 persons has worked on the production of "Victory At Sea", and they will continue to work until all of the 26 episodes are completed.

The first five episodes of "Victory At Sea" are titled: 1. "Design for War", 2. "The Pacific Boils Over", 3. "Sealing the Breach", 4. "Midway Is East", 5. "Mediterranean Mosaic". Each episode has a main theme.

Leonard Graves will do all of the narrating for the episodes. The NBC Symphony, Rodgers, Bennett, Salomon



Film for episode-story was culled from 50 million feet.

have all been working as a unit on each episode.

Said Dan A. Kimball, Secretary of the Navy, concerning the production: "The Navy is happy to be able to cooperate with NBC in the preparation of this series. Much of this film for security reasons has never before been exhibited. NBC's television techniques plus the technical skill of the Navy Photographic Center should be able to combine to produce a memorable series."



Richard Russell Bennett, famous arranger, leads the NBC Symphony in an important "take" for "Victory at Sea". He arranged the Rodgers' score.

NBC's Softball Team Wins Industrial Flag

The NBC Athletic Association softball team has won the Manhattan Industrial League pennant in one of the best softball seasons an NBC team ever had. It won 11 and lost one game. It now faces a round-robin play-off in the cup finals.

On August 13, the team overpowered the Charles Rogers Company by a 21-7 score. Leading pitcher for the year has been Iorio, leading hitter Bob Hanretty. Players who didn't miss a game were Tom Wade, Duplicating; Bill Quinn, TV News; Bill Garvey, Duplicating; Norman Kudlick, Guest Relations; and Bob Hanretty. The season's only loss was to American Cystoscope by an 8-7 score.

What's New in The NBC Library

Among the new books in the General Library (Room 274) are these which you may be interested in borrowing: *Adlai E. Stevenson of Illinois* by Noel F. Busch; *The Candidate and Television* by Suzanne F. Roberts; *Fun with Musical Games and Quizzes* by David Ewen and Nicolas Slonimsky; *"Ike" Eisenhower: Statesman and Soldier of Peace* by Delos W. Lovelace; *In One Ear* by Eric Sevareid; *Proceedings of the National Electronics Conference, Oct. 22-24, 1951*; *Pulse Generators* by G. N. Glasoe and J. V. Lebacqz; *Since 1900: a History of the United States in Our Times* by O. T. Barck, Jr. and N. M. Blake; *Television—the Instrument of Democracy* by Joseph H. McConnell.

FOR SALE OR RENT

For Sale: 1948 Packard Convertible. Black top. Sardonic brown (no kidding that's the official color). Bill Hawley, Ext. 8965. Home phone, Sundays only, AT-9-1093.

Going to Miami Beach, November 8 for two weeks. Looking for girl to share hotel room. For details, contact Wilma Stern, Extension 8834.

Wish to share very large Flushing 3½-room apartment. \$45 a month plus utilities. Laundry facilities available. Shopping districts very close. Available September 1. Call Extension 305 and ask for Lpis.

He once belonged to 'Mike Cifichello's Swingtime Six':

Sid Caesar Returns to NBC Television on Sept. 6th

Sid Caesar will be 30 years old just two days after YOUR SHOW OF SHOWS, which is said to have changed the Saturday night living pattern of the American people, returns to NBC television this Sept. 6.

Considering Caesar's enormous versatility—the mobility of his face, the kaleidoscopic impressions he absorbs and crystallizes for the public, the vast range of sounds he can make with his remarkable voice—he has done a great deal in 30 years.

Caesar, who has been called a "one-man band of obscure and significant noises," bases many of his skits with Imogene Coca and many of his monologues on personal experiences. He worked up an automobile driving routine after a harried two hours of trying to teach his wife how to shift gears. Then there was the time when visiting relatives spent an afternoon coddling Caesar's little daughter, Michele. "She spent four hours in people's arms, without getting her feet on the floor," he said sadly, and worked up a skit portraying the baby's indignation over adult stupidity.

Caesar, the comic without gags, was born in Yonkers, N.Y., Sept. 8, 1922. He grew up in Yonkers, where the signs of affluence were steam baths on Saturdays, with long cigars, and quarts of celery tonic with corned-beef sandwiches, of which he never got his fill.

He used to play at dances (saxophone) with an aggregation known as Mike Cifichello's Swingtime Six. He played from "9:00 p.m. until unconscious," for fees averaging about \$2.00 a night.

Graduating from high school with a burning ambition to become a serious musician, Caesar took an usher's job to earn enough money to further his studies at the Juilliard School of Music, in New York.

He did get to Juilliard, and was making plans to continue his musical career at the Paris Conservatory when World War II intervened. Meanwhile he had played dates with "name" bands, including those of Charlie Spivak, Claude Thornhill and Shep Fields.

In 1942, at the age of 19, Caesar



Sid Caesar

joined the Coast Guard. As a saxophonist he was assigned to duty in a Coast Guard musical revue, "Tars and Spars," which was directed by a soft-spoken civilian named Max Liebman. One day during rehearsal when he thought no one but his colleagues were watching, Caesar launched into a devastating satire of one of his officers and then broke into his subsequently celebrated interpretation of an aerial dogfight, Hollywood style.

Liebman, however, happened to be watching and immediately tapped Caesar for a comedy role in "Tars and Spars." After appearing in the movie version of the Coast Guard musical, Caesar 'vegetated' in Hollywood ("I played tennis in the morning, swam in the afternoon, and a phone call would have upset my routine," he said). He gravitated toward New York, won a featured role in the Broadway musical "Make Mine Manhattan," and, under Liebman's guidance, became a success over night.

When Liebman was asked to produce "Broadway Revue" on television the following year, he asked Caesar to head the cast, added the piquant

ingredient of Imogene Coca, the sprightly, satirical comedienne, and in 1950 brought the entire show to NBC-TV's "Your Show of Shows."

Procter & Gamble Radio Serial 'Angel'

(continued from page 7)

in employee relations that were made by President William Cooper Procter, a grandson of the founder. In 1887 a revolutionary profit-sharing plan for employees was started. Almost 50 years prior to Social Security, P&G had a pension plan for its workers. In 1923, P&G installed a plan of guaranteed employment which was to have repercussions around the world.

It was in the years following the Civil War that an epoch-making incident occurred. One day a careless workman permitted this mixing device, called the "crutcher", to run during his lunch hour. This introduced minute air bubbles into the mixture. The resulting soap floated! No one could gauge the full significance of this chance happening until the soap reached the customers. But letters began to pour in. "Give us more of this floating soap." Few of the towns along the river had filtration plants. For long periods of the year, water was a tawney brown. When a bar of soap sank in a bathtub or sink, it was lost to view. Floating soap was the answer.

The new product needed a name. Harley Procter found the name in church one Sunday morning. The minister had chosen his text from Psalms: "All thy garments smell of myrrh and aloes and cassia, out of the ivory palaces whereby they have made thee glad."

The new soap was called Ivory. . . . "It Floats—99 44 100% Pure." (The 56 100% "impurity" was never identified).

The least that can be said about P&G is that it is an honest company. It has stuck rigidly to the dictum of old James Gamble: "When you cannot make pure goods and full weight, go to something else that is honest, even if it is breaking stone."

Department News and Notes

Staff Administration

PURCHASING: *Ruth Lavin* visited Niagara Falls on her vacation. Now she won't have to go there on her honeymoon. (When's the wedding date, Ruth?) Something new in the way of neuroses and complexes has made itself apparent in our office. It is best described as a firm, secure feeling of insecurity peculiar only to Dodger fans. After the August 5 game, Bill Ryan is discussing how they would have beaten the Giants—IF—*Ed Deming* seems to agree. Personally, I don't care. I'm a Yankee fan. (*Mary McNulty*)

CONTROLLERS - FINANCE: Many happy returns of the day to *Robert Johnson*, Assistant Payroll Supervisor. We all presented him with cigarettes for the occasion. Happy smoking! One of our recent brides, *Sheila Boyer Elwyn* is moving to St. Louis, where her husband will be attending school. Farewell to *Barbara Mayhew*. This girl is on the move to Los Angeles. I understand *Eleanor Darcy* and *Joan Bacco* had quite a "Ball" on their vacations. Welcome back. *Joy Siegel* just celebrated a birthday. Don't worry, honey, it doesn't even show. *Doris McPherson* had a very a pleasant vacation at Point Pleasant, New Jersey. I envy the suntan, but good! (*Ethel Pont*)

INFORMATION: *Rita Morey*, for want of a good railroad, will spend the best part of her vacation on a bus to reach the mountains of New Hampshire. The esteemed *Mr. Howell* and his cohorts, it would appear, are guaranteeing rain for *Eileen Tobin*, who is spending her vacation in Massachusetts and environs. California is in for its share of sunshine with *Stanley Appenzeller* visiting San Francisco . . . and *Rosemary Pfaff* packing her music and duds to wing off "into the blue" later this month. (*Kay Cole*)

PERSONNEL: *Bea Daily* left us to await the arrival of a playmate for *Lorraine Dour's* baby daughter, *Kathleen Ann*, who was born on August 5. We welcomed *Ruth Wood* and *Milton Williams* who joined our Records Section and "Placement" welcomed a six-weeks-old kitten who joined the household of *Kit Tucker* and *Phyllis Oram*. Vacation time took *Peggy Plagge* to Montana, *Betty Wilcox* to the Poconos, *Joyce Mintzes* to Mexico, *Kit Tucker* and *Fran Cairns* to Nantucket, *Ed Souhami* to Lake George and yours truly on a cruise-tour of Nova Scotia. A few more vacations to go in the department and we'll be hitting all points! (*Grace Anderson*)

CONTINUITY ACCEPTANCE: It's hard for your reporter to believe that she is back at work again after a simply wonderful trip on the maiden voyage of the new superliner "United States", and a grand vacation in England and Ireland. Ah, well, back to earth! *Stockton Helffrich* returned looking rested and tanned after his vacation at Wading River, Long Island. *Jane Crowley* is at present vacationing in upstate New

York, while *Barbara Davenport* is visiting her mother in Creston, Iowa. *Edna Turner* spent a restful week at Granville, New York. We have two new faces in Continuity Acceptance: *Joan Battaglia*, formerly of Script Routing, who replaces *Jane Cannon* (Jane left for Mexico to do social work); and *Joan Giorgi*, who joins us as replacement for *Jane Ready* who has gone to Albuquerque, New Mexico. As you can see, two Janes left us, but the same situation hasn't changed very much. Now we have two Joans. Welcome Joans! Congratulations to all concerned on the new CHIMES. (*Kay Henderson*)

AIR CONDITIONING: Congratulations to *Walter Carr*, who recently became a proud papa. *Gus Zelios* is giving lectures on Greek mythology to the night crew. *Brother Schultz* looking very sad over the fact that he can't chew on his pipe stem anymore. Seems he had eight choppers pulled the other day, and is now living on a steady diet of baby food. We hear that "tax proof" *George Chikeles* is spending his spare time on his roof, with his eyes turned skyward, in search of flying saucers. *John Mannion* is making with the ear plugs now that he's answering complaints. Best of luck to *John Gilchrist* on his recent marriage. *Bob Holritz* is really thrilled over his new drill press. (*Tom Henry*)

STENOGRAPHIC: This month we'd like to reserve space to mention the five girls that keep this department rolling along so smoothly from 5:00 to 11:00 p.m. each and every night of the week, namely *Marie Freda*, *Sally Karp*, *Patricia Kirk*, *Erika Lengholz* and *Gertrude Zarnowski*. We salute you, girls of the Night Staff. Marie has just returned from the Pocono Mountains. *Miss Leonard* spent two weeks of her vacation in Connecticut. *Eloise Gelfer* returned after spending 10 glorious days in the movie capital. We've just received another card from our wanderer *Margie Trinka*. She's new in Switzerland, and she raved about the beautiful scenery. Wedding bells will be ringing for *Jo Ann Walsh* September 6th, when she'll promise to love, honor and obey *James Clements*. Welcome to our new Dictaphone Operator, *Celia Dobkins*. (*Mildred Cucciniello*)

MAILROOM: That wistful look on *Er Varian's* face these days means she's dreaming about her "soooo wonderful" vacation at Greenwood Lake, N. J. Ev spent three delightful weeks at her family's summer place there.

George Skiff dropped over to South Orange, N.J. during his vacation to watch our *Carmen Lampe* compete in the women's doubles matches and arrived just in time to see her go sprawling on all fours while racing across the slippery grass to return a tough placement. Tres Embarrassing!!!

We were all happy to have *Bill Quinn*, formerly of the Mail Room, stop in to show us the latest pictures of his four-months old son, Kevin Peter. Bill says that Kev will be star quarterback for the Queens Village Football Club in 1972. (*Bill Lynch*)

GUEST RELATIONS: The past two months have seen much hand shaking and back-patting here in GR as we offered best wishes and congratulations to members of the gang who have joined the ranks of GR alumni. *Joe Battaglia*, to 105th St. Film Library (long way from Joannic, eh Joe?); *Randy Goetze* works all night on TODAY staff; *Jack Weir*, to TV Broadcast Operations; *Jack Smith*, to TV Film Exchange; *Jim Hall*, to TV Production Services; *Brent Christensen*, to devote full time to program ideas and writing; and *Art North*, to Newport, Rhode Island to join the Ford Motor Company.

Promotions within the Department: *Andy McChesney* to Main Hall Supervisor; *Joe Taferner*, *Jack Issing*, and *Woody Zelkind* to GR Desk; *Bill Morris* to Alternate Supervisor; and *Bob Garber* to Guide Supervisor.

A belated welcome to *Kay Sokol*, latest addition to the Ticket Division, and to *Joann Clancey*, new smiling face on the Office Staff. Many new faces on the Guide and Page Staffs. . . . Best of luck and welcome to NBC! *Joan Scheer* of the Ticket Division had her name changed to *Mrs. James Kohn* . . . honeymooned at Totem Lodge, N.Y.; and *George Broomfield* became the father of a baby girl. Congratulations kids! *Dick White*; *Ed Keane*; and *Jim Murphy*, with a commission in the Air Force, have gone to work for Uncle Sam. Have you caught *Gene Wood* and *Bill Dana*, examples of the magical GR success story in the making, in their weekly appearances on MATINEE IN N. Y. (4:00-5:00, Mon. thru Fri.) . . . Great. *Marie Baxa*, our singing Guidette, is also doing her part, having made two appearances on the same show. Looking forward to seeing much more of you, Marie. (*Edward Manser*)

Radio-TV Networks

STATION RELATIONS: If any girl in the Company would like to make the man of her life aware of wedding chimes and get him in the mood to propose, just bring him into this office. The atmosphere is absolutely reeking with the smell of orange blossoms, and the soft strains of the wedding march are constantly floating on the air. By the time this is in print, *Doris Wilhelm* will have become *Mrs. Theodore Trail Everitt, Jr.*, and the blushing bride with her handsome groom will be honeymooning in Bermuda. *Miss Evelyn Sobotka*, also of this department, will be wed to *Mr. Richard Lessler* and they will spend their honeymoon in Nova Scotia. *Janet Doescher*, who surprised us all by getting married practically on the run, will be starting north to Alaska where she will make her home with her new husband *Chuck Conner* of KENI in Anchorage. They spent their honeymoon in Mexico, and now are going to start married life in their own heated igloo. *Beverly*

Badger will have had her engagement ring for a month and will be getting married in December. The stork has rung the doorbell of *Mr. and Mrs. Robert Caputi*, and left a special delivery package for them. It contained a little girl named *Margaret Ellen* and she tipped the scales at 6 lbs. 14 ozs. Her mommy used to work in this department, when she was *Elizabeth McNamara*. A cocktail party was held in honor of our two departing brides on Monday, August 18, and both girls were presented with Universal coffee makers to help them in household chores. (*Barbara Harlib*)

TRAFFIC: *Joan Duggan* and *Bev Badger* gave a "miscellaneous" shower for *Terry Zucchetto*. From all reports the shower was a success and all the gals had a gay time. *Jack Hilton* and his family motored to Elgin, Ontario, Canada to spend a couple of weeks of complete relaxation. *Nancy Kyle Quinn* brought her beautiful little daughter in for a visit, and she was immediately given all our votes as the most beautiful child any of us has ever seen. *Jack Elmi* is back in Communications. (*Marge Hadley*)

PLANT OPERATIONS: The heat wave this summer presented no problem to *Tony Fasolina*, who has a season pass to a swimming pool on West 45th Street. After many years of study and research, *Bill Bush*, utility man at the Belasco Theater, has evolved a new and fool-proof formula for beating the horses. The plan, which is top-secret, has worked with such excellent results at Aqueduct as to make *Bush* the envy of all the horse-playing brethren of T.P.U. #1. Our latest vacationer, *Tom Longmore*, when last heard from was in the Wayne County Pennsylvania farming area. Being shrewdly aware of his own extravagant ways and of the greed of resort owners, *Longmore* took along his traps and fowling-piece, so that if funds ran out, and worst came to worst, he could live off the country. (*Roberta Graham*)

STATION CLEARANCE: *Joan Oury* came back from Cape Cod sporting a good tan and showing lots of pictures. At this writing, *Bill Coldwell* is enjoying his "glorious two weeks" on the shores of Groton Long Point, Connecticut, and we are anxious to hear all about his escapades in what he calls "the male paradise". *Agnes Stivale*, *Lillian MacNaughton*, and *Jeanne Jenks* spent a wet but wonderful week-end at Manasquan, New Jersey. That gleam you see in *Terry Gerbes'* eyes is because she expects her fiance Tom home on leave in exactly two weeks. Hang on Terry, he'll be here before you know it. Belated welcome to *Pat Kozel* and *Elsie Schmidt*, who, by now, are knee-deep in TV book wires. Good luck, gals. Congratulations to *Ted Shuster* and *Ruth*, who will be married on September 14. Heartiest welcome also to *Hortenz*, the newest member of the 563 Turtle Club. (*Joan Oury*)

MUSIC: *John Geller* has been promoted to the job of music selection assistant. The newcomer in the Music Library is *Barbara Holbert*. *Ava Porter's* sister made her own choice of a nominee . . . a baby girl born in Washington, D.C. That makes *Ava* an aunt again! *Muriel Kishkill* and hubby went vacationing in Nantucket. (*Nora W e n r a u b*)



A two-in-one party in the PBX room for *Joan Clements*, left, and *Lorraine Manley*, who were leaving company. Supervisor *Maude Archer* is in the center.

PROGRAM SERVICES: It's been a deceptively quiet month for our department, which is in the process of reorganization. However, certain stand-out items demand attention. For example, Mr. *Vic Roby* is still to be commended for his good taste and judgment. *Dick Dudley* vaguely remembers what fresh air is like. He left the city behind to move to Mt. Vernon. *Sandra Reisenberg*, newcomer, now helps "our Jane" route scripts. (*Joan Levinson*)

TALENT & PROCUREMENT: *Martin Begley* has headed for Europe with an eye to visiting Shannon, Paris, and London. *Beryl Noel* plans to spend a cool vacation up New York State-way. Big welcome to *Virginia Martin*, *Bill Gargan's* secretary. Nice to have you aboard, *Ginny*. *Margaret O'Rourke* is spending part of her vacation trying to decide whether or not she should discard her appendix. Whichever she decides, we hope to see her in good condition soon. *Peg Stewart* is a girl that uses her head. She's off on an Alaskan trip to cool off after withstanding the heat wave in these parts. (*Anne Koyce*)

AM TECH OPERATIONS: This month finds us looking forward to next year's vacation, and back on this past one. *Harry Gielck*, Field Supervisor, and *Art Holub* enjoyed a cool vacation in Maine. We would all like to bid adieux to *Bill Schwartz*, who left the Recording Department for a production job with Decca. Best of luck to you, *Bill*. (*Jane Ermentraut*)

NETWORK SALES: We all wished *Marion Scholert* a hearty "bon voyage", as she left the Company to become a missionary in Africa with her husband. We are also sorry to say good-bye to *Joanne Volt*. Frequent postcards have been arriving from California, where *Kathy Walker* is sunning herself on her "two weeks with". *Helen Reilly* and *Edna Clements* are also on a vacation from the city. The Sales Department extends its best to *Phil Porterfield* in his new position with another firm. (*Mari- anne Pacifico*)

AM PROGRAM: *Marie Suchan* is just back, and very happy, after two weeks vacation. The first week her fiance was home on leave from the Army, and the second, she drove to the Poconos with three girl friends, where they lived primitively in log cabins (with room service!) and did lots of swimming. (*Jane Hendrie*)

FILM LIBRARY: Some of the film librarians have been taking vacations this month, but *Anne De Rose* has the best idea. She vacations every weekend on the Jersey Shore. *Barbara Weiner* has the right idea too; she recently went sailing on the Chesapeake. *Edna Paul's* trip to Bear Mountain paid off with a prize for catching a bass in Sebago Lake.

Julie Novlotsky, captain of the Film Library's softball team for the NBC excursion September 6th, is starting his own softball team. He and his wife "Bunny" are awaiting the stork, as are *Joel* and *Laurianne Friedman*. *Joel* comments, "We're infanticipating."

Ted Everitt was married on August 23rd to *Doris Wilhelm* of NBC Station Relations. *Charlie Carruba* tells us he hasn't set any dates, but "I'm young and available." (**WRITER'S COMMENT:** He really said he wanted this publicized.)

Two new members of the library are *Hermine Eisenberg*, recently graduated from Hunter College, and *Joseph Battaglia*, who was previously employed in NBC's Guest Relations Department.

We congratulate *Bob Thompson* on his lovely new apartment at West 106th Street. Quite a change from Texas. (*Joan Bentz*)

ADV. & PROM.: Vacationing are: *Jerry Soba* and husband at Cape Cod; *Betty Richards* . . . Newfoundland; *Robert Gill* . . . Europe. Back from vacations are *Fred Veit* . . . Nova Scotia; and *Betty Bagshaw* . . . Poconos. *Cindy Converse Ash* stopped in to say hello. *John Hurlbut* is building a house in Rockland County and hopes to move in with family sometime at the end of the summer. *Murlin Marsh* and husband are planning to rough it on vacation by camping out . . . probably in New England territory. (*Joan Scherm*)

RADIO NETWORK RESEARCH: Belated but hearty welcome to *Radford Stone* who came to us from the mail room. He has replaced *Bob Kaufman* who, at this writing, is aboard the *SS Great Sitkin* sailing to England and France. . . 'Tis hoped that *Sally Boyd* who is out with a sprained ankle will be back with us mighty soon. . . The stars in *Alice Greenstein's* eyes and the pearl on her third finger, left hand were put there by *Bernie Kane*, a CPA. All best wishes, *Alice*. . . *Carol Burton* has returned from a week's vacation thoroughly imbued with the beauty and cultural offerings of Chatauqua. . . Found out *Whitney Rhodes* has a very comfortable desk chair while he was vacationing in Manchester, Vermont and parts of Connecticut. My next Angel Food Cake coming up soon, sir. . . These Junior Executive trainees certainly travel around. We had *Norton Gretzer* with us for a time and, if you read this, Gretz, THAT'S ONE! (even if you haven't been in). A new trainee is our guest these days in the person of *Bill Baird*. How this guy found an apartment in the short time

he did is still a mystery to us, but we're very happy he'll be with us for a while. . . . One of the greatest recruiters for NBC's Guest Relations dept. is our own *Anna Costa*. Already she has sent two young men to Personnel. Due praise is in order. . . . Your new correspondent, *Gloria Betros*, is getting all excited about her first week's vacation coming up the end of the month. She'll be a counselor at Junior Achievement's conference this year to be held at Valley Forge Military Academy, Wayne, Pennsylvania and hopes to return in time to spend Labor Day weekend in Trenton, New Jersey. . . . Yumpin Yiminy!!! how could I forget to mention *Ken Greene* went as far out as Colorado on his enjoyable vacation and *Jim Cornell* "toured" Long Island on his. . . . And this is about as far as I go. (*Gloria Betros*)

BROADCAST OPERATIONS: Welcome to *Lucille Sendach*. It's a girl for *Bill Post* and a boy for *Ed Roth*. Congratulations! Bon voyage to *Ann Reese*, who is leaving us the end of the month for parts west. We're sure she'll wow them in Seattle. We understand that *Jack Weir* dropped a close golf match to *Don Ellis* last weekend. (*Louise Goralski*)

TV NET SALES: *Tom Lauer* of NBC Chicago is all set to come to New York now that *John Cramer* and I have posted our golf scores, 125 and 137 respectively. Of course we didn't tell Tom it rained on the second tee and we had to quit. Baby buggies and congratulations to *Tom Wright* and *Craig Ramsey*, whose 2 a.m. slumbers are now being disturbed. It's a Cynthia for Tom and a Kim for Craig. *Arturo Toscanini* would be interested in some pictures *Lalia Pleadwell* took on her vacation. Not only the ones of himself, but also the ones of Lalia. Scratch *Joyce Callanan's* name from your list, men. . . . she must be serious about September. The dress is bought and the invitations are printed. So. . . . all the happiness your heart can stand from all of us. (*Tony Certini*)

PRESS DEPARTMENT: The usual din in these chambers has slightly diminished since vacations made serious inroads. Those "in absentia" include "Prilla" *Campbell*, *Violet Young*, *Sam Kaufman*, *Fritz Jacobi*, *Ernie Otto* and editor *Leo Hershendorfer*. Others, however, are returning and the well-shod boy with cheek of tan could be *Bill Hosie*, *Alex Mumford*, *Jack Tracy*, *Bill McCardell* or *Bill Stein*. *Arthur Oppenheim* is unique for having returned the longest distance. . . . from Europe. New York to L.A. Department: *Connie Collins*, vacationing. *Elaine Brodey* welcomed in as relief pitcher for *Connie*. *Lorraine Lesser* is substiting for *Chris Casserley*. One long-term missing person will be the popular *Bob Wren*, who is departing these precincts and NBC to take residence in Houston, Texas. The Big Boy is going back to the Big State his ancestral home, to study law. We'll wager that he'll be back in the Big Town in a couple or three years and hope he turns up on our side. *Bob MacDonald* is replacing *Mr. Wren* at his writing chores. *Lenny Meyers* has returned from his recent operation. He is certainly as good as new and, we are happy to report, not one whit subdued. *Jack Tracy's* press files and *Marie Anderson's* photo files were recently packed

up lock, stock and press release and moved one door each along the hall. The action went off so smoothly that for days numerous uninformed or bemused citizens opened the old door and were confronted by a vacuum where once affable *Tracy* held forth. . . . unnerving, to say the least, on a Monday A.M. We nod a'so to the heroic *Rod Dwyer* who waded through the huge job of setting the photos aright while *Marie* was vacationing in the far reaches of New Jersey. (*Bob MacDonald*)

Owned and Operated Stations

WNBC-WNBT: *Ted Cott* brought back some wonderful French records from Paris, including "The Tennessee Waltz," "Lucky O' Sun," and "Jezebel." The *Norman Chesters* (Mrs. Chester is *Barbara Barber*, whom we have all missed since she left WNBC-WNBT several months ago) have named their new daughter *Loretta*. She was born August 12th. Vacationers have covered a lot of ground during the month—*Len Weinles* to Cape Cod, ditto *Doris Braverman*, *Jay Smolin* to Lake George, *Jack Sutton* to Lynn, Mass., *Dwight Hemion* to Bermuda, *Pete Afje* to Camp Drum National Guard Camp (this is a vacation?), *Rhoda Rosenthal* to Bretton Woods, N. H., *Enid Roth* a flying trip to California, and a number of others unreported as yet. *Howard Davis* gets the solid gold carpet bag, however, putting 6,000 miles on his new Ford, with stops in Missouri, Canada, and Cape Cod. Our heartiest welcome to *Kent Paterson*, who joined our TV Sales Department this month; to *Jack Bess*, new member of the TV production staff; and to *Dorothy Cunningham*, secretary to *Ted Cott*. Congratulations to *Murray Benson*, who was a temporary summer replacement in radio production and is now on permanent staff. (*Mary McBride*)

SPOT SALES, NEW YORK: Welcome to *Jane Boicer*, *Ada Swenson*, *Barbara Silverman*, and *Helen Hawkins*, very capable secretaries all. . . . *Joe Gesell*, also a new arrival, doing a fine job with supplies. Congratulations



Peg Stewart and Marge Bandman munch on watermelons during vacation at Louisville, Ky.

to *Bill Davidson*, new National Sales Manager in charge of radio. Many of the staff are getting back from vacations: *Jean Bulger* from Bermuda, *Bea Coltun* from Quebec City, *Elna Steinman* and *Lillian Martinez* from Cape Cod, *Elaine Simpson* from Georgia, *Joe Goodfellow* from New Hampshire. A speedy recovery to *Judy Wolfson*, who has been out ill. *Florence Hunter* was surprised on her birthday with gifts galore, flowers and a luncheon at the Taft. Farewell to *Evelyn Voss*, *Madeleine Locilento* and *Jean Horan*. *Carolyn Maus* is taking a leave of absence to motor to California. *Carolyn Cox* will be featured in an article in *Seventeen Magazine* soon. (*Dorothy Brodine*)

SPOT SALES, CHICAGO: *Miss Patricia Franchi*, secretary in the Chicago TV Spot Sales office, is being married to *Mr. Don Schmidt* on September 13 at the First English Evangelical Church at Palmer Square in the city. (*Barbara Buding*)

NBC Promotions

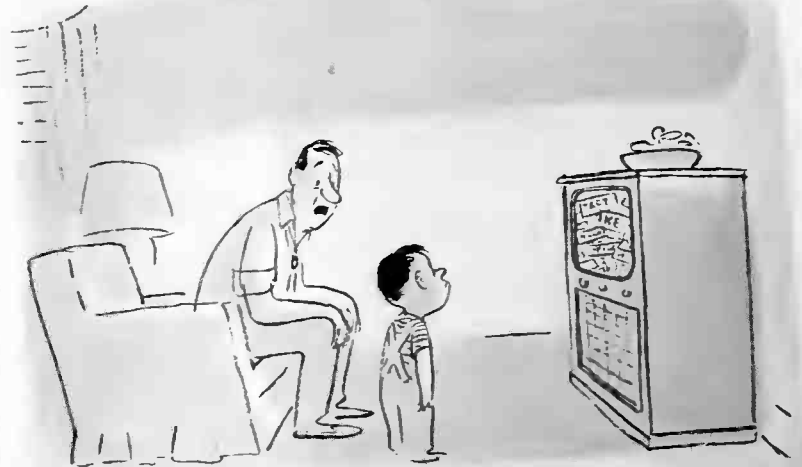
Walter B. Davison, to Western Division Manager, NBC-TV Spot Sales
Loren G. Surles, to TV Account Executive, National Spot Sales
Albert Henze, to Mobile Messenger, Relief Film Tfc. Clerk
Gordon H. Hagin, to Post Office Clerk
Louis J. Gerardo, to Dispatch Clerk
William J. Lynch, to Asst. Supervisor
Delma Lighty, to Rad. Program Clearance Coordinator
Cecelia Zelak, to Ex. Officer's Secretary
Betty Ann Fee, to Ex. Officer's Secretary
Charles N. Hiller, to Tour Cashier
J. A. Taferner, Jr., to Desk Clerk
Ruth Krautke, to Secretary II
Janet Payne, to Secretary III
Joan Battaglia, to Script Clerk, Cont. Accept.
Maria Niles, to Senior Payroll Clerk
Barbara Horn, to Operations Asst.
John Geller, to Music Selection Asst.
Maude Brogan, to Music Library Clerk
Elvin J. Hall, to Dispatcher
John Weir, to Typist Clerk, Broadcast Oper.
Margaret Gerz, to TV Commercial Clear. Supv.
George Keebner, to Film Clerk
Joseph Battaglia, to Library Asst. TV Film-Kine
John D. Issing, to Desk Clerk
William Quinn, to Asst. Assignment Editor
Harry J. Faulkner, to Sergeant
Jack Hubler, to Messenger-Clerk
Robert J. Rodgers, to Account Executive, TV Spot Sales
Robert J. Leder, to Sales Manager WNBC
Ann H. Lovell, to Senior Typist

RODEO, ICE-CAPADE TICKETS AT DISCOUNT

The Employee Services Section at NBC now has tickets available to all NBC employees for the 1952 World's Championship Rodeo and The Ice Capades of 1953 at approximately a 40 percent discount. The rodeo starts September 24 and the Capades on September 11. If you want a ticket or tickets go to room 729 or call Ext. 462.

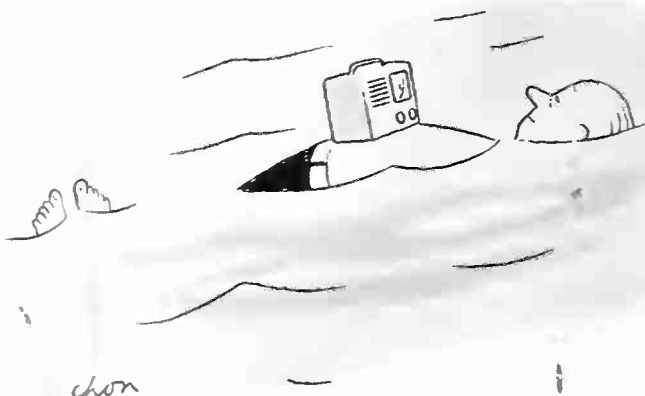
From The New Yorker:

A Summer's Collection



McCrackell

"But, gosh, Daddy, this program, and, at er all, Meakin, it only happens on e every four years."



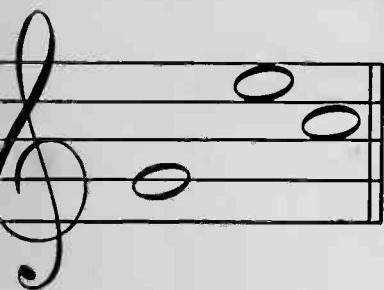
Chon Day



Richard Dicker

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NBC



CHIMES

OCTOBER • 1952



Again in 1952: NBC-TV Will Cover
U. N. Assembly Sessions

SEE PAGE 13 —

NBC


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 Neil Gahagan

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 Ernestine Thomas, Treasurer's
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 Robert Adams, WRC-WNBW

Engineering:

Marjorie Marshall, Engineering

IN BRIEF

We are beginning to think we can carry this security business too far. We found that Mary Morrison, TV network sales, has her own—her very own—stainless steel coffin plate in her top desk drawer. In a very nice script, "Mary Morrison" is inscribed. However, Mary doesn't take this sort of think very seriously. It seems that her brother is a mortician . . . thought she'd like to be prepared.

An employee here took part of his vacation on a friend's 42-foot sloop, and they sailed to Nantucket. Employee tells us that his friend sails back to New York every week to pick up his unemployment check!

Grace Anderson, personnel-New York, spent part of her vacation at Yarmouth, Nova Scotia. While there, she attended the St. Ambrose church on Sunday. At communion time, instead of bells, the altar boy pealed Chimes, which Grace says duplicated the NBC chimes exactly. For a second, she said, she wasn't sure whether to expect Berle or Bishop Sheen to appear.

And concerning the same NBC Chimes, Pat Craig, front-office secretary to KNBC-San Francisco's assistant general manager George Greaves, was recently married to Jim Covell. Pat and Jim spent their honeymoon weekend in the Bellvue Hotel, just across Taylor Street from San Francisco's Radio City. And appropriately enough . . . the NBC Chimes rang out for them every 15 minutes throughout the wedding night.

Practice for the NBC 1952-53 basketball team will begin on October 6. Anyone interested in trying out for the team should contact Martin Cohen, Ext. 8988. The NBC team this year is in the Industrial League and the annual season opens on October 27 at 155 West 56th Street in a high school gym located there. Some 12 teams in the Manhattan League will play one another.

Dorothy Kilgallen in her N. Y. Journal-American column last month noted that NBC fourth-floor receptionist Barbara Dodd was dating Dick Estes, a singing Kefauver relative.

Various female employees here noted that the picture of Dave Camerer (on page four, September NBC Chimes) resembled screen-NBC star Joseph Cotten.

From a recent column of Harriet Van Horne's in the New York World-Telegram and Sun: "The best, the bravest, the most beautiful radio program I've come upon in a long time is 'Words in the Night', a quarter-hour of poetic readings. You can find it on your dial Friday evenings at 10:15, NBC. Its format is simple, the way a red rose is simple. It takes you first with its beauty. But it holds you with its wisdom, its rich thoughts and singing sounds. . . . I can't say enough in praise of 'Words in the Night'. I only wish it were on the air every night. . . ."

Muriel Hile of KNBH's Payroll Department had a much more exciting vacation than she had originally planned. On a trip to Alaska with her husband, Muriel and over 400 passengers aboard the Princess Kathleen were run aground and had to be rescued by the Coast Guard. Muriel reports that most of the Californians aboard ship thought it was just another earthquake, which is something we are getting pretty used to by now. (R.P.)

Anyone at NBC interested in bowling league here should get in touch with Ed Prince, Ext. 579. League started here September 5 at Roxy Bowling Alleys, 50th Street. There will be 34 weeks of bowling involving 18 teams. Games start at 5:30 p.m. every Friday night.

The Pirus Pistol and Rifle Club is now open to all NBC personnel. If anyone is interested in joining, kindly contact Ted Green at Radio Daily. Members of the club are drawn from all ranks of the entertainment world, and include such names as Sid Caesar, John Conte, Russell Paterson, Ilona Massey and Ham Fisher as well as many others.

Scott Shott in the legal department has been getting alliterative calls lately inquiring: "Is this the 'stock shot' department?"

NBC News Roundup..

Herman Hickman on NBC-TV

Herman Hickman, the football coach who has become a vastly popular TV personality, will be starred in "The Herman Hickman Show" over the NBC television network on Fridays, 7:00-7:15 p.m., EST, starting Oct. 3. The show, sponsored by the General Cigar Co., Inc. for Robert Burns Cigars and Cigarillos, will be a showcase for Hickman's versatility in many fields, including sports. He is known as a chef, a farmer, a poet—and the program will give free rein to his warm personality.

NBC Radio Has 12 Football Games

Tom S. Gallery, NBC director of sports, announced last month that NBC radio would cover 12 top college football games this fall. They are:

Sept. 20—Washington & Lee at Duke
Sept. 27—Michigan State at Michigan
Oct. 4—Notre Dame at Texas
Oct. 11—Washington at Illinois
Oct. 18—Alabama at Tennessee
Oct. 25—Princeton at Cornell
Dec. 6—Kentucky at Florida

Nov. 1, 8, 15, 22, and 29 are open dates and will be filled as the most interesting contests develop among the front-running teams.

To Test Block, or Mood, Programming

NBC and Station WLW, owned and operated by the Crosley Broadcasting Corporation, have joined in an unique experiment to test the effectiveness of block programming in radio. Under the experiment, Station WLW, with the full cooperation of NBC, is rescheduling a number of its nighttime NBC network programs to fit into a schedule of block programming. Block programming or mood programming as it is sometimes called, comprises the grouping of programs of the same type during a single evening or other time span of the day. Such grouping, it is believed, will increase listenability and also give the audience a quick identification of the network or station broadcasting program sequences of this type.

NBC to Install "Brain" for Election Night

NBC will install the most elaborate radio and television news center in broadcasting history—complete with "electronic brain"—in its largest Radio City (New York) studio, 8-H, to accommodate its election-night headquarters. Continuous, around-the-clock reporting of election returns will begin when the polls close in the East (about 8 p.m., EST, Tuesday, Nov. 4), and will continue on the NBC radio and television networks until most of the returns are in the following morning. A 500-man staff, including 25 topflight newsmen, will assemble and report the returns.



Herman Hickman starts new TV show on NBC Oct. 3.

Ninety Percent Saw Conventions in N. Y.

Nine out of 10 persons in the New York metropolitan area witnessed on television some part of the political conventions in Chicago in July, it was disclosed by Rud-dick Lawrence, director of Promotion, Planning and Development for NBC. Lawrence said the survey was made for NBC by Advertest Research, Inc.

Navy Cites "Today" for Public Service

"Today", NBC-TV network's early morning news and special events show, with Dave Garroway, has been awarded the United States Navy Citation "for outstanding public service." Dave Garroway received the citation from Rear Admiral Roscoe H. Hillenkotter, commandant of the Third Naval District, in the admiral's New York office, and the entire ceremony was filmed and shown on "Today".

The NBC-TV Football Schedule

Sept. 20—Texas Christian at Kansas
Sept. 27—Princeton at Columbia
Oct. 4—Michigan at Stanford
Oct. 11—Texas A&M at Michigan State
Oct. 18—Cornell at Yale
Oct. 25—Purdue at Illinois
Nov. 1—Ohio State at Northwestern
Nov. 8—Oklahoma at Notre Dame
Nov. 15—Alabama at Georgia Tech
Nov. 22—U.S.C. at U.C.L.A.
Nov. 29—Army vs Navy at Philadelphia

\$4,160,000 in New, Renewed NBC Radio

New and renewed radio business representing \$4,160,000 in annual gross billings for the NBC radio network was announced last month by John K. Herbert, vice president in charge of Sales. Two new programs and six renewals comprised the recent sales activity.

In This Corner



Clem McCarthy

NBC's Clem McCarthy has become an institution in the U. S. Sports World today, especially in horse racing circles. He is so much of an institution, in fact, that we couldn't guess his age the other day at Toots Shor's. He's "ageless". Damon Runyon said just that about Clem a few years back when the two were en route to the Derby in Louisville.

But we do know that Clem McCarthy has been around horses and races for a mighty long time. He speaks glibly of races in the 1890s and the 1900s. There was even an implication that he knew of races before these years!

McCarthy has been broadcasting horse races for NBC ever since 1929. His telecasts began in 1949, a decade after the first experimental programs at Belmont Park. Horses and McCarthy have gone together ever since he was just a lad, and his "eerrracing fans" introduction has become a personal commercial down through the years. Primarily, Clem is a lover of horses, and this love led him into horse

auctioneering in his youth, and finally to the calling of races over the NBC network.

"I suppose," said Clem, "that my start in calling races came when I was still a minor, and went to tracks with a small pair of binoculars. Actually I wasn't allowed at the tracks as I was under age, but I used to follow the horses around the track with my glasses and call their positions to small groups of near-sighted bettors who would gather around my chair. I always brought a chair to the races in those days."

Clem actually started to call horse races professionally in 1927 when Arlington Park in Chicago installed a public-address system, and the management picked him to do the announcing. The next year the Chicago Herald-Examiner had him call the Kentucky Derby for a Chicago radio station. Then NBC put him on a national network for the broadcast of the Derby in 1929. Clem figures that he has called approximately 400 races for

NBC during his career. He figures too that his exciting, crisp descriptions of races come to him naturally. He has a dislike for the long-winded announcer.

His father, J. L. McCarthy, was well known as a starter of races back in the early days when harness-racing was the "King of Sports". His father started trotters through the midwest in Michigan and Illinois and at Washington Park in particular. Clem's father was also an auctioneer. He travelled widely, and young Clem attended some 17 different schools in his childhood. At school, Clem also took to reading form charts, a habit that eventually instilled in him a desire to become a jockey. But Tod Sloan, the famous British jockey in 1897, discouraged the young man. "Your feet are too big," said Tod, "and it appears you will grow up to be a big man someday." Actually Clem grew up to be a wiry, blue-eyed man of 5'8" and about 150 pounds. And incidentally, to keep fit these days, Clem drinks orange juice and buttermilk.

Remembers the Great

He remembers the great horses of the country . . . the standardbreds Direct, Star Pointer, Greyhound and Billy Direct. "Greyhound was the greatest trotting horse I ever saw," says Clem. "And Billy Direct the greatest pacer." He thinks that Man 'O War was the greatest runner he has seen in action. He remembered one race. "It was Man 'O War against J. P. Grier in 1920 at Aqueduct. Grier led most of the way, and in fact he was about 200 yards ahead coming into the stretch, but then the big war-horse made his move and in a fast brush whirled in to win."

Clem calls the trotters over at Roosevelt Raceway when he's not working for NBC on some big event. This year for NBC he's called the Brooklyn Handicap, the Dwyer, the Edgemere and the Discovery Handicap among others.

Clem's racing season ended on September 13 this year with NBC, but it was not always so. "Football has cut in early these last few years," he said. "It used to be that football would be carried over the Red network and I would continue to call races over the Blue network."

We left Clem McCarthy feeling that "here is a true lover of horses." And really . . . horse lovers can be "ageless".

The Stagehand Takes To TV

Over 400 NBC Stagehands Now Play a Vital Role In a New Era of the Theater

Frank Kaiser could tell you the story: about how stagehands, formerly with the legitimate theater, are coming to television in greater and greater numbers, and how stagehands are reacting to the new medium of TV. Kaiser is a greying veteran of show business who worked under David Belasco. He's a master electrician in charge of the NBC electric shop at the West 56th Street shop-warehouse here in New York. He started as an electrician's helper in the early 1900s and he's been a theatrical electrician for over 45 years. Veteran theater men would probably say of Kaiser . . . "he knows". And this would mean only one thing. He's a stagehand's stagehand.

Unlike the legitimate theater Kaiser once knew, a TV opening night is also its closing night, and in 1951 alone—



A stagehand makes a last-minute set change in an NBC studio.



NBC stage carpenters, working in the new medium of television, build a set for "Your Show of Shows". They follow designers' drawings closely.

in one peak week—NBC produced more shows than Broadway ever produced in one season. And as a result, ex-legit men are now working on a year-round basis hitherto unknown to the show business.

In fact, a new era for the theater has arrived.

After opening curtain in the legitimate theater, a production stands or falls on the merits of all the labor that has preceded. The same holds true for TV production, except that the TV production is a one-night "stand" and all the physical properties must "fall" immediately after the show. Then a new production is begun.

The key to continued success in this era of fast-moving theater is team play. NBC's team is producing touchdown plays. Its backfield of artistic talent makes the headlines, but its unsung heroes—always behind the scenes—make these headlines possible.

Some of these "unsung heroes" are the stagehands. Here in New York, some 425 full-time and part-time stagehands work daily in the studios, Center Theater, other NBC theaters, and at West 56th Street, NBC's workshop and storage warehouse. In Hollywood there are 28 stagehands; in Chicago there are 41 stagehands who keep the scenery and props moving.

About 80 years ago, when craft unions were forming, the stagehands formed the Theatrical Protective

Union, the New York Local #1 being the first. All of NBC-New York's stagehands belong to this union, which is affiliated with the International Alliance of Theatrical Stage Employees, more familiarly known around here as I.A. The International Alliance in turn is affiliated with the American Federation of Labor, AFL.

Some 65 percent of the stagehands have come to TV from legitimate theater work, and almost 40 percent of the total card-holders in the New York Local work at NBC either in the studios, theaters or at 56th Street.

Stagehands' activities fall into many categories, but among the more prominent classifications are the carpenters who handle scenery; electricians who handle lights; and property men who handle props. For supervisory purposes a shop head is foreman of each group, and here at NBC such shop heads happen to be located at 56th Street, although other stagehands are working in the studios and theaters.

In charge of the electricians is Frank Kaiser at 56th Street. He is also in charge of the electrical maintenance shop, which was set up a few months ago there. Kaiser supervises maintenance of all lighting equipment and sees to it that additional lights—over and beyond those used in the studios—are trucked to the studios together with the completed sets for any show.

NBC's Shop Heads Work at 56th Street:



Frank Kaiser



Harry Brennan



Bill Schelberg

Although Kaiser no longer works on shows, an electrician stagehand handles the electrical changes of equipment on the set in accord with the plans of the TV lighting engineers.

The electrician works with voltage and the actual lights during a performance. Sitting on the bridge, near the switchboard, he works the lights on cue, wearing earphones and watching a TV monitor set.

Carpentry Shop at 56th

Also at 56th Street is Bill Schelberg, who is in charge of the carpentry shop. His assistant is Bill Swift whose family has been in the business for years. Schelberg himself was one of the six original stagehands to come to NBC. He has been with NBC for almost seven years, and previous to NBC he worked as a prop man for the Metropolitan Opera Company for 11 years. His services and those of his men are available to some 135 television shows and some 55 commercials in a year. Bill also supervises the construction of sets, backdrops etc. in the carpenter shop. His set plans emanate from the designers' section on the second floor of 56th Street. Experts in their trade, carpentry stagehands can transform canvasses, refurbish sets, build sets, and do many other wood jobs.

NBC's storage spaces and shops at 56th Street cover an area of 75,000 square feet. Walter Giebelhaus is the manager of this Central Shop, and Peter Bonardi is his assistant. With the productive capacity possible in this

shop, NBC leads all other studios in producing sets for its own shows.

Stored in the basement of 56th Street are more than 1,300 pieces of furniture and miscellaneous "props" . . . anything from a baby's rattle to a wooden automobile or plastic fire hydrant. Sandy-haired Harry Brennan is the "charge man" of the prop shop. Brennan has been with NBC for a little over a year. Brennan feels that any capable stagehand is versatile enough to work in any of the stagehand categories. "A stagehand has to be a good all-around mechanic anyway," he said. "He picks it up from experience." Brennan oversees the huge inventory of props, and he has as his assistant Bob Demmler, who for the past three years has been the expert locator of hard-to-find props. "We have many difficult props to procure," Brennan said. "And many times it's at a moment's notice. For instance, one time we had to find a bouquet of flowers that would wilt at a certain given cue. But we found it."

Unlike the theater, TV props are used again and again . . . on different shows and under various circumstances. Props move in and out of the warehouse in a rapid turnover. Upholstery becomes shabby from constant use, and Brennan must see to it that all props are kept in good condition. Too, he must watch for the color of props. In TV, the cameras do not take to shiny, white or reflecting surfaces. A white stove, for instance, must be coated to a duller color.

The skillful stagehand must combine the muscular coordination of a piano mover with the deftness and inventiveness of a magician. A card-holding member of The Theatrical Protective Local #1 must be trained to perform the functions of carpenter, electrician, and property man. The tools used by stagehands, if assembled, would include practically every hand tool known to the trades. He must know knots and rigging like a sailor. One stagehand told us he must be a "master in the art of improvisation."

Set Scenery, Props

Stagehands set the scenery and props for all shows, and after the show is off the air, they "strike" (remove) all items out of the studio. They then start over again with a new show.

Not only must the stagehand make his scenery "fly", but he must be able to operate pop-up toasters, simulate rain or snow, and there have been cases when a stagehand on cue must make flies fly or buzz around a certain actor on set. Old hands at the game are an invaluable asset to any TV program.

The rapid handling of large pieces during a quick change can be a source of danger, therefore at all times, the stagehand must be conscious of safety . . . of himself and others. The safety of the performers and others back of the curtain may depend on the quick and intelligent reaction of the stagehand. Too, he must be able to interpret the various instructions of di-

rectors, and through all of this he must remain invisible. When integrated joint action is vital to success, we find the stagehands working out fast-moving numbers without a hitch.

The "Hit Parade", as an example, has nine separate sets of three-minute numbers each. The pace and movement of scenery, props and lighting is fast. There are no retakes on TV. The problem is timing. Stagehands must move with precision, and here team play pays off.

Supervision of Work

NBC's Anthony "Bob" Hennig is director of NBC Plant Operations, and as such, directs all activities relating to NBC stagehands. Working under him are Bill Ervin, supervisor of studio and theater operations, and Tom Tart, supervisor of plant procedures. These men must serve as landlord and staging specialists for a studio or for the staging areas of the TV theater. They must direct the work of complete crews of stage carpenters, property men and electricians.

Since the introduction of movable scenery by Ballthazar Sienna in 1553,



In Studio 8-H at NBC, myriad of overhead lights are handled by stagehands.

stagehands have contributed to the present organizational structure behind and above the curtains. Through decades of training, they have been drilled in a pattern of command that is precise. The right act must be performed by the right person at precisely the right time. This timing applies to the actors as well as to the invisible stagehand, who shoots the offstage revolver. The discipline of the musicians in an orchestra is no more important

than the integrated activities of all the personnel back of the footlights.

A good stagehand can be judged only by one's association with him through many performances. When the curtain goes up, the show is on. The stagehand is part of show business. It's in his blood. Though invisible, he's an integral part of it all, and the show, whether theater or television, will go on . . . thanks in many ways to these "unsung heroes".

Over 1,300 Pieces of Furniture and Props at 56th Street;



NBC's "props" include anything from baby's rattle to wooden automobile, and stagehands assemble them for show.

He Discovers a New Route to America:

Or How George Folster Took A Slow Boat from Tokyo to 'Frisco

George Thomas Folster is NBC's chief Tokyo correspondent, and he is also the modern counterpart of a swashbuckling Magellan or Columbus. Last month, his work completed in Japan, Folster decided to return to the States, not in a Constellation, but in his own 50-foot ketch from Tokyo to San Francisco. And he did it . . . in 47 days, and after 5,000 miles of shark-infested sea.

Folster has skippered a sailing yacht back and forth across the Pacific, which is something Magellan did not do. In 1940 he sailed a three-masted schooner from the United States to Australia. He now stands as one of the few men in the world to have made the round-trip.

Together with two U. S. Navy lieutenants and three Japanese crewmen, all expert sailors like himself, Folster set off from Tokyo Bay one Sunday morning, and he figured the Great Circle course would require 45 days under sail. His calculations were exact and only a 36-hour dead calm outside the Golden Gate kept him from dropping anchor on schedule.

Folster had been planning this trans-Pacific sailing trip ever since he arrived in the Orient 12 years ago. World War II, the Korean War and a number of other circumstances post-



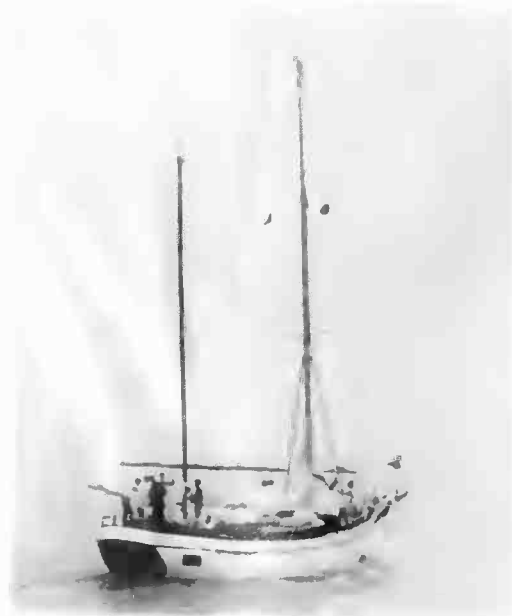
George T. Folster

poned his plans time and again. However, Folster, who comes from New Bedford, Mass., whaling stock, was not put off. He ordered yacht blueprints from America. When they arrived he began assembling materials from all the world. Teak wood came from Burma, mahogany from the Philippines, camphorwood from Formosa, sails from England, bronze fittings from Scotland, the engine from the United States.

"Bird of Passage"

The 50-foot ketch was finished in January 1950. It has a 14-foot beam and draws six feet of water. Named the Wataridori—Japanese for "Bird of Passage" or "Lead Bird of the Flock"—the Marconi rigged craft was fitted with two suits of sails.

Fifteen months after the ketch was built, Folster, Lt. Bryan W. Stevens of Los Angeles, and Lt. John Gordon of Philadelphia plus three Japanese crewmen sailed from Tokyo Bay into the teeth of a roaring storm. The whole trip was made without sighting land, and only three vessels were seen during the entire trip. The nearest the Wataridori came to land was 600 miles, and this was an outpost island of the Aleutians. Folster is now in Europe for NBC.



Folster's ketch the "Wataridori" in Pacific waters before sailing.

NBC Inaugurates New Orientation

The New York personnel office over the past two months has been developing a new orientation program for new employees, which today is showing savings of approximately three hours of NBC time per employee. Too, the streamlined program has eliminated previous interruptions in the new employee's work-week.

The program also is extended to employees not previously covered, such as those employees on evening and early morning schedules.

Under this NBC orientation system, all new employees now report directly to the New York personnel office at 9:15 a.m. on the first Monday of their employment or on the first or 16th of every month. Their orientation is then completed in one package at 3 p.m. At this time they are turned over to their supervisor.

Under the old system, new employees received NBC orientation from Monday through Thursday. Two hours of each of these days were allotted for the orientation program.

During the present six-hour operation, employees receive legal forms, personnel forms, finger-printing. They take a complete medical examination. They are photographed. In the classroom, they are given a complete history of the Company and an organizational run-down. Policies and benefits of the Company are explained. The group is then taken on a tour of the NBC offices and the NBC studios. Two films are shown: "Behind Your Radio Dial" and "The Inside Story". The new employees are then introduced to their new supervisor.

Bill Sharon, Training and Safety Supervisor, in charge of the program, points out that six positive steps have been taken by inaugurating the program: 1. It saves almost three hours of the Company's and the employee's time. 2. Medical acceptance is assured before final hiring of the employee. 3. References can be checked before employee begins work. 4. In the package operation, a more effective orientation can be presented. 5. There are now no interruptions after the employee's first day. 6. Evening and early-morning employees are now covered.

The NBC Opera Season Opens This Month

Eight opera presentations, including the American premiere of Benjamin Britten's "Billy Budd" and the first professional performance of Leonard Bernstein's "Trouble in Tahiti", will be given in the 1952-53 season of the NBC Television Opera Theater, it was announced last month by Samuel Chotzinoff, NBC general music director.

The series, as in previous years, will be under the musical and artistic direction of Peter Herman Adler, with Chotzinoff as producer.

The season also will include a virtually complete version of Richard Strauss' "Der Rosenkavalier", to be given in two segments. Puccini's "Suor Angelica", the second of his triptych of one-act operas, also will be included in the schedule.

Gian Carlo Menotti's "Amahl and the Night Visitors" will be repeated this season.

The opera telecasts will be seen this year at a new time and day. The eight presentations will be offered monthly on Sunday afternoons at 3 p.m., EST. The opening opera will be Britten's "Billy Budd" on Sunday, October 19

(NBC-TV, 2:30 p.m.-4:00 p.m., EST). The performance will run an hour and a half, starting a half hour earlier than the regular schedule. Theodore Uppmann, baritone, who created the title role in London and Paris, will be seen again in this part.

Leonard Bernstein's "Trouble in Tahiti", revised since its presentations at Brandeis University and Tanglewood, will be given as the second opera in the schedule on Sunday, November 16. This opera runs only about 40 minutes. The remaining time in the one-hour telecast will be devoted to a ballet presentation with music by Bernstein. Bernstein has also consented to conduct the performance, although he plans no other conducting assignments this season.

Gian Carlo Menotti's phenomenally successful "Amahl and the Night Visitors" will be repeated in December, probably near Christmas time. Menotti again will stage the work, with Thomas Schippers as conductor. The sets and costumes of Eugene Berman again will be used. Menotti is searching for another Amahl since 13-year-old Chet



Samuel Chotzinoff, NBC music director, announced program.

Allen, who sang the role twice on NBC last season, is no longer a soprano.

Operas for January and February have not yet been scheduled, but probably will be selected from the standard opera repertoire. In March, "Suor Angelica" will be given. This opera has an all female cast and is set in a convent. Its religious theme will befit the Easter Season. NBC opera last season presented the other two of this triptych of one-act operas, "Gianni Schicchi" and "Il Tabarro".

In April, no opera is scheduled, because "Der Rosenkavalier" will be given in two sessions, both in May. It was decided by Chotzinoff that the two halves of the opera should not be separated by a month. These performances also will run more than the regular one-hour schedule because of the length of the opera. The new John Gutman English translation of this opera will be used.

The staff of the NBC Television Opera Theater will be largely the same as last year, with Charles Polacheck as associate producer to Chotzinoff, and Kirk Browning as television director. Leo Muller has joined the staff this season as musical assistant to Adler.

All presentations of the NBC Television Opera Theater are given in English. The first three operas of the schedule were written in English. Other translations than the Strauss opera will be done by the NBC opera staff. As usual, there will be no audience in the studio, so that the productions may be conceived entirely for the TV screen.



Menotti's TV opera, "Amahl and the Night Visitors" was a phenomenal success on NBC network last year. It will be repeated again this year.

KNBH Set for Chadwick Swim



KNBH-Hollywood cameramen used landing barge to cover swim event.

KNBH Hollywood engineering crews worked overtime last month in preparing to cover the telecasting of Florence Chadwick's second attempt to swim the Catalina Channel. A landing barge, large enough to accommodate the 42-foot remote truck, cameras, lights and crew, was rented for the occasion. A transmitter was set up on the island, and the signal was beamed from the barge West to the island and then clear across the Channel to the

East, where it was picked up by another remote transmitter located at Point Fermin, the destination point. From there, the signal was sent to Mt. Wilson, the location of KNBH's transmitting operation. The crew worked enthusiastically during the first trip which ended tragically when Miss Chadwick was finally pulled from the water almost 16 hours from the time she began the feat, and only a mile from shore. She made it the second time.

KOA Change-over: *Personnel Director Visits Denver*

Late last month radio Station KOA in Denver, until recently an NBC owned and operated station, was formally turned over to its new owners with FCC approval. The sale of the NBC station affected some 70 NBC employees.

In order to work out any NBC personnel problems that might arise from the sale, Ernest de la Ossa, NBC personnel director, went to Denver last week to confer with the employees, as well as Charles Bevis, KOA's general manager. Mr. de la Ossa talked with employees about their retirement policies, and also talked over possible transfers for employees. Many of the employees indicated that they preferred to stay in Denver rather than move to a new location, while some employees expressed a desire to transfer to another NBC location. Mr. de la Ossa stated that the Company is working now in an effort to meet the requests of the employees. Mr. Bevis will remain with NBC and is being transferred to a general executive position in New York, reporting to James Gaines, vice-president of the Owned and Operated Stations.

Mary Ellen Trottner: NBC-Chicago's Woman Engineer

Although NBC-Chicago enjoyed reading about attractive Louise Fogarty in the September issue of Chimes, we'd like to protest your headline, "NBC's ONLY Woman Engineer." For the past eight years NBC-Chicago has employed an equally attractive lady named Mary Ellen Trottner, who is not only an engineer, but assistant supervisor of the recording department.

Petite, brown-eyed Mary Ellen originally planned to teach school, but when a friend at the University of Minnesota interested her in taking a few engineering courses, she was sold on the brave new world of kilocycles and gain-riding.

She worked in the recording department of a Minneapolis station for two years before joining NBC. Queried about her preference for life among

the dubbing tables and editing machines, Mary Ellen replied, "The boys in engineering maintenance have been trying for years to have me transferred to their department, but I don't have any hip pockets to carry tools."

The energetic Trottner lass, not content with merely doing one man-sized job, studied law at DePaul University, in her spare time, and is now a full-fledged member of the Chicago Bar Association.

Works Evenings Off

Most girls would consider two jobs more than sufficient, but not the fast-trotting Miss Trottner. Having two free evenings a week, away from playing Portia and just playing, Mary Ellen serves as vice-chairman of the Chicago chapter of NABET.

Since starting her law studies and union work, Mary Ellen's reading has been concentrated on government, politics and labor history. In person, she is small, slim and very feminine, with an impish sense of humor. She loves to tell of her most embarrassing moment as an NBC engineer, which occurred shortly after she was hired.

Mary Ellen's favorite off-duty activities are piano playing and collecting antiques. She proved to be a competent amateur sleuth a few years ago while on an antiquing jaunt. Poking through a dingy little shop, she spied some microphones that looked suspiciously like those recently pilfered from NBC. With the help of newsman Len O'Connor, she traced the mikes and discovered the thief. Mary Ellen is a native of Wabasha, Minn. (M.K.)



From the Controllers-Finance at the pool: l. to r. Elsie Coda (Budget Department), Ann Acciarito, Doris McPherson, Maria Niles, Anne Buron.



Guest Relations' Dana and Wood put on good skit for employees.



Photo's Zwilling got low-gross golf prize from John Titman.



Here's part of the 1,900 NBC employees at Bear Mountain, who gathered avidly around the temporary stage to watch the NBC entertainment.

The Picture Story:

At the Annual Outing

The consensus seems to be that the NBC annual outing for New York employees was a terrific success. Some 1,900 employees turned out at Bear Mountain State Park on Saturday, September 6, and the weather was warm, clear and sparkling. The sky was fleckless.

The 1,900 employees started to filter into the park at around 10 a.m. About 55 journeyed over to the West Point golf course; others registered; played volley ball, softball, horseshoes; others edged over to the tapping-of-the-beer ceremonies. In fact the crowd went through 23 halves of beer . . . but this was against 34 halves last year.

And to further demonstrate how orderly things were this year, the employees drank 165 cases of soda against 98 cases of soda the year previous.

The fried chicken lunches were excellent. Buster Crabbe and Vic Sobol put on an aquatic act over at the pool, and many persons swam before and after his swimming instructions. 1,850 employees ate dinner in Bear Mountain Inn. Following a roast beef dinner were dancing and NBC entertainment under the stars to Jimmy Lanin's band. The evening—it was lovely, and the finale came at midnight when the chartered buses, loaded with happy employees, headed toward the city.



Emcee Ed Herlihy and partner take advantage of Lanin music.

O & O Managers Confer Here; Promotion Men Follow Suit

NBC's division of Owned and Operated Stations held two nation-wide conferences in New York City last month. The first series of discussions for the network's station managers, was held from August 13 to the 16th in the Louis XIV Suite of the St. Regis, and the second, for the merchandising and promotion men from O&O, was held in the Chinese Chippendale Room of the Hotel Dorset on August 25 and August 26.

The first conference brought together O&O station managers in order to acquaint them with fall programming and to anticipate fall sales programming. Vice president Charles R. Denny participated in all of the meetings. James M. Gaines, vice president for the Owned and Operated Stations, was chairman of the conference.

Attending the three-day meeting from out of town were: Eugene Juster, general manager of WRC Washington, D. C.; Hamilton Shea, general manager of WTAM Cleveland; Harry Kopf, general manager of WMAQ Chicago; Charles Bevis, general manager of KOA Denver; Donald Norman, general manager of KNBH

Hollywood; Lloyd Yoder, general manager of KNBC San Francisco; Ted Cott, general manager of WNBC-WNBT New York.

From the New York NBC team besides Mr. Gaines were: Carleton Smith, H. Norman Neubert, Ted Broido, Tom McFadden, Julius Lieber, William Davidson, Hank Shepard and Richard Close.

The merchandising and promotion conference of O&O, held at the Dorset, got underway on August 25. H. Norman Neubert was chairman of the meeting. The conference reviewed the activities currently utilized by the O&O Stations and Spot Sales. Their objectives were to help stations merchandise the advertising of their clients to the consumer, and to help them sell themselves to their advertisers and to their audiences. Merchandising and promotional activities for the fall were discussed.

Among the speakers at the meeting were: Carleton D. Smith, Ted Cott, H. Norman Neubert, H. W. Shepard, John Keys, Charles Hutaff, Robert Adams, Dean Moxley, Richard Eisinger, Cy Penley, and Jay Smolin.

A Personal Thanks



Hallie Robitaille

In the November, 1951, NBC Red Cross Blood Drive, Hallie Robitaille of Network Sales contributed a pint of her blood for the armed forces. Last

month the contribution paid off. An Army man, a Captain Hamilton showed up in Miss Robitaille's office to thank her personally for her blood donation. The bottle evidently had been marked with her name; the blood had been used on Captain Hamilton, who was badly injured in Korea. After seven months of recuperation, Captain Hamilton was back in good health.

Charles Colledge Named Manager Public Affairs

Charles H. Colledge has been appointed Manager of Public Affairs Operations. He will be responsible for assigning producers and directors to activities within the Public Affairs Department and also for providing production facilities involving news film and coordinating production facilities involving remote broadcasts and tape activities for Messrs. McAndrew, Gallery, and Stanley.

Reaching Out:

Bannister Announces Alaskan Affiliates

Harry Bannister, vice president in charge of station relations, announced last month that NBC is affiliating with two additional stations in the Alaskan Territory. These stations are located in southeastern Alaska in Ketchikan and Juneau, and are owned and operated by the Aurora Broadcasters, Inc. in conjunction with the two stations located in Fairbanks and Anchorage, owned and operated by the Midnight Sun Broadcasting Company.

The facilities of the new group will be available to network advertisers on either a recorded basis or by short-wave broadcast transmission. Since Alaska is not connected to the continental United States by wireline facilities, the company maintains offices and recording studios in Seattle, where off-the-line transcriptions can be made and shipped by air-express to the individual stations on a delayed basis. The group will absorb all the charges pertaining to transcribing sponsored programs and delivering the recordings by air-express to the individual stations.

The Aurora Broadcasters Inc. consists of the following stations: KABI, Ketchikan, 1,000 Watts daytime, 500 Watts nighttime, 580 KC frequency; KJNO, Juneau, 1,000 Watts daytime, 500 Watts nighttime, 630 KC frequency.

The stations are being offered as a group only at the Network Evening Hour rate of \$117.50. However, the base rate is allocable to the individual stations. All other rates will be allocable in the same proportion: KABI, \$57.50; KJNO, \$60.00.

Mr. Bannister also announced that effective September 1, Station KIJV, Huron, South Dakota, became affiliated with the NBC Radio Network as a premium station. The station will be offered all network commercial programs which have been ordered on KELO, Sioux Falls, South Dakota. KIJV is owned by James Valley Broadcasting Co., Inc. Its hours of operation are from 6 a.m. to 12 midnight.

Huron has a population of about 13,000. It is the principle agricultural center for eastern South Dakota.



NBC-TV will present a full-hour daily report, as a public service, of the United Nations General Assembly.

NBC-TV Covers the U. N.

Early in September, Charles C. Barry, vice-president in charge of the NBC program department, announced that NBC television would again cover the activities of the United Nations General Assembly which convenes on Tuesday, October 14 in the United Nations Building in New York.

NBC-TV will present a full-hour daily report each weekday morning, Monday through Friday from 11 a.m. to noon, EST. As a public service, NBC will cover for a nationwide audience the events in the new Assembly Hall—the debates on Korea, a German peace treaty and many other issues on the U.N. agenda.

Lull Coverage

NBC's noted correspondent, Henry Cassidy, will give instructive commentary on diplomatic procedure and the issues at stake, during lulls in the UN debate. The coverage has proved popular to all segments of the American public in the past.

NBC-TV pioneered in United Nations coverage and has brought viewers

Henry Cassidy Will Present Full-Hour Daily Reports Beginning October 14

the story of each year's General Assembly meeting from 1946 on. NBC-TV cameras captured the exciting debates of 1946, 1947, 1949 and 1950 at Flushing, Long Island.

In cooperation with the Ford Foundation, NBC-TV carried weekly summaries of last year's UN General



Viewers will again get these intimate glimpses of world figures.

Assembly in Paris.

"This year's United Nations telecasts will be one more example of NBC's public service programming," Barry said. "We hope before long that the face and personality of every statesman in the world will be as familiar to NBC viewers as the faces of their neighbors."

McAndrew in Charge

NBC-TV coverage of the UN General Assembly will be under the supervision of William R. McAndrew.

Cassidy will bring to his new assignment the experience gained as former director of NBC radio news and former chief of NBC's European correspondents. Cassidy served in most major European capitals, most of his time in Moscow and Paris. He has covered many United Nations meetings, including the 1948 General Assembly in Paris. He will go before the microphone and TV camera again on a regular basis as one of the network's featured commentators.

NBC's "Singing Guidette" Stands In for the Kate Smith Show

In show business, breaks come your way sometimes. And then again, sometimes they don't. And if they don't, you go back to Ashtabula and start all over again.

This almost happened recently to Marie Baxa, NBC's 23-year-old "singing guidette", except that she finally got her break and was proffered the stand-in job for the Kate Smith show. Marie had been working off and on in bit parts and solos during the Kate Smith Summer Show, "Matinee New York", but this was a better vehicle in which to show off her talent.

Studied in Cleveland

Marie is a mezzo-soprano, who was graduated from John Adams High School in Cleveland, Ohio. At 15, she wasn't sure whether she wanted to take up music or go into the nursing field. She chose music. And she attended the Cleveland Institute of Music, and Western Reserve University. She was graduated with a Bachelor of Music degree.

She gave recitals and concerts throughout Ohio; played summer stock for a while at Cain Park Theater in Cleveland Heights; then went on the air over WTAM, WHK in Cleveland. In the national company of "Kiss Me Kate", she was the lead's understudy for 10 months. The show closed in June, 1951.

Then in summer stock, she got the lead in "The Red Mill". She came to New York in August, 1951. She hit Number One Fifth Avenue on a talent-scout program, and as a result got a booking for a week there. Then she did some TV commercials and worked in some industrial films, but here . . . Marie's trail stopped suddenly.

Applied at NBC

Her finances depleted somewhat, Marie applied for a guidette job at NBC some seven months ago . . . and she got it. Since then she has been a guidette, tour cashier and played bit parts, thanks to auditions for Barry Wood and Uncle Jim Harkins.

Her singing background has been classical plus legitimate show music.



Marie Baxa

This summer Marie appeared three times on the Kate Smith Summer Show in solo work. What her future is, she can't say. But from where we sit, it looks good.

Policies Manual is Released by Central Personnel Office

A new "Personnel Policies And Instructions Manual", a leather-bound, loose-leaf type of manual, was issued last month to management officials and key supervisors of NBC. The manual sets forth the personnel policies and instructions of the Company.

"The manual is intended to furnish in convenient form," states Ernest de la Ossa, director of personnel, "basic information and instructions on personnel policies and practices which the Company has adopted to guide and control its personnel administration program. Some of the policies are written in broad terms, permitting latitude of application where advisable, and others are in the form of specific instructions and rules to insure equitable and consistent treatment of employees throughout the Company."

The manual, prepared by D. A. Rutledge, employee relations manager, includes six chapters, and the remaining chapters will be issued as they are prepared and approved.

Reciprocity: WNBC-WNBT-Motion Picture Industry Cement Relations

The first big push in a promotional campaign unique in broadcasting was started last month here in New York when Stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York signed a novel reciprocal promotion agreement.

The agreement, signed by Fred J. Schwartz, chairman of the Organization of the Motion Picture Industry of the City of New York, and Ted Cott, vice-president and general manager of WNBC-WNBT, is a campaign designed to encourage a new understanding and feeling of mutual cooperation between the two media.

Reciprocal cross-promotion plans will include listings on WNBC-WNBT of current and popular motion pictures, as well as special programs highlighting various features of the movie industry. OMPI will prepare, distribute and display trailers and posters boosting these programs in the participating theaters, which will number more than 500 and include some 30 theater chains.

In commenting on the new alliance, Mr. Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and the movies can work together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Mr. Cott said, "WNBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can assist each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

The campaign, which runs for a trial period of 13 weeks, subject to renewal, started on September 15 on WNBC and WNBT with a daily listing of popular movies currently playing in neighborhood movie houses.

AWARD

Frank M. Folsom Accepts Award from Legion for "Youth Wants to Know"

During the American Legion Convention in New York last month, National Vice-Commander Thomas E. Paradine presented the American Legion's first annual Television Award to NBC-TV's "Youth Wants to Know" program during the telecast time of 8-8:30 p.m. at the NBC Center Theater. Frank M. Folsom, president of the Radio Corporation of America, and Theodore Granik, founder-moderator of the program, received the twin citation award.



"Youth Wants to Know", the program on which teen-agers question a prominent public figure on current issues, was cited by Commander Paradine during the presentation to Granik for doing "the most to encourage the youth of America to take their rightful place in our democratic way of life."

In presenting the citation to Folsom, who accepted the honor in behalf of the National Broadcasting Company, Paradine thanked him for "placing at our disposal the facilities of your great company throughout the country in

order that the American public might see and hear this inspiring and educational document."

In his acceptance of the award, Granik stated that he was "moved and humbled by the great tribute." He added that "I hope that 'Youth Wants to Know' has really made a contribution to the cause of hard-headed practical democracy." He also stated that Folsom actually was the person most responsible for the program; and that Folsom was most encouraging and enthusiastic.

Without Youth . . . Nothing

Mr. Folsom, stated that it was a "thrill indeed to have recognition on a national basis for 'Youth Wants to Know'." He said, "We are very grateful to the American Legion and we hope that the National Broadcasting Company will make a great contribution . . . tomorrow, and day after tomorrow, and in the years to come, to the youth of America, for without them we have nothing."

Secretary of the Army Frank Pace, a special guest who was interviewed by the youngsters, congratulated both Granik and Folsom and said, "I think youth not only wants to know, I think youth is entitled to know, and that's why I'm here tonight."



Frank M. Folsom, right, president of RCA, accepts award from National Vice Commander Thomas E. Paradine. Moderator Theodore Granik, left.

NBC's Special Effects Merges with Staging Services

In connection with the further unification of radio and television operations within the networks Production Department, the Special Effects Department was merged with the Staging Services Department, effective September 1. Fred Shawn, director of production services, made the announcement.

"The consolidation of Special Effects and Staging Services," said Mr. Shawn, "gives recognition to the rapid development of special devices in the television field, both from the standpoint of economy in preparing the physical aspects of TV production and of greatly expanding the scope of in-

dividual presentations. Producers who have taken full advantage of new developments in special effects are both pleased and surprised at the results in terms of showmanship and budget. This integration of staging and special effects services under one head will provide closer coordination of development efforts and is intended to stimulate the effective use of economical scenic effects for all productions."

James Glenn, formerly Manager of Special Effects, is appointed Manager of Staging Services in the change. Mr. Glenn brings to his new assignment

long administrative and creative experience in the fields of photography, camera design, optical engineering and staging. He joined NBC in 1951. He replaces Benjamin Webster, who is entering the theatrical consulting field.

Reporting to Mr. Glenn will be Norman Grant, who continues as Art Director in charge of the design department; Walter Giebelhaus, Manager of Scenic Production; and all the personnel in the Special Effects Department. Mr. Glenn will continue to report to the Director of Production Services.

NBC's O. B. Hanson Sees TV As International in Scope

Chief Engineer-Vice President Tells Chicago Symposium That Compatible Color Will Also Be Added to Television

Television will become international in scope before long and compatible color will be added, O. B. Hanson, NBC vice president and chief engineer, told the Communication Division Symposium of the American Institute of Electrical Engineers in Chicago on September 12.

"Television as we know it today—a service of vast social, economic and political significance with a potential audience numbering tens of millions—is destined for still greater improvement and expansion," Hanson said. "It will become international in scope and, before much longer, we hope, compatible color will be added."

Surveying the advances made in both TV and radio broadcasting Hanson declared: Together with radio broadcasting, TV has become a shining symbol of America's vitality and the will of our people to extend science and industry for the greatest possible good and enhancement of our way of life."

Hanson looked ahead to future perfection of the tiny transistor which will improve any type of electronic apparatus now using vacuum tubes. NBC's chief engineer called attention to the fact that "more than 60 of the leading theaters of this country are equipped to present large-screen TV shows and special events. This means that theater

television is fast becoming a mass-audience entertainment medium. Moreover," Hanson added, "RCA is developing a color television projector for theater screens that is compatible with the black-and-white system now in use."

Hanson pointed out that "another important field is industrial television being developed on closed circuits, as contrasted to broadcast TV, and has the fundamental aim of extending human sight for the benefit of commerce, industry and education.

He predicted that only a few years from now "America will have 50,000,000 television set owners and there will be stations in range of nearly every community." He estimated the eventual number of U. S. TV stations at 2,000 linked in transcontinental and regional networks. "This will mean television service for practically the entire nation," he said.

Hanson traced the history of broadcasting from James Maxwell's original theory of ethereal waves in 1867 at the University of Edinburgh, through Marconi's achievements at the turn of the century in sending the first radio signals, to the birth of American radio immediately after World War I and the establishment of the National Broadcasting Company, America's first radio network, on Nov. 1, 1926. Han-



O. B. Hanson

son showed how, as Brig Gen. David Sarnoff had said, "The richest man cannot buy for himself what the poorest man gets free by radio"; how broadcast engineering came of age during the 1930s, and how during World War II networks "rallied the nation, broadcast vital information and helped to unite freedom-loving peoples everywhere in the single purpose of winning the war." Today "more American communities have a radio station than a daily newspaper. There are, in fact, more than 2,500 radio stations on the air in this country. Of these, nearly 500 operate on the newer frequency modulation channels."

Program Control is Responsibility of NBC Says Denny

Control over the content of radio and television programs is a responsibility which must remain in the broadcaster's own hands, in the opinion of NBC. Appearing as the network's representative before a House subcommittee, Charles R. Denny, NBC vice president, stated last week that self-regulation on the part of broadcasters is the only effective way of maintaining a high quality of service. Good taste cannot be legislated, he asserted, but must grow from an inner awareness and a continuing resolve to operate in the public interest.

Don Bishop Named TV Press Manager

Don Bishop has been appointed television manager of the Press Department, and Auriel Macfie has been named magazine editor. Bishop was formerly magazine editor. He will report now directly to Frank Young in the department. He succeeds Allan H. Kalmus, who resigned recently to join Lever Brothers.

Joseph Goodfellow Appointed

Joseph Goodfellow has been appointed to the position of Eastern Division Radio Spot Sales Manager. Mr. Goodfellow will report to the National Manager for Radio Spot Sales.

For Sale or Rent —

For Sale: One bird cage — used only one night — silver color. It's durable, strong and fairly attractive. Can be used for any type small bird. Can be seen if I am called. Price \$3.50. A real bargain. J. Harmady, Central Personnel.

For Sale: Crib and mattress (Edison brand new, never used in cartons). Cost at Bloomingdale's \$99.75. Will sacrifice for \$50.00. Wife of G.I. must return immediately to England to go to North Africa Air Base. Cartons are over allowable shipping size. Contact Bob McNichols, Room 521, PBX.

For Sale: Six-cubic-foot GE refrigerator, perfect condition, automatic defrosting switch, porcelain enamel finish. Asking \$100. Call ext. 8500.

For Sale: A Webster-Chicago phonograph, 1951 model, portable, three-speed. This phonograph is in excellent condition. The price is \$50. Call Ext. 8698, or contact Doug Johnstone.

People and Places

San Francisco, KNBC

KNBC's manager of News and Public Affairs, *John Thompson*, is doing an on-the-air stint as a vacation replacement for *Bob Letts* on the San Francisco commentator's nightly "California Commentary". Although it was his first mike work in years, Thompson responded like a veteran.

Dorothy Rankin (Jane Lee of KNBC's "Woman's Magazine of the Air") is back from a four-month tour of Europe. She reported back to her listeners via tape recording while overseas. *Ray Scherer*, NBC Washington commentator, was an overnight visitor to San Francisco in early September. Scherer was accompanied by a gent named *Adlai Stevenson*. Hollywood Veep *John West* came to the city for the opening of *Danny Kaye's* latest show.

The KNBC Newsroom is even more noisy than usual. Construction is well underway on a vest-pocket broadcast studio smack in the heart of the San Francisco news suite. Following its recent elevation (from 2nd floor to 4th) the news operation has been two floors removed from studio facilities. Completion of the new studio will provide the most efficient physical setup in SFSE history.

NBC, New York

Merchandising head, *Fred N. Dodge*, has other talents aside from selling . . . he surprised his guests at Chappaqua Lodge by preparing and serving his own culinary specialty of molasses baked beans. Messrs. *Heilweil*, *Keeling*, *Mantz*, and *Lane* were present with their wives. . . . *Jane Cuff* in the same department took time out to write a different kind of fan letter to *Art Scanlon*, who carries on "The Commuter's Hour" in early a.m. . . . Seems his new heiress and her sister's were born the same morning, and Janie thought the event called for special congratulations. Scanlon very nicely responded with a reply and his favorite recording for the day, "What is a Girl?"

New secretaries in O&O's Spot Sales are *Joan Berrigan*, *Ellen Lurie*, *Marjorie Conover*, and *Joan Levinson*. *Louella Beers*, Spot Sales receptionist, makes very attractive silver costume jewelry, and did you know that *Jane Bower* over there is an accomplished amateur organist? *H. Norman "Red" Neubert* has left the Company . . . over to Lever Brothers on Park.

Traffic's boss man, *Harry A. Woodman*, a grandpappy for first time. The new father, *Harry Jr.*, is in the Navy and at the time of his son's arrival was somewhere in the Mediterranean. *Joe Kennedy* of Communications enlisted in the Navy, and *Marilyn Kolodny* resigned Company to go to business college.

At O&O Administration office, *Don Richards* and *Judy Rivkin* joined staff, replacing *Joan Hollister* and *Frank Kahl*. New cost accountant is *Bob Ciasca*. *Ann Winters* joined group from TV Sales Planning and Research. *Tom Rowe's* new secretary is *Sarah Decktar*. *Henry T. Sjogren* has re-



At the outing from Continuity: *Joan Giorgi*, *Kay Henderson*, *Jane Crowley*, and *Ellen Koss*.

cently been appointed Controller of the O&O Division. *Ruth Gilombardo* recently departed, but her husband *Tony* has just been selected as a member of the first violin section of the Minneapolis Symphony Orchestra. O&O group are looking for them at Carnegie Hall some night soon.

Ed Morenoff and *Joe Maggi*, Duplicating, have left Company. Ed won a scholarship in physics at Columbia and Joe is returning to college. In the mailroom, *Howie Eldot*, on leave from Scott AFB, dropped in to say "hello" the other day. Howie has just completed an electronics course, and now will be shipped to advanced training base.

Marie Redling in Research and Planning had her blond tresses clipped and now sports a real shorty hair-do. You might call it a delightful cross between a feather bob and poodle cut . . . people there also had to look twice before recognizing *Fran Zabel* in her new hair cut. *Dorothy Brock* dresses up her desk with beautiful flowers from her home garden . . . her mother's pride and joy. For the benefit of those who don't know



Engineering the lights at the outing were: *Joe Sternioli*, *Bill Ahern*, *C. Westover*, and *Hans Sieburg*.

yet, *Emmie Hill* became the proud grandmother of a bouncing baby boy on July 21. "*Mimi Hoffmeier* had charge of costumes for "Our Hearts Were Young and Gay" up in Wilton, Connecticut . . . so if NBC be in need? Program Analysis represented at outing by *Jane DiLeo*, *Sheila Maroney* and *Ann Westerstrom*. Jane upheld dignity of the department by winning first prize in egg-and-spoon race. Some girls at outing tried to convince strayers from Navy Supply outing that they were from National Biscuit Company. *Bettye Hoffman* fast becoming an avid fan of tennis over at Forst Hills.

Impersonations in General Service

In General Service, a twin daughter, *Grace*, dazzled *Al LaSalle's* vision with a blazing sparkler on the third finger, left hand. *Bill Schmidt* mentioned, thru Co. C., in the N. Y. Telegram. . . . "Special feminine interest in Pittsburgh, Pa?" Clever impersonations of *Aldo Ray* by *Ellen Coughlin* and *Joan Johnston* since viewing movie "Pat and Mike" . . . fellows in 553 plead for interpreters. Wanted—a window. So, boys in Supply and Receiving contact *Mario*, scenic artist, and presto, a window, curtains, shade and even flower pots were created. Not to be outdone, *Charlie Zucker* competitively displays his "modern art" which he maintains is price-less.

Who beat who in TV Technical Operations? Messrs. *Close*, *Iorio*, *Rosar*, *Rose*, *Symanovich* and, of course, *Musselman* all became bouncing fathers this month. *Paul Frank* next to be married. *Priscilla Gaylord* replaces *Mary Jane Eggleston* in 501. Hats off to *Helen Kall Fowler*, the girl reporter from this section who has made the Chimes columns successful. At the outing *Florence Herrlich* spent her time looking for things she had misplaced. *Joan Mooney* is one of the many girls in TV Tech who has a fiance in Korea. Remember to send your Christmas packages early. They're remembering us.

Back From Honeymoon

In Stenographic, *Joann Walsh* and husband, *Jimmy* have returned from their honeymoon in Canada; set up housekeeping in Kew Gardens. *Patricia Kirk* of night staff, who has been married ten years, received an electric broiler from her fellow night workers on her anniversary. Recent outing brought out the sportsman in the husbands of *Jo Whalen* and *Irene Sniffen*. But *Jimmy Whalen* and *Arthur Sniffen* had a little difficulty manipulating their wives around the dance floor after an afternoon of baseball.

Joan Bacco in Controller to be hospitalized for an operation; may be out a month . . . a broken bone in her foot . . . fellow workers hope single internes are on duty. In TV Program Department . . . *Claire Tuthill* recently left for Virgin Islands to join husband. *John Utley*, formerly with Guest Relations. The Utleys will travel also to Europe, Hawaii etc. *Joe Culligan* newly added to staff of "Today". *Marylyn Evans*, *Bill Corrigan*, are California-bound to head up new Monday night dramatic half-hour.

At the outing from Continuity Acceptance were *Stockton Helfrich* and his wife; *Percy Smith* and wife, and *Joan Battaglia*. Outing must have been too much for Joan, as she was out sick with flu the following week.

Susan Lanci is new girl in Engineering. The girls of 612 stepped out to see hit show "Wish You Were Here" . . . were lucky enough to get autograph of the handsome trombonist *Bill Granzow*. NBC bid farewell to *John Mitchell*, who is now on his way to Ireland. *Granville C. Peers* has celebrated his 25 years of service and is anxiously awaiting the Bulova watch.

Trouble in Jersey

Kathryn Cole, Information Department's roving public speaker, visited the American Association of University Women of Plainfield, New Jersey in mid-September, and was greeted, unforgettably by one of the town's largest birds. The AAUW graciously offered to foot the cleaning bill. On Christmas Day, *Mr. and Mrs. Nicholas Luciere (Pat Denham)* are expecting addition. Pat left to make preparations. *Melba Thomas* from Personnel replaces her as *Anita Barnard's* secretary. *Rosemary Pfaff* is still traveling up and down coast of California. She wrote about Hollywood studios and *Dennis Day* show she attended. Rosemary's plane was forced down in New Mexico. That was only a golden opportunity to see some of New Mexico, and *Eileen Tobin's* nieces received an exciting folder of pictures from that state.

Swicker to Army

In Personnel, *Trinee Dick Swicker* received "greetings", and is now on the Army payroll. Best of luck to him and to *John Steeves* who moved across the street to McCann-Erickson. *Rita Marczak* a new member of the staff. *Hilda* and *Bill Roden* always summered at Trout Lake, New York, but now have left us for all-year-round living in this beautiful unhurried vacationland. Friends from all departments in the Company farewelled Bill at the Hotel Dorset and presented him with a 20-gauge shotgun to help supply him with venison for the times when we are all visiting Bill and Hilda.

In Guest Relations, President of the U. S. has extended greetings to *Don MacFarlane*, *Dan Anderson*, *Jack Tweedie*, while *Gene Listi* returns to his reactivated reserve unit in late September. We hate to see him go, but *Conrad Spohnholz*, *Ronny Spana*, *Diane Farrell*, *Herb Edgar*, *Suzanne Lawrence*, and *Paul Sikert* are all leaving the guide staff soon to return to school. Newlywed in the ticket department, *Joan Kohn*, says she plans to leave soon to make home in Miami, Florida. New faces: *Joe Fagin*, *Jim Moran*, *Charles Bornstein* on the page staff. *Ann Von Wening* and *Harold Morris* join guides. Special welcome to *Eleanor Bauman*, who is back. Playing charades round pool at outing, trying to act out "Birth of a Nation" were: *Kelly Light*, *John Beckel*, *Marty Beisch*, *Charley Hiller*, *Dave Hendry*, *Phil Kaljus*, *Larry Owen*, *Gregg Eaton*, *Al Manners* and *Al Landsbury*.

Merger in A & P

In Advertising and Promotion after separation of many months, the radio and TV groups have been reunited to the joy of most, but to the sorrow of a few. New titles for most everyone was one result, with the big improvement being the concentration



Here's Terry (Zuchetto) Garcia and husband after wedding. Terry was with Traffic Dept.

of activities from many points. Visions of the A&P gang at the outing: Footballers *Joe Wells*, *Mel Schlessel*, *Tom Dater*, and *Clyde Clem* romping for 10 minutes and limping for the rest of the day. . . . *Hope Shinkoff* putting everything into her twinning stint as a softball pitcher . . . big *Jack Halloran* ducking anyone he could find in the pool, particularly his writing cohort, *Pat Gabany*. *Frank Macauley* zipped up in his M-G after missing the bon-voyage party for Bermuda-bound vacationers. *Muriel Smith* and *Joan Culette*. A big fishing party took place on Sunday, the 14th, as *Ed Antonioni*, *Walter Van Bellen*, "Col" *Clem*, ex-NBC adman *Lorin Myers*, and others floated off Montauk, pulling in tuna. Understand at least 20 were hauled aboard. *John Hurlbut* is getting that worried look as he contemplates the house-warming coming up when he moves into new home. *Pat Steel*, famous writer of "Advice to Copywriters", received a note from England that laid it on a bit thick by saying, that his literary masterpiece was the best written thing from America since the dollar bill.

She Cooks Too

Muriel Kishkill from Music Department, and one of recent brides there, proved her abilities as chef and housekeeper at a dinner she gave for girls. Picnic was relaxing and full of fund and good food—according to *Edwin Dunham*, *John Plummer* and *Frank Heffer*, Music's only reps there. In new jobs: *Joyce Steger* in record library WOR; *Barbara Holbert* as assistant to a vp at BMI; *Phyllis Nelson* (Frawley) as show-girl at the Copacabana, and *Ava Porter* as secretary in the Sloane House.

Treasurer's Department well represented at the outing. Girls were charmed by *Joel Stivers'* pleasant company. *Bill Williams* recently drove up to Hanover, New Hampshire with his son, who is beginning his senior year at Dartmouth. *Herb Schumm's* pipe has been smelling sweetly lately . . .

must be filling with marshmallows. With their fine talent for singing, *Henrietta Grice* and *Bill Williams* have been hiding their candles under a bushel. Should be in front of mikes, instead of behind scenes. *Ernestine Thomas* becoming quite a decorator using postcards from friends to create a new wallpaper design.

Over at Scenic Production, "Lippy" *Ohrynowicz* is hoping to pilot the "5/9 Flats" into clinching this year's bowling pennant. *Walt Giebelhaus* sprained his ankle playing fire engine? Warmest congrats to *Joe Rothenberger* on his new job . . . also a mention for our four charming student designers . . . *Alan Summers*, *Frank Schneider*, *Frank "Scotty" Piscioti* and *Harry Miller* . . . fame has come to the make-up department in the form of *Jo Trehey* for her work on General Eisenhower, among others . . . the sudden noise emanating from our Design Section is caused by the arrival from RCA of *Ann Higgins*, secretary to *Cliff Stiegelbauer*.

PROMOTIONS

- Robert Garber, to Supervisor Tour Opers.
- Thomas Henry, to Watch Engineer
- Maria Crafa, to Eastern Sales, Radio Trainee
- Richard J. Hayes, to National Sales Traffic Supv.
- Robert Ciasca, to Cost Acct. Supervisor
- Seymour W. Zelkind, to Desk Clerk
- William M. Morris, to Alternate Supv. Rec. Staff
- Ernest White, to Scenery, Painting Evaluator
- Julia Cohan, to Secretary III
- Marilyn Bradshaw, to Senior Statistician
- Martin Meaney, to Radio Facilities Grp. Engr. 3
- Michael Ase, to Floor Manager
- Doris Taylor, to Secretary III
- Arthur J. Burke, to Billing Supervisor
- Helen Galanis, to Billing Clerk
- Mary Ann Winters, to Secretary I
- William McCauley, to Property Evaluator
- Monica Christenson, to Traffic Supervisor
- Jane Shortway, to National Sales Traffic Supv. TV
- Ann R. Becker, to Secretary III
- Henry Knaup, to Cutting Room Assistant
- Grace Baker, to Secretary III
- Robert MacDonald, to Junior Writer
- Joan M. Hayes, to Executive Secretary
- Dickson F. Ward, to Director, Color TV
- Robert Butterfield, to Cameraman's Assistant

NBC Marriages:

Margo Robbins, KNBH, to Michael P. Risk.

Alice Goldberg, KNBH, to Allan Gardner.

Bill McCauley, Scenic Production, N.Y. to Laurie Callahan.

Otis Riggs, staff designer, N.Y. to Joan Peterson.

Pat Craig, KNBC-San Francisco, to Jim Covell. Pat is secretary to George Greaves.

Carole Becker, Guest Relations, to Robert House on October 11.

Betty Stewart, New York Central Personnel, to Walter Farnham.

Addie Schubert, Engineering, to Lee Taylor.

Terry Zuchetto, New York Traffic Department, to Kenneth Garcia.

Bill McMurray, Engineering, to Theresa Brukalo on October 4.

Red Donohue, TV Technical Operations, married last month.

George Iseda, Engineering, to Ruth Kawakami.

Joanne Clancy, Guest Relations, to Vance Cheek on October 18.

NBC Engagements:

Joan Duggan, New York Traffic Department, engaged last month.

Carol Goldberg, New York Stenographic Department, to Paul Blau.

Irene Molivar, TV Technical Operations, engaged last month.

Ethel Pont, New York Controllers, to Rene Perry of Paris.

Jack Landis, New York Research and Planning, to Sandy Penton.

Elvira Polesi, New York Merchandising, to Norman Hansen.

NBC Births:

To Tom Rowes, New York O&O, twin girls, July 2.

To Dave Waters, WNBQ, a daughter, Kimberly Marie, August 10.

To Dick Templetons, New York O&O, son, Howard, July 8.

To Steve Woznicas, Treasurer's, daughter, 7 lbs. 9 ozs.

To Martin Percivals, Spot Sales, girl.

To Bob Wilbors, TV Program, boy.

To Greg Garrisons, TV Program, girl.

To Joe Petits, Engineering, boy.

Robert.

NBC Vacations:

Steve Matthew, traffic, and wife, to Vermont.

Russ Strebel, Traffic, and family to Maryland.

Ed Wilbur, TV Technical Operations, and wife, to British Columbia.

Anne Pacurar, TV Technical Operations, to Grey Lock, Canada.

Noah Sprecher, TV Technical Operations, to Nova Scotia.

Charles Townsend, TV Technical Operations, "up north".

Ann Kramer, TV Program, to Hidden Valley Ranch, Lake Luzerne.

Warren Simmons, New York Personnel, to Puerto Rico.

Liz Bernard, Research and Planning, flew to California.

Donald Bartsch, Duplicating, to upper New York State.

Helen Gonzalez, Duplicating, to White Sands, S. I.

Charlie Atlee, Duplicating, to Jersey Shore.

Bill Lynch, Mailroom, to "wilds of Huntington Beach."

Walter Einsel, Adv. & Prom., to Nova Scotia.

Marge Wilcox, Adv. & Prom., to Minnesota.

Ray Johnston, Adv. & Prom., to Block Island.

Tom O'Connell, Treasurer's, to Beach Haven, New Jersey.

Adrienne Sellitto, Treasurer's, to Catskill Mountains.

Muriel Reimers, Treasurer's, to Catskill Mountains.

Phil McEneny, Scenic Production, to Bermuda.

Jim McCann, Scenic Production, to Nantucket.

Jim Russell, Scenic Production, to Mexico.

Pete Bonardi, Scenic Production, to Florida.

Dick French, Scenic Production, to New England.

Peggy Herzog, Mary E. Raine, Scenic Production, to Canada.

Rapid Film Processing

A rapid processing of 16mm kine-scope recordings is now available in New York, according to Frank C. Lepore. A 16mm composite print (single system) is available approximately five minutes after the completion of the recording. Any editing required on the print naturally increases this time.

Notes from NBC Chicago-WMAQ

New Faces

A couple of new staffers have reported out here — one, Dan Curtis, a transferee from New York Syndication Sales, has joined our Sales Reps. Bill Yonan, former ABC (you should pardon the expression) network sales executive, will fill the newly-created post of coordinator of sales service. The purty title means that Bill handles sales promotion, research, merchandising and exploitation for NBC radio net clients.

Familiar Faces

Lt. Reinald Werrenrath, Jr., has returned to his TV directing chores after two years aboard aircraft carrier. After three-month leave, another TV director, Frank Pacelli, is back; he spent summer directing Chevy Chase Summer Theater, Wheeling, Ill. Harry Kopf, v.p., back from Bermuda looking healthy. Staffers here weren't sure whether to salute or say "hello" when attorney Tom Compere and TV program manager George Heinemann got back from vacations. Compere, with permanent rank of Lt. Colonel, spent his on active duty with reservists, and Heinemann, a Lt. Commander in Navy Reserve, spent his two weeks as operations manager with Navy Air Squadron, Glenview, Calif.

Get Out and Vote

If every one of NBC-Chicago's 470 employees doesn't cast a ballot on November 4, it won't be the fault of Hal Smith, NBC-TV network promotion manager. Hal originated and now heads the "Get Out and Vote Campaign for NBC-Chicago Employees." Committee has had special stamp made to mark all pay envelopes with reminders to vote. In addition, Harry Kopf has sent a personal letter to all employees telling exactly how, where, and when to register. Besides Smith, committee members include Glenn Uhles, personnel manager, Marion Denniston, assistant to Smith, and Junious Zolp, NBC-TV network salesman and president of NBC-AA.

Members of the Press Department are smugly ensconced in their newly refurbished suite of offices on the 19th floor of the Merchandise Mart.

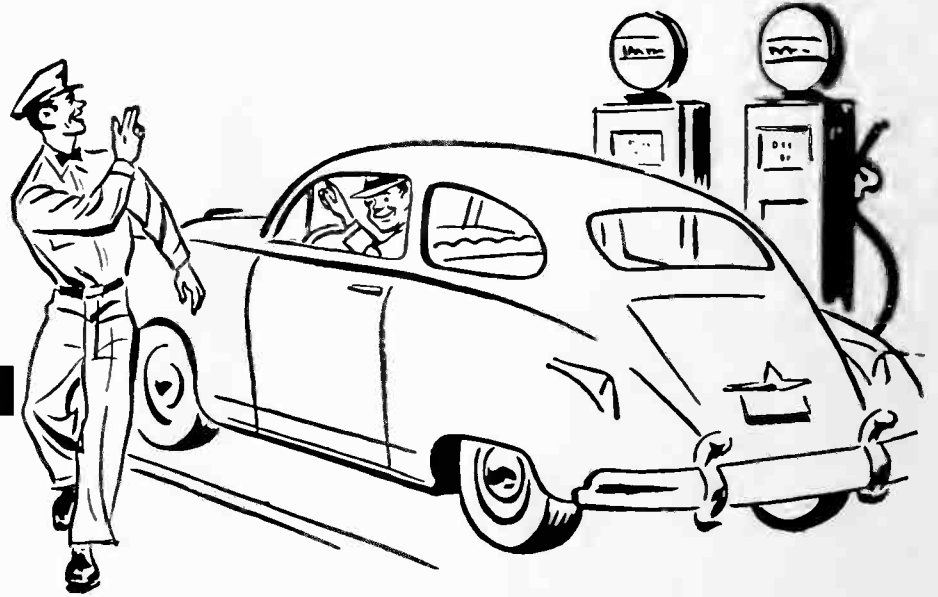
"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



Nobody knows for sure how it started—this line about "See you at the Polls!" we're hearing all over these days.

Best explanation seems to be that it came from that state candidate out west. . . . His opponent in a debate got all riled up and challenged him to fight it out in the alley.

But he said—"I'll settle this the AMERICAN way—I'll see you at the polls!" And the audience picked up the chant.

Now everybody's saying it—and on Nov. 4 everybody will be *doing* it!

"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"

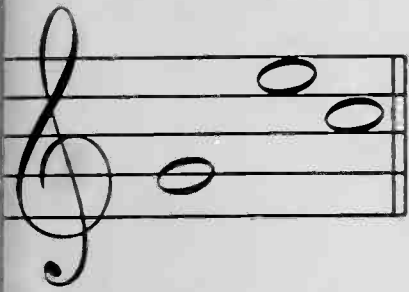


NBC

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NBC



CHIMES

NOVEMBER • 1952



His was the First Show —

At Burbank TV Studio Opening

— See Page 11

NBC



CHIMES

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Ernestine Thomas, Treasurer's
Mary McNulty, Purchasing
Grace Anderson, Personnel
Mary Heller, General Service
Tom Henry, Air Conditioning
Charlie Atlee, Duplicating
Bill Lynch, Mail Room
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Roberta Graham, Plant Operations
Sheila Hirschman, Plant Operations
Dolores Blye, Sound Effects
Louise Goralski, Broadcast Operations
Blanche Gauronska, Staging Service
Terry Colasacco, Film & Kine Operations
Joan Bentz, 106th Street
Pat Powers, TV Program, RKO
Anne Koyce, Talent & Program
Joan Levinson, Program Services
Nora Weinraub, Music

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Don Richards, Administration
Wini Schaefer, WNBC-WNBT
Bill Cothran, KNBC
Bob Pelgram, KNBH
Mary Karr, WMAQ-WNBQ
Charles Hutaff, WFAM-WNBK
Robert Adams, WRC-WNBW

Engineering:

Marjorie Marshall, Engineering

IN BRIEF

We are hoping that all eligible voters who work here at NBC will be out there voting Tuesday (November 4). It's a holiday as you must know by now.

Marty Cohen, coach of the NBC basketball team, tells us that the beautiful gals of the Kate Smith unit have volunteered to be on hand as cheer leaders for the NBC basketball team this season. The morale and blood pressure of the team have gone up 100 percent.

We are publishing an unsolicited letter from Warren Cromwell, press, on page 14 this month, which should prove of interest to all. It's in connection with the coming of an X-Ray mobile unit to NBC. "Because of my own experience," says Cromwell, "I urge as strongly as possible that every employee of NBC visit the mobile unit on November 5 and 6."

Almost half of the four-page "After-Hours" column in the current (October) issue of *Harper's Magazine* is devoted to a highly praiseworthy critical analysis of "Victory at Sea", the joint public-service program of NBC and the U. S. Navy, which started on NBC-TV Sunday, October 26.

For a simple lack of space on our masthead, we have not included credits for the photography appearing in this magazine. But for your information, most of it is done or has been done by the excellent staff of men working for Sid Desfor, who heads up the photo department.

They have a new way of getting rid of the "old meter" taxis these days. Seems Frank Kelly, head of the Film Library Service, was riding such a cab over the Triboro Bridge last week when the axle broke and the front wheels fell off. Nobody hurt, but cabbie still insisted that Kelly pay the metered fare. Needless to say, Kelly did not pay; hitch-hiked across the bridge for free.

Jeannette Kriendler (Mrs. Peter Kriendler), office manager of Radio-TV News and Special Events Department, doesn't believe in taking a quick "flyer" of Europe when she takes a

vacation. She does it in leisurely stages. She and her husband have just returned from their fourth visit to Europe. Visit Number One took them to Great Britain, Southern Italy and France. Visit Two they spent in Holland, Belgium, Denmark, Sweden, Norway, Scotland. Visit Three was spent in Switzerland, Northern Italy, Austria, Germany, Luxembourg. And this summer they went to Portugal, Spain, Northwest Africa. "Spain," she said, "was the biggest surprise to me. It's very pleasant there. And the Swedish people and their pace of life seemed most like that in America."

Department of Loose Ends: NBC Advertising Department (art, production, audience promotion) is now located in Room 301, while Sales Promotion holds out in Room 704. Also, Merchandising Department is now located in The Center Theater Building.

KNBH-Hollywood correspondent tells us that "... one of the most popular producers around the studio is Jim Kilian, who, after a tour of the flower marts in downtown Los Angeles, frequently shows up with a spray of orchids for every girl in the plant. . . ." Now we were just meditating on this the other day, and if we were to make a tour of the "flower marts" around the RCA Building, such a feat would cost us in the neighborhood of \$4,000. So, we have settled on a less extravagant, but cheery "Good Morning".

We forgot to mention that Bob Smith, TV Field Operations, was the man operating the camera on the cover picture on the October CHIMES. Bob was a new papa on September 21, and his neighbors in Long Island City are not only calling him "papa" . . . but "cover boy".

At KNBC-San Francisco annual outing, 25-year-service watches were awarded to Kathleen Moore of Music Rights; to Oscar Berg and George McElwain, engineers; and to General Manager Lloyd E. Yoder. Yoder, incidentally, had to arrive at the outing a bit late after he officiated the same afternoon at the Stanford-Oregon State football game.

NBC News Roundup..

A Third Anniversary

Last month, on October 7, President Joseph H. McConnell celebrated his third anniversary as president of the National Broadcasting Company. Under Mr. McConnell's direction, plans for the reorganization and enlargement of NBC in all spheres of its operations have been blue-printed and executed during some of the most troublesome times ever encountered by the radio-TV industry. During his presidency, NBC has experienced its greatest period of expansion in both the radio and television fields. Mr. McConnell was elected president of NBC on October 7, 1949, by its directors upon the recommendation of Niles Trammell, its former president, who then became chairman of the board. To his new post, generally conceded to be the Number One job in the industry, Mr. McConnell brought the experience of an outstandingly successful career in law, finance, and business administration.



Joseph H. McConnell
He celebrated third anniversary as NBC president.

"Billy Budd" Scores in TV Bow

NBC's opera season opened on October 19 over the television airwaves, and Benjamin Britten's "Billy Budd" was its first presentation. Critics were extremely praiseworthy of the performance. Said the *N. Y. Times'* Olin Downes: "It is by far the most successful televising of an opera performance that the writer has seen. The effect has every advantage that can be anticipated of a televised spectacle and none of the disadvantages . . . the ensemble throughout was admirable. There were never too many figures in a scene . . . it must be said that the sum total of this presentation represented a new level in the television of opera and a triumph for all concerned in the presentation."

"American Inventory" Program Cited

The Laymen's National Committee for National Bible Week has cited NBC's "American Inventory" as "an outstanding television program interpreting sound and decent principles of human behavior, as exemplified in the Bible, in terms of today's world."

"Mike Monrobot" . . . The Brain

On Election Night, Tuesday, November 4, radio listeners and viewers in America will meet Mike Monrobot, NBC's "electronic brain," for the first time. Mike is the fastest — not the biggest — electronic computer in the country. From his place in one corner of NBC's election night headquarters (Studio 8-H, Radio City, New York), Mike will help predict and prove the outcome of Presidential and state elections at the earliest possible hour. Morgan Beatty, noted news commentator, will be beside him to interpret the figures and calculations to the viewing and listening audience. Mike looks like an office desk with an adding machine and an electric typewriter perched on top.

"Camel Newsliner" Covers Candidates

NBC last month chartered a "Camel Newsliner" airplane to provide faster and more colorful pictures of the Presidential campaign. The films taken from the "Newsliner" were shown nightly on the Camel News Caravan over the NBC-TV network. The "Newsliner" is an amphibious, Widgin airplane. Bill Birch, acting manager of NBC-TV News in Chicago, was the cameraman aboard.

"Howdy Doody" Is Overwhelming Favorite

In a poll just completed by *TV Guide* magazine in New York, Howdy Doody was named "overwhelming favorite" by the small-fry electorate, who were voting for the "president of kids". The magazine had invited parents to report on their children's reactions to TV shows. "Howdy" was stated to be the overwhelming favorite of most of the children.

New Sales Device for "Today"

The NBC-TV early morning news and special events show, "Today", with Dave Garroway, will offer potential sponsors a new sales device for seasonal saturation campaigns during the period of November 3 to December 24. From a TV camera shot of the world's largest Christmas tree in Rockefeller Center, New York, the camera will dissolve to Dave Garroway at his news desk looking at a tiny tree banked with wrapped gifts at its trunk. Dave will then unwrap a package and tell his vast audience the advantages of having a sponsor's product under someone's tree this Christmas.

NBC-TV Football Next Saturday

NBC-TV will carry over its networks next Saturday, November 8, one of the best games of the week . . . Oklahoma versus Notre Dame at South Bend.

In This Corner



"Uncle Jim" Harkins

WHEN a kittenish ingenue, seeking a TV spot, calls up NBC's "Uncle Jim" Harkins in his rumpled, cubbyhole office on the 28th floor of the RKO Building, and says, "Guess who this is." Uncle Jim, who has auditioned probably over 15,000 "hopefuls" in his day, furrows his brow, raises a bushy Hibernian eyebrow, and answers simply and logically . . . "Who?"

But this simple, straight-from-the-shoulder answer belies the man. His mind is more complex than this. He knows "who this is". Uncle Jim probably has more new and old acquaintances in the theatrical and radio-TV business than any other man alive, and so he tells the young applicant to appear at the Fraternal Club Tuesday afternoon for an audition. This sort of thing goes on all day long in a hectic give 'n' take between malnourished stage-struck kids and a man who knows malnutrition well from his earlier vaudeville days.

James Patrick Aloysius Harkins, 64, and gray (except for his John L. Lewis eyebrows), is NBC's assistant TV talent procurement expert, and has been since September 1, 1949. As such, it

is his job to seek out auxiliary talent for NBC shows and to audition voluntary talent when it appears. It appears all day long. Uncle Jim's office door is always open . . . no receptionist, no secretary. Applicants, magicians, ventriloquists, potential Lily Ponses walk in and out continuously. His memory of names, places, events is his file cabinet, and his glib, witty manner makes the contact. "Of course, I have a table reserved at the Automat too," Jim said. He seldom fails a talented young aspirant on some job, but if he does, the applicant is happy about it. That's Jim's way.

The endearing sobriquet, "Uncle Jim", came to him . . . just naturally. The nickname somehow describes the man. Jim is a big man. He has a big frame (6', 215 lbs.), big feet, big hands, big, deep voice . . . but most important, a big heart. Hard knocks and a warm heart taught him to know the other fellow's point of view and he's never forgotten it. He takes especial delight in helping really talented young amateurs. "See this file here," he said. "I've got enough names of good singers in here to fill every TV

show in the country until 1967. It's too damn bad, but what can you do?" With so few spots in which to place them, it's amazing he places so many. The phone rang again. A "friend" wanted a couple of tickets. Jim took care of him. "I've got honey in my throat, and larceny in my soul," he said. "Maybe he'll help me out some day."

From Trucks To Stage

Jim Harkins was born across the street from Independence Hall in Philadelphia in 1888. His father, William Harkins, was a theatrical transfer truckman, and at 13, Jim started driving his father's trucks. At 17, after taking part in many club and church minstrels, he walked off the truck and right into "Fred Irwins Big Show" at \$25 a week. His stage career had begun. He traveled the southern "malaria" circuit; was a "spotlight singer" in a couple of movie houses in Washington. In 1910 he married Marian Harrison, a vaudeville actress. From 1913 the act of "Jim and Marian Harkins" was booked in vaudeville houses all over the world until 1921 when Jim quit the stage to become a chiropractor with an office in New York. He catered to the theatrical profession, until he went broke in 1926 from too much business "on the cuff".

A robust, non-drinking man, but a chain smoker, Jim is an avid devotee of chiropractics. "May have some toothpaste in the medicine cabinet at home in Flushing," he said, "but that's about all." This devotion began in his earlier vaudeville days when mysterious migraine headaches plagued him constantly. They were cured completely by a chiropractor in Iowa, although Jim was a reluctant patient. "At the time," he said, "I thought the doc had snapped my neck, but I haven't had a headache since. That's 30 years ago." Jim even went to the Palmer College of Chiropractics in 1921. "When my headaches disappeared, he said, "I felt like a reformed drunkard; I wanted to tell the world about this chiropractic business." Mr. Palmer, president of the college, has called Jim a "prince of a fellow", but has never alluded to his ability as a practicing chiropractor.

Discovered Red Skelton

Jim and his wife returned to vaudeville until 1930, when that form of entertainment folded. Then Jim started to promote dance marathons around

(Continued on page 16)

An Educator Looks At Television

A Consultant to NBC's "American Inventory", Mrs. Mildred McAfee Horton Takes a Healthy Approach to Education on the Medium of TV.

A STAUNCH supporter of television as a medium for elevating the educational and cultural tastes of the American people, Mrs. Douglas Horton does not incline towards cynicism about the industry's present programming or the future of such programming.

In the Horton's sunny Gramercy Park apartment the other morning, Mrs. Horton said, "There are those, I know, who feel that some TV programs are pointless, and depending upon one's tastes, perhaps some are. But compared with other types of American media, the conscious trend in radio and television programming over the past few years has been a wholesome one. And I have noted this trend as a good one for the public as a whole."

A distinguished educator, Mrs. Horton was president of Wellesley College from 1936 to 1949, during which time she had the unique distinction of being the first woman ever to be commissioned by the U. S. Navy. She was placed on active duty in August, 1942.

as a lieutenant-commander when she became director of the Navy's Women's Reserve, known as the WAVES. She resigned after World War II in February, 1946, with the rank of captain, and was awarded the Distinguished Service Medal. She is remembered with great respect by the personnel of the Navy WAVES, as well as by the alumnae of Wellesley College.

In December of 1950, Mrs. Horton was elected to the board of directors of the National Broadcasting Company, and she is the first woman ever elected to the board of NBC. She succeeded Edward J. Nally, who retired because of age. The following year, in October of 1951, she was elected to the board of directors of RCA, succeeding Arthur E. Braun. She is also vice-president of the National Council of the Churches of Christ in the United States.

Mrs. Horton has been able, from a depth of such educational and guidance experience (backed by a keen sense of humor), to look at television



Mrs. Douglas Horton

objectively . . . with particular attention given to the new medium's cultural impact on our American civilization today.

"In fact," she said, "TV has been taking quite a bit of my time lately, but I feel it's worth it." The Hortons, who live at 52 Gramercy Park, have acquired a TV set, and they have found it "fascinating". Dr. Douglas Horton, her husband, is Minister and Secretary of the General Council of Congregational Christian Churches. Her father, the late Dr. Cleland Boyd McAfee, was one time moderator of the General Assembly of the Presbyterian Church, U.S.A., and her two sisters are both active in the Presbyterian Church.

"I am convinced," she said, "that good art negates bad art, and that television programming, now in its formative and transitional stages, will continue to grow more wholesome as the months pass. There are evidences of this trend already: in the presentation of opera; the symphonies; the coverage of the U.N. Assembly, Conventions, and the coming elections; and in the panel discussions. In the TV sports programs there is a healthy attraction in the true American tradition. Then there are special programs of social significance, such as 'It's a Problem' and the 'American Inventory'.

"All of these programs are slowly but surely raising the tastes of the American people whether they like it or not. NBC, for instance, is making a conscious effort to intersperse culture and education even in its entertainment programs. Granted many may turn the better programs off. But who

"American Inventory" was cited last month by The Laymen's National Committee for National Bible Week as "an outstanding TV program."



“... we can thank the media of radio-TV for the broader education they are giving Americans . . .”

are we to say right now that even a slight exposure to the news hasn't left the American public with a modicum of curiosity or hasn't evoked a desire to learn more about such programs and their messages? Curiosity, after all, is the beginning of education.”

That is one reason why Mrs. Horton was happy recently to be made a consultant to NBC's "American Inventory" series of programs.

The "American Inventory", an experimental television adult education program series produced jointly by NBC and the Alfred P. Sloan Foundation, can be seen weekly on Channel 4, Sunday at 2 p.m. It is a half-hour program, and produced by Teleprograms, Inc., a non-profit corporation set up by the Sloan Foundation. Now in its second year, "American Inventory" has presented such programs as "What Makes Us Tick?", which dealt with women investors in America; "Social Security"; "Why Wait for a Million", an on-location film story of Thayer Hospital in Waterville, Maine, a small hospital that has attracted increasing attention for its successful hospital-community relations.

Recently, police officials of Minneapolis, Minnesota, and Milwaukee, Wisconsin, requested kinescopes of an "American Inventory" telecast. The particular program dealt with hoodlum crime and was entitled "The Cop on the Beat". The story was largely devoted to finding out what happened to that "vanishing American . . . the cop on the beat". Sid Chief of Police Thomas Jones of Minneapolis, "The story as depicted in the film you presented is particularly apropos of the problem we face in the city of Minneapolis." Chief Jones wanted to present the film to various businessmen's luncheon clubs in his city.

Mrs. Horton said that it is programs like the "American Inventory", interspersed among the lighter TV programming, which will give balance to the TV-viewer's diet, and which will eventually cause the American public to think more deeply about its everyday problems.

"We must remember," Mrs. Horton said, "that in America in our fathers' generation and grandfathers' generation, only tiny segments of the populace had any advanced education. But

today, with mass media—such as TV—the relative proportion of informed citizens is much higher. Advanced education in the old days was for the relative few. There were not so many who had the insight into politics, for instance, that the American public has today. We can thank the media of radio and television in many ways for the broader education they are giving our American people today. It may not be the specialized education of old, but the potential of better education for all is there. In some foreign countries the bulk of the population knows nothing of their governments or of the men who run them. In America this year, some 70 million persons are said to have followed the two political conventions closely on television. The same will be true of the approaching elections.”

When the Sloan Foundation people first approached its idea for an educative program, Mrs. Horton said, they wanted to take a look at the positive aspects of the economic and cultural American civilization, and then present their findings visually to the American people. As an experiment and as a standard TV program, the "American Inventory" has received a favorable reaction. "Lectures as such," Mrs. Horton said, "do not appeal to the vast majority of the people. It is through interesting programming of the 'American Inventory' type that we can hope to win and hold a vast audience.

"I found in my own household one Sunday—and young people were present—that an 'American Inventory' pro-



William Hodapp, executive producer of "American Inventory" series.



The NBC Symphony is just one of them. Others include opera, panel dis-

gram, the theme of which was Labor and Management, held everyone fascinated throughout the whole half hour.

"Mr. Hodapp (the program's executive producer) has accomplished a wonderful job on the whole series. I believe he plans some more interesting programs in the near future . . . one on foreign students in the U. S. and the community theater-group progress in America."

The program has a small budget, and the staff of five must work many weeks in advance to meet its weekly Sunday schedule.

Mrs. Horton, who follows a busy weekly schedule herself in speaking, writing and business commitments, is a warm, friendly person . . . and expressive. She has frank, but smiling dark eyes. She does not give the impression of being a busy person at all. She is relaxed. And if there are "idea men" in business, she is certainly the womanly counterpart.

"I have no illusions," she said, "that we will prod everyone in America by TV or any other medium to see an opera or appreciate a fugue . . . or even look at the 'American Inventory' program. But I do think the television industry is consciously trying to improve its programs and elevate the tastes of the public, and this is a job for the industry.

"I feel that any attempts by the government to set the standards of taste



ational and cultural NBC programs, political coverage, and U.N. coverage.



"The Early Years" was one presentation of the "American Inventory" program. Dr. Myrtle McGraw, left, teaches human growth and development.

for the television or radio industries would be ill-advised. We live in a complicated society, but society can't be governed by legislation entirely. It has been the American tradition that the peoples' natural reactions will eventually stifle anything offensive to good taste and decency.

"Crime programs, of course, are of concern to the legislators and to many parents and organizations. Yet the programs I have seen follow the age-old patterns, with Good winning out in the end. These dark aspects of life can't be legislated out of the lives of children or adults. You don't protect children from intrigue and exposure to crime by forbidding its portrayal entirely.

"Discriminating American parents are already controlling the time children spend in watching television," Mrs. Horton said.

"Good and wise parents see to it that their children do not consume too much of any one thing. And these same parents, if they consciously work at it, set the standards of taste for their children in all approaches to adulthood.

"We might point out too, as Mr. Denny of NBC did recently, that only 2.7 percent of NBC fall programming is devoted to crime and mystery."

Mrs. Horton was enthusiastic about NBC's policies relative to race relations. "If for no other reason, the

medium of television is good because it has taken forward steps in the field of race relations in this country. In this instance alone it can prove itself effective in the mass education of Americans. NBC's racial policy on TV has been good. It has taken the lead in eliminating the stereotyped characters from its shows . . . the stereotypes which in the past have belittled certain races and creeds and minority groups.

"All of this, of course, is the work of the educator, the colleges, the churches, and the universities, but TV is a magnificent instrument for carrying their teachings to the American home.

"There is a question in my mind as to whether private educational institutions, allotted these new UHF channels for telecasting educational programs, can cope with the manifold TV problems which have already been solved by the networks and their trained staffs. The expense and mechanics alone of such a project should discourage any university president today — except possibly a huge state university. And even here it would seem more sensible for the state universities to use their taxpayers' money in buying its 'educational time' on the already-existing private networks instead of building and manning new stations. Then educators could compete with the commercial program."

Mrs. Horton's concern with the

sociological influence of television on people stems from her first interest in sociology when she taught it as a subject at Tusculum College in Greenville, Tennessee. She started her career there as an educator when she was made professor of economics and sociology.

She was successively dean of women at Centre College in Kentucky, executive secretary of the Alumnae Association of Vassar College and dean of women at Oberlin College. She holds 19 honorary degrees from universities and colleges. A past president of the Association of American Colleges, and a past member of the U. S. National Commission for UNESCO, she is a director of the New York Life Insurance Company and a trustee of the New York Public Library. She is a member of the boards of several colleges in the Orient. She is a trustee of the Packard Junior College and of the Northfield Schools.

Mrs. Horton was graduated from Vassar College in 1920, and she received the M.A. degree from the University of Chicago in 1928.

Throughout her entire career in the education field, Mrs. Horton has maintained a forward-looking, open, and healthy attitude toward all facets of American education, and communication among men. Today, her attitude toward this new, big and complicated medium of television is just as forward-looking, open . . . and healthy.

NBC Sponsors, Number Two:

Reynolds Metals Company

From a Small Company, Manufacturing Cigarette Foil, Reynolds Has Become the Second Largest Producer of Primary Aluminum

REYNOLDS Metals Company, a comparative newcomer (October, 1951) to our NBC radio-television networks, was founded in 1919 by Richard Samuel Reynolds, now chairman of the board, and a nephew of R. J. Reynolds who started Camel cigarettes. The company was founded as the U. S. Foil Company, and began producing foil materials for packaging tobacco and cigarettes. Since that time the Company — now the Reynolds Metals Company — (subsidiary of U. S. Foil Company) has continually pioneered in the production, printing, and promotion of packaging foil. Today, Reynolds operates the biggest, most advanced aluminum foil operations in the world. To Reynolds goes much of the credit for the hundreds of packaging applications of aluminum foil. And they still believe down at their sales headquarters in the bluegrass country of Louisville, Kentucky, that "we have just scratched the surface".

But foil packaging was just the beginning of Reynolds Metals. In

1928, it entered into the manufacture of aluminum powders, and acquired Fulton-Sylphon Company of Knoxville, Tennessee, leading manufacturers of metal bellows and control devices. Later, it acquired the Robertshaw Thermostat Company, and still later, other important subsidiaries and affiliates. Reynolds had begun to grow. It had become in the early Thirties a sound, successful business, a growing business; its plants were clear of any mortgages: dividends had been paid regularly through the depression years . . . when a big decision was made by its board of directors in April of 1940. The board was convinced that immediate aluminum expansion was necessary to meet the coming needs of war, and that it was of utmost importance to establish Reynolds' own supply for raw materials.

Five months and 28 days after ground had been broken in a cotton field in Alabama, now known as Listerhill, Reynolds was pouring its first "pig" at one of the country's most modern plants, with an annual capacity

of 100,000,000 lbs. of virgin aluminum. When Pearl Harbor was attacked, this energetic, far-seeing company had a capacity for 160,000,000 lbs. of primary aluminum ready for war uses. This supply helped in great measure in prosecuting the war, especially in plane production.

Reynolds' management also believed in the peacetime future of aluminum, as it had believed in its wartime necessity, and obtained Government-built plants before they were too long shut-down and their skilled workers dispersed. Six of these plants were leased and reopened by Reynolds in 1946. To further strengthen its position, Reynolds purchased all six of the plants during 1949.

Last year, Reynolds Metals Company produced 487 million lbs. of primary aluminum, exceeding its 1950 production by 12 percent. Its net sales for 1951 amounted to \$215,704,848, the greatest in its history.

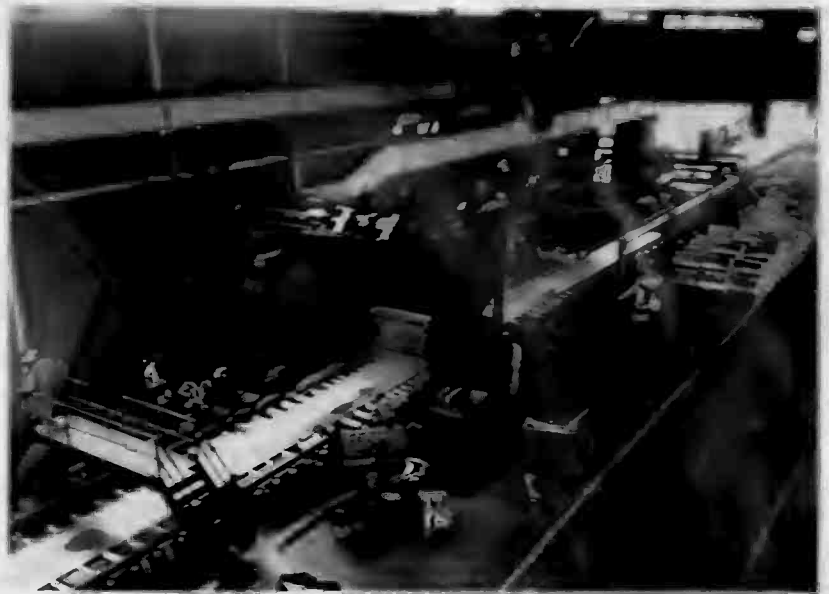
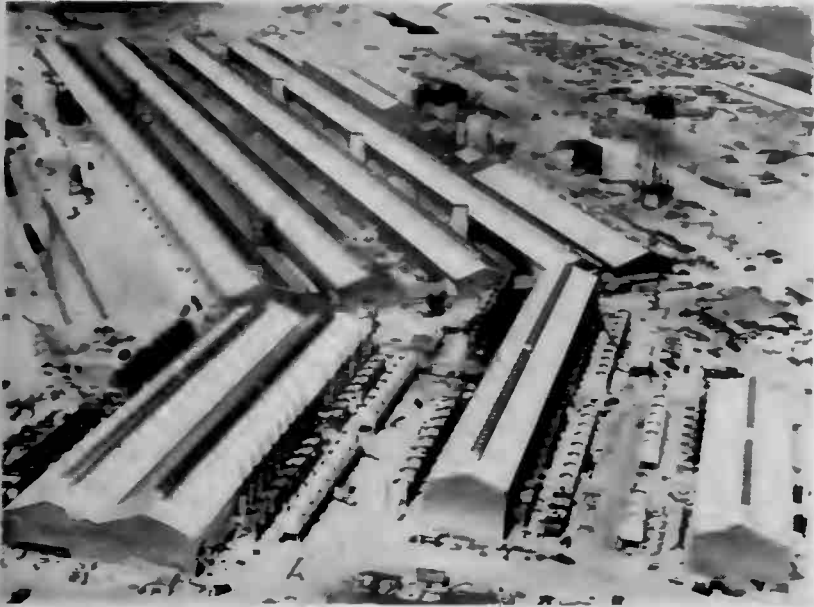
Concurrently with its rapid growth, Reynolds was also expanding its base of supplies of bauxite (the clay-like ore



On NBC radio, Reynolds Metals Company sponsors "Fibber McGee and Molly" (Jim and Marian Jordan).



Last Week (October 26), Reynolds brought "Mr. Peepers" back to NBC-TV after a popular summer run.



One of Reynolds Metals' big new aluminum plants, the San Patricio Plant, near Corpus Christi, Texas.

At Reynolds Alloys Plant in Listerhill, Alabama, here is a reversing hot mill with run-out tables.

from which aluminum is made) in Jamaica. Said the Company's president, Richard S. Reynolds, Jr. at the time, "We aim to put back more into Jamaica than we take out. It's good for them and it's good for us. Everyone benefits." This progressive attitude of an American employer, working on foreign soil, has marked a turning point in the island's long struggle with unemployment, food shortages, poverty and labor problems.

In second place, Reynolds now occupies a special position in the Aluminum Industry. It has always placed emphasis on the development of new uses, and has participated with the industry in expanding their applications into thousands of consumer products in which aluminum has not previously been used.

Reynolds' normal business motives have therefore been enlarged in the fields of public relations and advertising, and Reynolds, usually a big advertiser in the magazine field, entered into radio and television advertising in October of 1951, as a co-sponsor of the NBC Kate Smith Evening Hour on TV, and the Big Show on radio. Until October, 1951, Reynolds had no budget for radio-TV. In 1951 the Company spent \$218,228 for radio time and \$199,683 for television time.

So far this year Reynolds has become a top investor in advertising among industrial materials companies of the country. In the first half of this year, Reynolds made a total expenditure of \$1,170,779 in the four leading national media. \$912,000 of this budget went into radio and television.

Reynolds now sponsors "Mr.

Peeper" on NBC-TV, a show originating in New York, and on NBC radio it is sponsoring "Fibber McGee and Molly" over 180 stations . . . advertising Reynolds wrap and aluminum products. Russell M. Seeds Co. and Buchanan & Co. are the agencies involved.

For the future — by the end of 1953 — Reynolds' management sees the production capacity of primary aluminum within the United States reaching three billion lbs. or double that of 1950. They feel deeply that there will be increased uses of aluminum. The construction, farming, automobile, textile, bus and trailer, aviation, food, container and electrical fields are all major industries which are using larger

amounts of aluminum each year.

In order to meet such a potential, Reynolds has established sales offices in 65 cities throughout the country, and its number of plants is equal to almost half of this total. Its well-rounded selling force numbers approximately 500, with headquarters in Louisville, Kentucky.

To man its many plants scattered throughout the country, Reynolds employs over 20,000 persons. The character of its relations with these employees was set by the founder of the company many years ago, when he always found time to keep in frequent contact with all employees and their families through a personal relationship.



Original Receptionists Still Work Here



Kathryn Cole



Rosemary Pfaff

Kathryn Cole and Rosemary Pfaff, both of the NBC Information Department

on the 9th floor of the RCA Building, will have been with the Com-

pany ten years this month. They were hired in 1942 as two of the original group of women receptionists, and are now the only ones remaining at NBC. Kathryn Cole is now a supervisor in the Information Department, and Rosemary Pfaff is an Information Correspondent. Mrs. Cole, it will be remembered, ran "Welcome Home Auditions" during and after World War II for returning veterans. Both of the girls have been together since their employment in 1942.

WNBC-WNBT Hitting Broadway

A new "spectacular", featuring the largest electrical letters on Broadway, is under construction by Douglas Leigh, Inc. for stations WNBC-WNBT, New York. It will be completed at the Hermitage Building in about a month and a half.

Wankel Gives First Demonstration of Crash Trucks

Last week, A. Wankel, manager of NBC-TV technical operations, took one of the network's new crash trucks with him for the first demonstration of this type of mobile unit when he addressed the second annual meeting of the professional group of the Institute of Radio Engineers at Franklin Institute in Philadelphia October 27.

The NBC mobile unit was in operation throughout the convention so that television engineers in attendance from all over the country had their first op-

portunity to examine its working closely. The new unit, used at the Chicago Conventions to great advantage, can be used for a live pickup on location almost anywhere without any of the technical equipment required by ordinary mobile units.

It can even transmit a show while it is in motion. The 15-ton truck requires a 10-man crew; is 35 feet long; can go up to 65 miles an hour; is air-conditioned; and requires 135 gallons to "fill her up".

Wankel told the *Chimes* that for the future, newsreel cameras will be included in the unit's equipment as it is sometimes impossible for the mobile units to get into crowded, confused areas—such as the Elizabeth air-crash scenes of a few months back—and that these cameramen can get conveniently on-the-spot shots. With rapid film processing now available in the unit, these close-up shots on film can be sent out directly from the truck in a few minutes after the actual taking.

From 1929 . . . to . . . 1952 in NBC Mobile Styles



Here's NBC's first mobile unit up in Central Park in 1929. That's NBC engineer Max Jacobson in fedora.

NBC's ultra-modern mobile unit in action at the Chicago Conventions. They carry their own power within.

Première

NBC Hollywood Opens Its Multi-Million Dollar TV Studios in Burbank

NBC opened its multi-million-dollar TV studios at Burbank, California, last month (October 4) with a talent-packed program.

The "All Star Revue" showcased Red Skelton (the first to be seen from the new studios), Milton Berle, Jimmy Durante, Phil Harris, George Jessel, Harpo Marx, Dinah Shore and Rosalind Russell. As hostess for the show, Miss Russell made her television debut.

During the program, Miss Russell pulled the lever officially starting operations at the ultra-modern West Coast studios and opened the main door to the new video headquarters with a giant key.

The new television plant was previewed for the local press on September 30. In the five days before the opening, NBC engineers and Austin Company builders rushed to complete the remaining work in time for the show.

Joseph H. McConnell, president of NBC, flew west to be present at the opening.

The reception following the show was attended by personalities from Hollywood's film colony as well as TV stars. The motion picture personalities included actors and actresses scheduled to appear on "Hollywood Opening Night", the first TV dramatic series to be telecast from the Burbank studios.

This first unit of the new TV studios includes two audience-type studio



The NBC-television studio recently opened at Burbank, California.

buildings each seating 500 persons and a spacious service building 180 x 140. The three structures are interconnected by a three-floor dressing room area and a long corridor through which a truck can be driven to supply settings and equipment to the studios from the rear.

The new TV center's construction is unique in that all of its walls are of pre-cast concrete, which was done on the ground at the site.

The two studios are equipped with five of the latest RCA TK-11A studio cameras, more than 24 TV monitors, including 15 in the control booth. Stages are 80 feet deep by 90 feet across. Small microphone-powered cue transmitters are set up near the center of the working area for directors to cue technicians who will carry pocket-size receivers on their belts. A large RCA screen projection system has been installed for the audience in each studio.

"Merchandising Is Vital to Free Enterprise Distribution," Says NBC's Dodge in Dallas

Merchandising is the string tied around the finger to remind customers of the items, the name brands, they have placed on their mental shopping lists, Fred N. Dodge, NBC's merchandising head, told a management group in Dallas, Texas, early in October.

"We have seen this thing called merchandising . . . work," Dodge said, "and it is the way, and the only way to harness the all-important buying impulse."

Dodge addressed a dinner meeting of the Society for Advancement of Management in the Stoneleigh Hotel. He said that only recently had merchandising zoomed from a minor posi-

tion in the minds of management to the indispensable function vital to the distribution of goods in the free enterprise system. He quoted a top advertising authority as saying that the American economy was based largely on created human wants rather than needs or necessities. And that he added, makes selling and advertising immensely important as an economic and social force.

Every selling weapon is important in today's dynamic whirlpool of competition, Dodge continued. "And merchandising is one of these tools. Advertising sells merchandise but it alone can't pull the entire load.

THE COVER

Red Skelton, pictured on the cover, is doing his part of the house cleaning in preparation for the opening of the Burbank, California, NBC-TV studios. Later on in the evening, Skelton was the first person to be seen on the screen on the first show emanating from the new NBC location.

NBC Election Coverage



Studio 8-H during 1948 election. NBC coverage this year will be more complete.

Fifteen NBC commentators will face microphones and cameras in the network's combined TV-radio headquarters — Radio City's Studio 8-H — on election night, November 4, to give the nation the results of the Presidential race and the many other important balloting contests.

NBC radio will broadcast continuous reports starting at 8 p.m. NBC television will provide early ballot counts intermittently from 8 p.m. until 9 p.m., when the TV network will switch to election headquarters "full-time" until all results are known.

William R. McAndrew, manager of NBC's election coverage, announced that Bill Henry, veteran of Chicago Convention coverage, will provide the

running commentary for television audiences, while George Hicks and Merrill Mueller will give radio listeners full returns and vote analysis. John Cameron Swayze will be the "Presidential reporter" for viewers, giving the returns for the top elective post.

On an adjoining TV set at election headquarters, Morgan Beatty will present up-to-the-minute returns on Senate and gubernatorial races. Ned Brooks will be NBC-TV's newsman reporting the House of Representatives elections. H. V. Kaltenborn will serve as roving commentator on both TV and radio on election night.

NBC's coverage will be the fullest in its history.

A Profile:

Of the Most Educated Man at KNBH

Pat O'Hara, property man for KNBH, has two claims to fame. First he is probably the most thoroughly educated man in town, having attended in the neighborhood of 40 schools during his youth, and second he is the 4th generation of actors in the O'Hara family, which started trodding the boards in the late 1700's. Pat, born in Evesham near Stratford-on-Avon, arrived while his family was on one-nighter tours throughout Great Britain. As soon as he was able to walk, he too became a member of the cast, as it was considerably cheaper to make him an actor than to hire a baby sitter.

For the first years of his life, Pat moved continuously, never spending more than three weeks in any one location, and it was only because of the English laws that Pat was a student at



Pat O'Hara, KNBH

They will give running commentary on NBC radio-TV



Merrill Mueller on radio



Bill Henry on TV



George Hicks on Radio

40 different schools. After graduating from St. Bontiface, O'Hara joined another traveling theatrical group and toured through Australia, New Zealand and South Africa. He came to the United States in 1929 playing bit parts in pictures and numerous other theatricals on the New York stage and appearing with such outstanding artists as Jane Cowl, Helen Hayes, Edward G. Robinson, Ann Revere and NBC's own Ralph Edwards.

Pat joined KNBH in 1951 to learn television technique and the ins and outs of TV. He hopes eventually to go into television production. (B.P.)

The NBC Tour . . . Public Relations Effort That Pays for Itself

Meeting, Talking to, and Pleasing 300,000 Persons Annually Could be Trying, Except That the NBC Tour Division . . . Knows How.

Since 1933 the National Broadcasting Company in New York has maintained a unique public relations program — a basic one wherein the Company personally meets its public and “shows off its home” — and even more unique, the program has not cost the Company a cent. In fact, it continually operates in the “black”.

We are referring to the NBC Guided Tour of the Studios.

Since the first tour, close to 8 million people have taken this tour, and have gone away pleased . . . at least most of them. On September 30, 286,000 tourists had seen our home during this year, which is an increase of 9,000 over the same period in 1951.

Meeting the public en masse (almost 1,000 a day) is no easy job, for NBC's public over the years has included all nationalities, housewives, soldiers and sailors, Texas oil men, cub scouts, drunks, conventioners and about every conceivable type of personality and “character”.

But NBC's tour division staff of 30 is well trained. Before a guide starts on any tour, he knows how to meet such a public. “We have a guide trainer on the staff,” said Townsend P. Coleman, Jr., the tour promotion manager, “who puts all of our guide applicants through a tour course after an interview with me and an actual tour. We can usually judge from the first interview whether an applicant will make an acceptable guide. We judge an applicant on personality, education, background, intuitive power, diction, and appearance. Sometimes we are mistaken. One girl, for instance, took her first tour; became frightened at what she would eventually have to do. She left the group and we have never heard from her since.

“Thirty to 50 percent of the guides are girls,” Coleman said. “The present age-range of the staff members is from 18 to 25.”

Men guides are referred to as “guides”; girls are known as “guidettes”. They must have a high school diploma, although college education is

preferred. No particular heights or measurements are required in their physical make-ups. They must primarily have a neat appearance, be sure of themselves, and be pleasing to the public. In some cases this pleasantness pays off. Several older, sincere couples from out of town have taken a personal interest in their guide for the tour: have asked him or her out to dinner after work, or have asked them to visit them in Battle Creek or Tucumcari. Many complimentary letters about guides come into Coleman's office every year.

Most popular aspect of the “Behind the Scenes Tour” (which takes about an hour) is a TV show, first, then a radio show. Bob Garber, tour supervisor and ex-guide himself, says next in popularity among tourists is the sound effects demonstration. Fourth in order of popularity is seeing themselves on TV. Fifth in order is the master control booth and the technical aspects of broadcasting.

Most of the complaints registered by tourists these days concern the lack of a TV show or rehearsal (in the event none is in progress during their particular tour). Before the advent of TV, more studios were available for tourists. Today a great many studios have moved from the RCA Building to other locations. Some tourists want to see Dagmar, Bob Hope or Uncle Miltie. Guides must be quick to answer them in a friendly, sympathetic manner.

The price of tour tickets has remained fairly stable through the years; has not risen in proportion to other prices. The tour price is now 70¢ per person, tax included. Tours leave the NBC tour lounge, mezzanine floor, every 20 minutes from 9 a.m. to 11 p.m., seven days a week.

“Many tourists get impatient, waiting in the mezzanine,” Coleman said, “They want to start immediately.”

The tour business is a seasonal one. Summer seems to attract more people to NBC tours, and during the winter, cub scout and school groups come in great numbers.



“. . . upstairs on the mezzanine, the desk on the left . . .”



“Oh, no! Not more cub scouts!”



“. . . but I came all the way from HO-ho-kus to hear Toscanini . . .”

Photos courtesy Greenberg Publishers

Dear Fellow Employee.

THIS LETTER MAY SAVE YOUR LIFE! PLEASE READ IT.

The last time the Mobile Unit visited NBC some 700 persons had x-rays taken. I was one of them.

A short time later I was told that I had tuberculosis. Fortunately, it was in the early stages. I was sent to a chest specialist for further examination, and he sent me to a sanatorium. I was away from work for ten months, during which NBC kept my job open for me and treated me magnificently.

The doctors told me that if I had not discovered the disease when I did it would have gotten progressively worse and might easily have been fatal. As it is now, the disease is arrested and I am able to live a normal life again.

AND WHEN I HAD THE X-RAY I HAD NO IDEA THAT THERE WAS ANYTHING WRONG.

If I had waited until I suffered with a cough, it would have been too late, and would have resulted in years of invalidism.

Because of my own experience, I urge as strongly as possible that every employe of NBC visit the Mobile Unit on November 5 and 6.

If you are not in New York, arrange with the National Tuberculosis and Health Association in your city for a chest x-ray. They are inexpensive and well worth your trouble.

I sincerely hope that the x-ray is all right. But if there is something wrong, the sooner you find it out the more easily you can be brought back to health.

Don't put it off. VISIT THE MOBILE UNIT ON NOVEMBER 5 AND 6.

IT MAY SAVE YOUR LIFE.

Warren Cromwell

Mobile X-Ray Unit to Visit NBC in RCA Building on November 5 and 6

On November 5 and 6 (Wednesday and Thursday) the National Tuberculosis and Health Association's Mobile Unit will visit NBC in order to X-Ray NBC employees. The X-Raying will take place in the Ladies' Lounge on the 7th floor of the RCA Building. On Wednesday the unit will be in operation from 9:30 a.m. to 4:30 p.m. On Thursday the unit will operate from

9:30 a.m. to 12 noon. The fee for the X-Ray will be \$1.50. The New York Tuberculosis and Health Association will process each X-Ray and forward the results to the individual. If your X-Ray happens to be positive, the Health Association will notify you for further X-Rays (free of charge) and further consultation.

NBC Takes Nation-Wide Award for TV Promotions

Early last month at the Shoreham Hotel in Washington, D.C., the National Broadcasting Company received the "Best of All Industry Grand Award" for its 1952 television direct mail campaign from the Direct Mail Advertising Association at the opening breakfast of the DMAA's 35th annual conference. NBC also received two additional awards—the 1952 "Best of Radio Network Industry" and "Best of Television Network Industry".

Ruddick C. Lawrence, NBC director of Promotion, Planning and Development for radio and television, in accepting the three awards on behalf of the network, emphasized his status as a representative of the entire staff, and characterized the campaigns that won the awards as the product of planned teamwork within the organization.

"We at NBC are continually trying to make the best promotion use of our own medium," Lawrence said, "and this recognition of our direct mail campaigns by the experts in a companion medium is most gratifying. Through our direct mail and promotion efforts, we try to reflect the great programs and showmanship, the aggressive selling and the good taste inherent in NBC. While our direct mail advertising runs the gamut from shows to research reports, we try to make each promotion piece represent the character and spirit of the material with which it deals. All of our pieces are wed, each to the other, by a common expression of NBC leadership."

The team which worked on the tele-

vision direct mail campaign included James Nelson, Advertising Manager; John Fuller, Sale Promotion Manager; John Porter, TV Sales Promotion Supervisor; Richard Blake, On-the-Air Promotion Supervisor; Frank McMahon, Advertising and Copy Coordinator, and Edward Antonioli, Production Supervisor. Art work was directed by Fred Veit, manager of Art, Production and Graphics, and John Graham.

The staff which won the radio award included Jacob Evans, director of Advertising and Promotion; Pat Steel, Advertising Copy coordinator; Robert Hitchens, Radio Sales Promotion supervisor; Clyde Clem, Radio Audience Promotion supervisor; John Wilkoff, Promotion Supervisor, Coop Sales; Edward Antonioli, Production supervisor, and Walter Van Bellen, Art Director.

This was the first time that any organization in the Radio-TV industry had ever won the DMAA grand award, for which all types of industry were competing. NBC's TV entries in the promotional competition included Audience Promotion kits (slides, advertising, telops, news, mats, display and advertising photos); kits showing all-around audience promotion and publicity packages, as for "Kate Smith Show" and "All Star Revue". Sales Promotion pieces included handsome books about "Victory at Sea". NBC operas, special promotion on "Amahl and the Night Visitors", a special Christmas card playing up the same opera, and many other fine pieces.

(See DMAA Award on Back Cover)



Gary Walberg and Jean Mowry trapped in an abandoned mine during an episode in NBC's Hawkins Falls. Pop. 6,200.

Trapped ! ...in a Studio Coal Mine

Here's How NBC-TV-Chicago Recreates the Depths of a Mine with Paper Maché.

By
Mary Karr

When Win Stracke was a young roustabout more years ago than he cares to mention, he once worked in a country coal mine near Gebo, Wyoming. He never imagined then that his experiences would be of any use to him later when he had become a settled and respectable actor, starring on Hawkins Falls, Pop. 6200 (NBC, Mondays through Fridays, 5:00 p.m. ET).

However a short time ago a sequence was written into the TV novel about three of the Hawkins Falls citizens being trapped in an abandoned mine, much like the one Stracke had once worked. Set designer Stan Rames rushed to consult him on details of a mine, and the results are weirdly realistic.

In the all-out quest for authenticity, WNBQ's cavernous studio "A" has virtually "gone underground." The entire mine, which includes four different sets in 35 separate sections, completely fills half the huge studio. Even the sound turn-tables have been moved into the corridor outside, and there's barely working space for the camera dollies.

To illustrate what a Goliath the set is, its measurements have been estimated by Rames as 75 feet in length

and nine feet in width. At its highest point it soars 14 feet.

A crew of eight builders labored with Rames and "mine expert" Stracke for eight solid days constructing boulders, crags, jagged gullies, and tunnels out of wood, canvas-covered chicken wire and papier maché. These were attached to flats and painted. Hundreds of pounds of sand, gravel, tanbark and Fuller's earth cover the studio floor, and two enormous piles of man-made boulders fill in the scene.

Dim lights focussed on the jagged crags and crannies cast eerie shadows, and dust from the Fuller's earth adds to the murky realism.

At the far left of the set is a miner's shack with an open door leading into the shaft opening. A duplicate of this door, built into the center section, 14 feet above the floor, makes the illusion of depth complete.

The central portion of the mine, depicting the shaft bottom, is a cave-like room leading to a cutaway tunnel 17 feet long. At the tunnel's end is an-

other cave in which a subterranean pool bubbles in the gloom.

Because the set is so realistic, and because the sequence is unusually long (two weeks), the actors who are supposedly trapped in the mine are having a pretty rugged time. Pretty Jean Mowry, heroine of the piece, deplors the need of being constantly dirty and disheveled. The makeup and wardrobe crew have taken almost fiendish delight in making sure the three imprisoned actors look as though they've actually been trapped in a coal mine. Clothes are muddied and torn, faces and arms streaked with dirt, hair is mussed and loaded with dust and grime.

According to Jean, this is one time she wishes her hair were dark instead of platinum blond. The men, of course, have not been allowed to shave during the entire sequence.

The one actor who should mind the setting least—the old ex-miner Stracke, says, "Being inside that mine set for hours on end, day after day, gets you after a while. I sure hope we get out by next week-end."

Bill Barrett writes the TV novel, and Ben Park is producer-director.

Promotion Piece



**"no, our
Mr. Robinson
won't be in this week.
He's playing
second base
for the Dodgers"**

No other station ever had a key executive playing in the World Series. WNBC-WNBT is proud of our Director of Community Activities, Jackie Robinson. We're sure he'll return to his office a World Champion, which he always has been in our book.

WNBC
660 on your dial

WNBT
Channel 4
New York's
Championship Stations
(Watch the entire Series
over WNBT, Channel 4)

Promotional brainchild of Ted Cott, the above ad got a big play during Series here. Robinson is WNBC-WNBT "Director of Community Activities".

'Uncle Jim' Harkins

(Continued from page 4)

the country ("the lowest possible form of entertainment," he said). He discovered Red Skelton at a dance marathon. He then conducted an amateur hour on WMCA. In 1934 he ran into Fred Allen whom he had met in Australia in vaudeville. Allen gave Jim the job of selecting the amateur section of his Town Hall program. Later in 1937, his job was to select "personalities you never expect to meet". And

until he joined NBC in 1949, he was Allen's secretary, handy man, buffer, front man, "no" man and "yes" man.

Jim and his wife live in Flushing. They have four children: Jim Jr., an assistant professor at Manhattan College; Barbara, a nun in Washington, D.C.; Dorothea, who works at Altmans, and Mary, a secretary.

Hank Allard, Plant Operations, recently sold a story to Esquire Magazine.

NBC Engagements:

Grace Johnson, N.Y. Controllers, to Cal Wheeler. Controllers.
Rose Marie Bianco, N.Y. Controllers.
Jack Lavan, N.Y. Controllers.

NBC Marriages:

Rita Paolucci, N.Y. Legal, to Vincent Vassalo, October 18.
Priscilla Gaylord, N.Y. Tech Operations, to Vincent Whalen, September 13.
Louis Fusari, N.Y. Field Operations, married September 20.
Dick Gaffney, N.Y. Controllers, married October 18.
Joan E. Duggan, N.Y. Traffic, to Thomas E. Tierney.
Chuck Carron, N.Y. Guest Relations, to Janet Jolicoeur, October 25.
Jim Robb, N.Y. Guest Relations, to Barbara Bowman of St. Paul.
Betty Rapp, N.Y. News & Sp. Events, to Lt. William Davis.
Bill Weinstein, N.Y. News & Sp. Events, to Mary Beth Little.
Gloria Caggine, N.Y. Station Relations, to Vincent Puccio.
Jim Anderson, N.Y. Personnel, to Grace Dineen, October 25.
Edwin Nierenberg, N.Y. Film Library, to Elaine Rosenfeld.
Royal Denny, N.Y. Sound Effects.

NBC Births:

To George Lenfests, N.Y. Engineering, girl, October 10.
To Milton Browns, N.Y. Press, a boy.
To Stafford Mantz's, N.Y. Merchandising, a girl.
To Joe Wells', N.Y. A&P, a boy, Peter Bruce.
To Marty Macedas, N.Y. Controllers, a boy.
To Donald Mercers, N.Y. Station Relations, a boy, October 8.
To Hugh Grahams, N.Y. Production Operations, a girl, Lora Catherine, September 28.
To Bea Daily (Formerly N.Y. Personnel), a son, Kevin, September 29.
To Gerry Greens, TV Program, a girl.
To Joe Culligans, TV Program, a girl.
To Stanley Lerche's, KNBC-San Francisco, a boy.
To Joseph Chovelaks, NBC-Chicago, a girl, Elissa Mary, September 14.
To Joe Sperys, NBC-Chicago, son, Scott Joseph, September 27.
To Howard Colemans, NBC-Chicago, a son, October 3.

AA Tennis Results

The NBC Athletic Association Tennis tournaments will continue through November 15 at the 163th Street Armory (now that the weather is unseasonable for tennis). To date, here are some of the results: Rosalie Trego won over Harriet Mitchell 6-4, 6-1, 6-0. Bob Phillippe defeated Doug Johnstone 6-2, 6-4. Betty Morrison defeated Lillian Lang 6-4, default.

People and Places

NBC-Chicago

WNBQ program manager *George Heinen* was recently elected president of the Chicago Television Council, an organization devoted to the advancement and promotion of TV. Other NBC-Chicago officers on the council are KFO producer *Beulah Zachery* and attorney *Tom Compere*. *Paul W. Mensing* has been appointed to the NBC-Chicago Radio Spot Sales Staff. Prior to joining the network, Mensing was an account executive with the Christal Company. *Allen Beaumont*, former director at WTMJ-TV, Milwaukee, has joined WNBQ as an assistant director. Northwestern University graduate student *Joan Murphy* is a new WNBQ script girl.

Milton E. Bliss joined the NBC Chicago staff October 13th as agricultural representative for radio network sales. Bliss will be named to NBC's pioneer National Farm and Home Hour and other agricultural programs. *Howard Coleman*, former magazine editor and free-lance writer, has joined the NBC Chicago press department as a staff writer. Coleman came to NBC September 29 from the publications department of Vapor Heating Corporation, prior to that he was associate editor of a regional monthly magazine, "Your Home", and was supervisor of instrumental music in the Geneva, Ill., public schools. *Dave Parker*, former instructor in radio and TV at Wayne University, Detroit, has joined the NBC Chicago TV production staff as an assistant director. Other newcomers to the Chicago staff are *Helen McDermott*, receptionist; *Ted Batterman*, AM recording engineer; *David Gray*, TV production facilities assistant; *Anne Miller*, accounting secretary; and *Sally Wood*, Station WMAQ sales secretary. *Fred Butcher*, former teacher at Kansas State College, Manhattan, Kans., has joined NBC-Chicago as a broadcast coordinator.

Hollywood, KNBH

Everyone was happy to see *George Burke*, manager of Film Operations for KNBH, back from the hospital following what he termed "a short but unpleasant stay". . . . Desert fever, a perennial disease with the approaching Palm Springs Season, began to show up in *Dorothy Seltzer*, *Don Norman's* secretary. All girls are awaiting the *Norma Gilchrist* program during which she'll show how to make a mink stole, that's right, MINK, for under \$100. Director *Carroll O'Meara* recently doubled up in his duties on a morning telecast concerning gardening. As a horticulturist, O'Meara was the star of the program and gave hints on growing camellias while at the same time directed the program by unseen hand signals. Former Naval men, now employed by KNBH, are attempting to regain their sea legs with the prospect of viewing the press premiere of "Victory at Sea", aboard a battlewagon at Long Beach. Everyone happy to see former boss *Tom McFadden* and *Jim Gaines* on their recent trip to Hollywood,



Bill Paisley, right, of NBC's music library, and his parents who recently celebrated their 50th wedding anniversary by taking first air-trip from Little Rock to see Bill.

San Francisco, KNBC

KNBC's Athletic Association staged its biggest annual Fall outing since the War, Saturday, October 11. All told, approximately 100 KNBC employees, wives, husbands and invited guests turned out for an afternoon and evening of enjoyment at the Pink Horse Ranch, 50 miles south of San Francisco in the Los Gatos valley. Attractions at the outing included free beer, swimming, horseback riding and group games in the afternoon, followed by a he-man Western barbecued steak dinner, entertainment and dancing in the evening. Arranged "New York style", the outing for the first time was completely without cost to employees and spouses.

During the evening portion of the outing, service awards were presented. 20-year employees were: Chief Engineer *Curtis Peck*, and four esteemed members of his staff, *George Dewing*, *William McAuley*, *Eduard Manning*, and *Thomas "Senator" Watson*. 10-year awards went to: *Harold Almlie*, *Ed Brady*, *Frances Davis*, *Henry Schacht*, and four members of the Engineering Staff, *Hal Ashby*, *Sam Melnicoe*, *Harry Puccetti*, and *Clarence Sterens*.

Members of the News Staff are calling newsman *Ed Arnou*, the Baron of Woodside. Arnou and his family have moved into their new one-acre, three-bedroom home on the San Francisco Peninsula, and now are awaiting completion of a 16 x 40 swimming pool . . . so are all the free-loaders in the newsroom. Promotion and Advertising manager *Dean Moxley* returned from a flying three-day trip to New York with the comment that New Yorkers can have New York. San Francisco, Moxley stated, has everything New York boasts . . . plus fog!

NBC-New York

New faces in Spot Sales: *Ann Hetfield*, *Elaine Canonica*, *Sue Morehouse*, *Joan Tesoriero*, *Bea Varney*.

Spot Sales secretary *Carolyn Cox* is fea-

tured in an article in "Seventeen" magazine October issue.

Best of luck to *Delma Lighty* who left us recently to become a stewardess for American Airlines. She is taking her basic training in Chicago.

Liz Lennon, Radio Spot Sales Secretary, recently announced her engagement.

Bevis Now in New York

O&O takes this opportunity to welcome *Charles C. Bevis Jr.*, who joined the Administrative Staff as a general executive. Mr. Bevis came from KOA, Denver. Pet dog over at O&O too . . . sits up, needs exercise regularly! . . . orange ears, multi-colored back. O&O boys were the unluckiest of bunch during series. Not once could they claim a winner in Spot Sales Pool. A few changes of location mark set-up there. . . . *Tom O'Brien* is in his own office, and his secretary, *Ann Winters*, moved nearer to boss. In recent letter, *Ruth Gilombardo* wrote that she and *Tonly* like Minneapolis, and all is going well for the newest member of the first violin section of the Minneapolis Symphony. *Ruth* is working for the University of Minnesota now, but she claims she has a yearning for good 'ole NBC once in a while.

Birthdays and Pools

Over in the Purchasing Office in the RKO, *Mrs. Mary Hoyt* has replaced *Marjorie Forbes* as order typist. In the Staff Controllers' Office, birthday luncheons were given to *Maria Niles*, *Kitty Deeb* and *Joan Bacco*. Lucky winners in the Series' pool were: *Marie Dolan*, *Ella Sheil*, *Frank Nestor* and *Don Rydell*. Each winner passed around candy. New additions are *Helen Venis* and *Pat Benting* . . . another pool winner . . . *Vickie Maffei* and *Phil Crouch*. In Radio and TV Station Clearance . . . *Agnes Stivale*, *Joan Oury*, *Bill Schaub*, *Jacky Haney* and *B. Hoffman* have really become skating (ice) enthusiasts . . . anyone need skaters for their ice show? . . . If you hear any groans from Room 563, don't get excited, it's only the "stars" shifting positions. *Bill Coldwell* took in small fortune on Series bets . . . two people in 563, namely, *Genevieve Fahey* and *Joan Oury* are now "skipping" lunch every day . . . yes, you're right . . . no money! *Terry Gerbes* is still up in the clouds after her return from a glorious vacation with her fiancé, *Tom*, who was home on leave. Poor *John Udry* was so disappointed that he missed out on the last day of the baseball pool that he was ready to threaten the lives of everyone concerned. Delighted to see *Ruth Midwinter*, now *Mrs. Tom Fiala*, who came in for a long visit, Married life certainly agrees with *Ruth*.

September 27 was a wonderful day for the New York Legal Department. Occasion was delicious and enjoyable picnic supper at "The Boss" home up in Rye . . . much singing, dancing and baseball. Was a real good way to welcome aboard new Legal-ites, *Mary Ann Schmidt*, from O&O, and *Dot Kelly*.

New arrivals in the Film and Kine Operations department were *Charlotte Collins*, *Bill Herz* and *Bill LoCosio* . . . all at the Film Exchange. In Radio Sales, *Doris Whyte* became the proud mother of a two-pound Dachshund. From all reports both are doing

fine. Lucky *Joan Mooney*, besides leaving for California, won \$50 in the Series baseball pool. Other lucky people in Radio Sales winning \$25 each were *Chuck Denny*, *Tommie Phillips* and *Hap Myers*.

In Engineering last month, *John Mitchell* returned to NBC and is now engaged to an Irish colleen. The boys from the Drafting department had a big day on *Arty Kneips'* boat. Aside from the fishing their party was a big success. In NBC Duplicating department, former Duplicator *Gene Kenefick* was back for a visit. He's stationed at Fort Bragg, N. C. and just received his wings as a paratrooper. New Duplicators are *Allen Mintzer* and *Harry Larson*. Incidentally, Harry belongs to a Scandinavian Club called the *Vasa Folk Dancers*. The club features Scandinavian folk dancing and social events. Regular meetings are Friday nights from 9 to 11 p.m. in the Bronx. Anyone interested call Harry on Ext. 585. *Elwood Doudt*, who already is the proud owner of an MG Mark II sports car, has also purchased a 1928 Rolls Royce. Wonder how many gas stations he can pass without stopping? *Art Berliner* is leaving to join public relations department of the Reading Laboratory. *Helen Gonzalez*, Duplicating's Latin from Manhattan, spends her spare time raising a pet monkey. Stamp collecting would be easier.

Off to Hinterlands

In TV Technical Operations *Helen Kall Fowler* is Pennsylvania bound with her hubby, and *Vena Haynes* will lead the life of a solid citizen in Rochester, New York. A certain pair of suspenders have been greatly weakened during several NBC bowling games by a certain redhead with initials J. C. Result: two red faces. Not much snap left, is there L. W.? They still don't know how *Toni del Grosso* will spend all the money she won in TV Tech's Series pool . . . she will probably frame it. Lost: One flagree bracelet at the outing, belonging to *Bob Saron's* wife. If found, please return to *Bob Saron* in Room 501.

Irene Frances, with NBC six years, is leaving the Merchandising Department. There's a budding Shakespeare in Advertising & Promotion these days. Tentatively scheduled for a Christmas Eve opening in New Haven is *Jack Fuller's* new play, "The Pink Elephant". It's about life at a political convention. *Ed Vane*, in a moment of exuberance over a Yankee win, went out and bought a Yankee cap for his son on his first birthday. Says that the lad will be on Mantleing Mickey before long. *Betty Bagshaw*, who handled the typing of *John Hurlbut* and *Ray Johnstone*, has been upped to the post of secretary to *Harry Floyd* in TV Sales. Her place was taken by *Dorothy Brodine*, formerly of Spot Sales. *Ed Antonoli* spent a few days in Washington as one of NBC's reps at the DMAA convention.

Pigeon Pie & Candy

In Air Conditioning, one of the electricians got his wires crossed . . . so *Jimmy Schlag* spent a day in mourning when Brooklyn lost the Series. *Jack Caragliano* is getting much thinner since he started racing pigeons, but he'll get the weight back this Thanksgiving. He's having pigeon pie. The other day, we heard that *Harold Pietsch* is going to treat each man to a candy bar. When he's carrying



In press department, Milt Brown, column editor, was presented with "It's a Boy" pin when he became a father recently. "Tommy" Atkins of WGRB, right, and Sam Kaufman points in the background.

that black satchel, *Lloyd Campbell* looks like he's all set to do a job on someone's safe. *Carl Ostlund* has a sure fire system for deer hunting. He goes out with his old muzzle-loader and the deer drops dead from fright . . . but it doesn't beat *Mr. McConaghy's* system. This year, he's putting away his bow and arrow and is going hunting with a bottle of freon. He's going to freeze the deer to death.

Marie Perez and *Ed Rossi* in Network Controllers will no longer be writing for Chimes. *Grace Sniffen* and Marie are both leaving to join *Mr. Charles Barry's* Program Department staff. Ed is being promoted to Assistant Operations Analyst in Scenic Production, located at 56th Street. *Joe Hewes* is also leaving. He, too, will go up to 56th, and is being promoted to Billing Analyst. *Art Johnson* is enjoying his new position as Coordinator of Political Sales. Welcome to the new Program Cost Expeditors, *Liz Cahill* and *Dolores Fox*. Welcome also to *Irene Fall* and *Mary Prencipe*, who joined *Bob Burholt* and *Brita Johnson*. October



Bernard Barmash, formerly in N.Y. Duplicating, is now in Korea with 7th Inf. Band. Here, he is cantor for high holidays.

24 Controllers had second "after hours" get-together in the Penthouse at the Hotel New Weston.

In the Traffic department . . . *Mr. and Mrs. Steere Mathew* and *Marge Hadley* attended *Joan Duggan's* wedding and reception and at the urging of the wedding guests, Mrs. Mathew sang the "Indian Love Call". Besides being a talented singer, Mrs. Mathew has other talents. She was a guest on the *Jinx Falkenburg McCrary* "Breakfast at the Waldorf" show one morning last month.

Welcome Mat Out

In AM Tech Operations, welcome mat is out belatedly for *Howard Town*, who transferred from TV Engineering to the Recording Department . . . also for *Gloria Wright*, who joined our Recording Group. This month finds *Bill Pooler* very busy getting his new home in Thornwood, New York, in tip-top condition. *Red DuBois* is looking real great without that extra 20 pounds. *Joan Tito* has been doing a fine job handling the tickets for the Fifth Annual Communion Breakfast for the Catholic employees of radio-TV. The breakfast is on November 23, at the Waldorf-Astoria. In Stenographic . . . farewells were said to *Mildred Cucciniello*, four years an NBC employee and CHIMES correspondent. *Barbara Obert* also left the department because of ill health. Correction: *Jo Ann Walsh* is now *Mrs. James Clements*—she isn't quite used to it yet. Welcome to new dictaphone operator, *Mary Tallon*.

In Guest Relations, *Jim Robb* and his wife *Barbara* have returned from a Northern Minnesota honeymoon, while *Carole Becker* plans her honeymoon in the Poconos. *Dale Remington* has just been appointed to allocate and distribute tickets for this season's Toscanini's concerts. Employee requests will be handled through Employee Services in Room 729. New faces on the page staff are *Marvin Goldstein*, *Jerry Moring*, *Gerry McGavick*, *Jack Schwanke*, *Al Recht* and *John Ross*. Also a big welcome to new guides *Marjorie Samsell*, *Mary Taylor*, *Ruth Foster*, *Gene Morrison*, *Bill Hoe*, *Billy Couch*, *Joel Baum*, *Ann Mobley* and *J. Moncur*. Guide *Al Augustine*, two months with the Company, has already appeared on "Breakfast with Music" and *Herb Sheldon* Show. Al was graduated from Lafayette College, where he sang on its local radio station.

Comings, Goings

In News and Special Events, fond adieu was bid to *Peggy Madon*, who has left NBC to join her husband "Mitch" in New Bern, North Carolina. Welcome to *Rosemarie Rotundi*, the new receptionist . . . and to *Leo Seligson*, who joined the department from TV News at 106th Street. Copy clerk *Don McLean* left to work for a weekly newspaper called "The Suburban Boston".

Research and Planning almost had a new member to *Mimi Hoffmeier's* staff. A Connecticut cricket rode to the city on his first visit, no doubt, . . . on her hat. The staff's only comment: "Everything's cricket". *Marvin Baiman* is now a lecturer in statistics at City College. *Liz Bernard* very pleased with her recently-acquired apartment. Director of Paris Players in Elmont, Long Island is *Anna Costa*. Plans are underway

for a spring performance of a "Date with Judy" . . . *Radford Stone*, aiming for his M.A. in business administration, has resumed studies at Columbia University Night School.

In Production Operations department, *Don Cash* seems to be very happy with his special assignment for NBC. His letters are coming from England. Watch the papers for further news about "Masquerade", the play that *Alvin Cooperman* and *Ben Tomkins* hope to bring to Broadway in December. A romantic comedy; locale contemporary Italy, it will be directed by *Mordecai Gorelik*. Hearty welcome to *Meta Heiberger*, *Elissa Enax*, *Beverlee Weisse*, and *Evangeline Hadjopoulos*, who joined the department last month.

Sports New Raiment

In the Music department, *Rosemary Barnett* sported her new maternity outfit the day she left the Company. A small shower was given in her honor. Taking over Rosemary's job is *Joan De Hart*, a New Jersey resident and a girl with ambitious hobbies. Joan studied singing and drama at Columbia University, participating in the *Gertrude Lawrence* class. She was also in summer stock and the opera workshop. At present, she enjoys being soloist at her church.

In Personnel department, welcome mat out to *Audrey Rengstorff* and *Alice Gounulian* of Central Personnel, and *Claire Owen*, new member of New York Personnel Records. *Dave Brown* left to work at Sperry Gyroscope, and *Bob Abernathy* travelled to Europe on a film assignment.

In Plant Operations, *Joe Kall* was runner-up in the tennis finale at Grossingers, held on the Labor-Day week-end.

During rehearsals of the NBC Symphony at the Belasco Theatre, one of the stagehands, *Bill Bush*, may be seen listening with rapt attention and following the proceedings with an orchestra score in hand. Bush's interest in music dates back to the time when he trouped with *Lew Dockstader* and, later, with *Eva Tanguay*. *John Welsh* a subdued man these days—Mrs. Welsh is back from a long vacation. We welcome to our midst the new carpenter at the Belasco Theatre, *Sam Grotzky*, who is a veteran of many years on the burlesque circuit. *Tom Longmore* already planning for next year's vacation which he hopes to spend in his native England, the visit to coincide with Coronation Week. We look forward to being favored with society notes on the great event "From Our Own Correspondent". *Lois Nelson* has left us to join the Syracuse University Radio-Television Center as Production Director—good luck, Lois, and we'll certainly miss your smiling face each morning. Speaking of apartments

Man Finds Dwelling

—*Ralph Roennau* finally succeeded in finding one for himself and his new bride, *Felicia Mueller*. They were married on October 19th. A hearty welcome is out to *Sadie Zuzzolo* who transferred from Controllers . . . a welcome addition indeed.

Film Librarian *Joel Friedman* and his wife *Laurianne* are settled in their new Stuyvesant Town apartment, complete with new furniture, rugs, and TV set. *Joe*

Short-Story Winner Here



Ed Nierenberg

The July-August issue of *The Humanist* contains a short story by one of NBC's Film Library assistants, *Edwin Nierenberg*. Ed's story, "The Bitter and the Mellow", won an undergraduate contest, sponsored jointly by Harper & Brothers and the American Humanist Association. Ed majors in writing at Antioch College when he is not working for NBC.

Battaglia, another Film Library employee, has moved to Astoria, where he says that he and his wife Joan are always happy on arriving home (They have five flights to climb).

Friday, October 3, the Film Library at 106th Street was the scene of a celebration in honor of *Edwin Nierenberg*, who was leaving NBC to return to Antioch College, where the school's cooperative job program brought him to New York to work with NBC. Good luck in your future, Ed!

We have our integrated welcome mat out for *Rosemarie Rotondi*, the first one to join us since Radio and TV news became one, and for *Helene Hecht*, *Ralph Peterson* and *Reuven Frank*, moving down to 408 from 106th Street.

Everyone hoping for a speedy recovery for *Bill Ryan* who had to undergo an operation and probably will be out for about 6 weeks.

Dan Kelly, Sr., topped everyone by having one of the busiest and happiest of vacations—

Danny, Jr., released from the Army, arrived home from Germany;

son *Robert*, stationed at Ft. Bragg, North Carolina, maneuvered a furlough lovely daughter, *Catherine*, said "I Do" to *Kenneth O'Brien*, Sept. 20th

and to help *Danny* celebrate at *Keneer's Hall*, Astoria, L. I. *John Doulin* performed a specialty dance and *Guy Abaldo* provided the melodious vocal strains of "I'll Be Loving You Always" and many fine old Irish ballads. The honeymooners had a wonderful time at the Poconos while *Danny* donned painters togs and g'lamourized their new apartment. *Danny, Jr.* joined the ranks of "New York's Finest" and so ended a wonderful vacation.

THINK YOU'RE LUCKY—listen—

NY-Wash., DC tie line buzzing:

Wash.—*S. Neumann* calling: Pkg. received containing something extra, a signet ring "CZ". Belong to one of your men?

NY—*Harry Greleck*—Will Check.

Tues, PM, 9/30, Supply Room—*Charlie Zucker* lost one signet ring "CZ"

Fri, AM 10/3 Supply Room—*Lucky Charlie* proudly beams exhibits signet ring "CZ"

Seems ring slipped from *Charlie's* finger as he wrapped package, became sealed within and set out to "see the world".

553 has become garden conscious—*Ellen Coughlin* displaying "a green thumb" with a lusty, healthy coleus and *Joan Johnston* coaxing an ivy vine down the side of her file.

Sound Effects welcomes back *Stu McQuade*, after his most enjoyable vacation to Cape Cod. We are glad to hear that *Frank McBrien* is much better after his hand injury. Frank is sound effects set-up man. Congrats to *Chet Hill*, now a 10-year man with NBC. Sam Monroe on Bob & Ray? *Dolores Blye* pleased with the progress of the tennis team.

San Francisco Gives Lloyd Yoder Public Service Award

In San Francisco, KNBC recently received its latest public service award. It was accepted by General Manager *Lloyd E. Yoder* on Thursday, October 2, on the Fifth Anniversary of the discussion program "World Affairs Are Your Affairs". The award presented by President *W. P. Fuller III* of the San Francisco Chamber of Commerce, cited the World Affairs series for a record of excellence and a great contribution to international understanding. "World Affairs Are Your Affairs" is presented jointly by KNBC, the San Francisco News, and the World Affairs Council for Northern California.

For Sale or Rent—

For Sale: 1941 Buick. Radio and Heater. Four new tires. For information, call Ext. 174.

For Sale: An automatic DC to AC inverter. Please contact *Steve White*, Ext. 8868.

Wanted, to buy: a very inexpensive, hand-wind phonograph. Please contact *Harriet Mitchell*, Ext. 8648, Room 508.

For Sale: 1949, deluxe, 2-door, Hydromatic Pontiac, with radio-heater, five new tires, tools, beautiful black, 28,000 miles, asking \$1,600 and the clock works! *B. Rapp*, Ext. 7037.

DMAA

1952

BEST OF INDUSTRY

DIRECT MAIL AWARD

Grand Award

THE DIRECT MAIL ADVERTISING CAMPAIGN OF

*National Broadcasting Co., Inc.
Television Network Broadcasting*

HAS BEEN SELECTED FOR A 1952 BEST OF INDUSTRY
AWARD IN RECOGNITION OF ITS EXCELLENCE AND THE
RESULTS ACHIEVED. THIS OUTSTANDING CAMPAIGN
WILL BE PART OF AN EXHIBIT TO TOUR THE UNITED
STATES AND CANADA TO ENCOURAGE THE INCREASED
USE OF WELL-PLANNED, EFFECTIVE DIRECT MAIL.

DIRECT MAIL ADVERTISING ASSOCIATION, INC.

BOARD OF JUDGES:

Roger Barton CHAIRMAN

Helen Berg *Parvin Kieary*
Frank Hubert *Roy W. Tuttle*



NBC



DECEMBER • 1952

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CHIMES



The Season's Greetings to All



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Engineering:

Marjorie Marshall, Engineering

A Christmas Message

December 1, 1952

Dear Fellow Employees:

It is a pleasure for me, as the Christmas Season approaches, to take this means of letting you know that your service to NBC during the past year has been sincerely appreciated. It has been through your effort and through your enthusiasm that 1952 can be called a year of real accomplishment for NBC.

I am particularly happy that I have had the opportunity to meet many more of you personally during the past twelve months and to view the efforts you are constantly putting forth to make this company great in every way.

I extend my best wishes for a very Merry Christmas and a hearty wish that the New Year will bring health and happiness to you and your families.

Sincerely,
Joseph H. McConnell

There's a sawbuck in this for someone at NBC . . . probably in the production end of the business. It seems that Jim Neale of the Dancer, Fitzgerald, Sampler Advertising agency here in New York was riding the club car on a train from Chicago to New York late last August, and got to talking with a "tall, blond" man from NBC. Eventually the talk got around to baseball, and Neale bet the "tall, blond" man from NBC \$10 that the Yankees wouldn't win the pennant. Now Neale—unable to remember the NBC man—is willing to pay off. Will the "tall, blond" man kindly contact Jim Neale at once and collect his \$10. (This magazine, of course, will expect the usual 15¢ advertising fee.)

Correction: Last month we stated that Kathryn Cole and Rosemary Pfaff of the Information Department were the "original" receptionists still working here at NBC. However, previous to 1936 there were also women receptionists, and Mrs. Lee Shoebridge of TV Sales was one of them.

Gene Rayburn, disc-jockey, who recently came over to WNBC, was a former NBC page here. He formerly worked over WNEW airwaves as part of the team of Rayburn and Finch.

NBC's 50-odd pages and guides did an admirable job on election night. A guest list of only 800 was planned for the night and some 14,000 showed up for the election returns! Post-election talk was not about who won, but about who was there and how many.

Titian-haired Betsey Smith of the New York Personnel Office didn't eat crow as a result of an election bet. She won her bet, and ate at the Stork Club.

The Collegiate Chorale, frequently heard in and around New York, is an advanced amateur group of singers. They meet every Monday evening at New York City Center, West 56th Street, and are working at present on a Christmas concert to be given at Hunter College on December 15 (with orchestra). Also two performances are scheduled for February and May at Carnegie Hall. This is part of Robert Shaw's Master Choral Works Series. If you're interested in singing with this group, now in its eleventh year, call Fran Barbour, Ext. 361, for details.

Former NBC guides Bill Dana and Gene Wood, whom many of us heard and saw for the first time at the annual outing, have now kinescoped their first show and hope to have a sponsor lined up shortly.

NBC News Roundup . .

Grand Ole Opry the Oldest

An institution in American radio, NBC's "Grand Ole Opry," celebrated its 27th anniversary last week. It is the oldest continuous commercial program in radio history. Nearly 5,000,000 persons have come to Nashville to see the "Opry" since its initial broadcast in November, 1925, and it has not missed a Saturday night show since that date. Founder of the program was George D. Hay, a reporter for the *Memphis Commercial Appeal*.

Marine Corps Honors Kate Smith

The U.S. Marine Corps presented a certificate of appreciation to Kate Smith during her NBC-TV program, the "Kate Smith Hour," on November 10 in recognition of her services to the Marines. The presentation was made by Major-General Merritt A. Edson, USMC (ret.), hero of World War II and holder of the Congressional Medal of Honor. The citation read in part: "In grateful appreciation to Kate Smith for cooperation and assistance so generously extended in maintaining and furthering the interest and activity of the Marine Corps. . . ."

TV Future for Graphic Artists

NBC's Sylvester L. "Pat" Weaver, in a foreword written for "Designing for TV," a new book on TV staging problems by Bob Wade, states that graphic artists and craftsmen have helped to shape techniques in television broadcasting and will continue to have a substantial equity in the future of both live and filmed programs. They can look forward to a future "packed with challenges and opportunities."

Gillette-NBC at Rose Bowl

NBC will televise and broadcast the Rose Bowl football game in Pasadena, California, on New Year's Day, 1953, for the second consecutive year. The Gillette Safety Razor Company will sponsor the coast-to-coast coverage of the game on radio and TV. The game will start at 4:45 p.m. EST.

Colonial Theater Improved

NBC's Colonial Theater, at 62nd Street and Broadway, New York City, became the home of NBC-TV's "Your Show of Shows" as of November 15, and it is now a marvel of electronic progress in every aspect of engineering. A new lighting system—the most powerful and intricate ever used in television—has been installed. It is called the Izenour Lighting Control System, is electronic, and can memorize five pre-set changes in lighting. The system uses 520 lighting fixtures, requiring 100,000 feet of cable for the lighting system alone. There are 48 microphone outlets in the revamped theater. There are also 20 microphone control positions in the audio-control booth, plus five master-control knobs on the same console.



Grand Ole Opry

Oldest Commercial Program at 27 Years.

New Commercial Test Service

In a move unprecedented in broadcast advertising history, NBC has announced a commercial testing service for its network TV clients. Under the plan, NBC is making available facilities for producing experimental television commercials and testing them before special audience groups. At the same time, the network released a new research report entitled "How to Increase the Effectiveness of Television Commercials." This study has been developed out of research conducted by the Schwerin Research Corporation and is being shown by the network to interested agencies and advertisers.

Advertising on "Today" Up

The continuing growth of sponsor interest in "Today," NBC-TV's early morning news and special events program, has resulted in the sales of 76 five-minute periods between now and the end of December, according to John K. Herbert, NBC vice-president in charge of Radio and TV Sales.

NBC Radio-TV Sales Unified

NBC has unified its separate radio and television network sales staffs into combined divisions. Under its top executive groups, the Sales Department will consist of the Eastern, Central and Western Sales Divisions, each headed by a sales manager, and two staff divisions—the Merchandising Division and a newly-established Sales Development and Services Division.

NBC BENEFIT PACKAGE

RETIREMENT PLAN IMPROVED



FOR THE BEST YEARS OF YOUR LIFE... MORE SECURITY

Higher Benefits, Lower Contributions,
Feature **NEW** RCA Retirement Plan

NBC EMPLOYEES, have been given the opportunity to create more security for the best years of their lives!

Four major improvements providing higher benefits and lower employee contributions were incorporated into the RCA Retirement Plan at the meeting of the Board of Directors of the Radio Corporation of America on October 3.

Effective as of December 1, 1952, the improved features provide:

1. Better benefits for everybody, especially the older people.
2. Lower contributions for everybody.
3. Minimum guarantee of \$125 a month combined Social Security and RCA Retirement Plan benefits for those with 22 years' credited retirement plan service.
4. Extension of the minimum guarantee to apply to employees already retired, in proportion to their length of credited retirement plan service, with the \$125 a month guarantee in effect for 22 years. Credited retirement plan service for the minimum guarantee is that before December 1, 1944, for which free past service pensions are paid, and/or contributory membership after that date in the RCA Retirement Plan.

These changes add up to an average 20% increase in benefits for the contributing members of the RCA Retirement Plan, and around a 47% improvement for those reaching the retirement age of 65 in the next ten years.

The extra benefits at lower cost to employees which will go into effect on December 1—the anniversary of the old RCA Retirement Plan—are the result of substantially larger contributions by the Company and a basic change in the type of annuity.

The changes represent one of the latest in progressive improvements in the RCA Retirement Plan to make sure that it is among the most modern in American industry.

Under the new plan, employees' contributions are 2% of the first \$3,600 annual base pay and 5% of everything over \$3,600 a year.

This compares with contributions under the old plan of 2% of the first \$1,820 annual base pay, 4% of the next \$1,300, and 6% of everything over \$3,120 a year.

Under our new RCA Retirement Plan, the increased annual benefits will equal 40% of the employee's total contributions. This means that contributions now made by members are returned in 2½ years after retirement.

In the old plan, it took from four to six years after retirement for the retired member to receive annuity benefits equal to his own contributions.

Three Features Make Your New Retirement Plan Better For You

Benefits Paid Out Faster

More benefits. Less contributions. To anyone who has ever bought an insurance policy, it doesn't seem possible, any more than two and two making five, to get more protection for less money.

But the tables are right above, so you can figure it out for yourself.

The new RCA Retirement Plan *does* pay more benefits for less.

The company makes up the difference.

Let's take the case of an employee who has been a contributing member for 22 years (joining after the three-year period for eligibility). Let's assume his average base pay is \$2,400 a year during these 22 years (though it will vary, most likely). His retirement annuity contributions would amount to \$256 less, while his retirement benefits at age 65 would be \$10.45 a month more.

People averaging \$4,800 a year base pay for the 22 years would put in \$1,259 less in the RCA Retirement Plan, but they would get back \$18.27 more a month in benefits at age 65.

Anybody can work out the simple formula under which our new retirement benefits are paid out faster. You get back *every year* for the rest of your life, after retiring at 65, forty percent of everything which you have paid into the Plan after December 1, 1952.

Contributions made between December 1, 1944, and December 1, 1952, will be refigured on the basis of .8% of the first \$3,600 annual base pay plus 2% of the excess over \$3,600. If the

EXAMPLES OF REDUCED CONTRIBUTIONS

	Old Plan	Revised Plan	Decrease
\$ 4,000 per year	\$141.12 year	\$ 91.92 year	\$ 49.20 year
6,000 per year	261.12 year	192.00 year	69.12 year
8,000 per year	381.12 year	292.08 year	89.04 year
12,000 per year	621.12 year	492.00 year	129.12 year

calculation provides a greater benefit than you already have, you will receive the difference as an additional benefit.

Company Contributes More

Just as it takes more gas to make a car go faster, so does it require more money in a retirement annuity fund if benefits are to be paid out faster. In the case of our new RCA Retirement Plan, in which benefits are increased while members put in less, the difference is made up by the company.

Our old retirement plan was like an individual insurance program, a money purchase plan. The amount of retirement annuity bought per dollar depended upon age, sex and earnings. It is typical of these plans that the employee's contributed dollar buys less annuity each year as he grows older. Under the old plan, the company's contributions were at least equal to the amount employees contributed.

With contributing members putting in less and getting back more, it is a matter of simple arithmetic that the company will increase the rate of its contributions. Since you pay only part of the costs of the benefits, the company not only takes care of the difference, but also pays the *full cost* of Past Service Pensions, of additional

benefits for the 1944-1952 period, and of the minimum guarantee.

\$125-Month Minimum

After 22 years of credited retirement plan service, the company will make up the difference between the free past service pensions and/or RCA Retirement Plan benefits and Social Security Old Age benefits so that retired employees at the age of 65 have a lifetime minimum income of \$125 a month.

It is therefore to the advantage of every employee to become a member of the RCA Retirement Plan to assure that he will get the minimum guarantee to \$125 a month. It takes 22 years' contributory membership in the RCA Retirement Plan (which may also include the free past service pension for the period before December 1, 1944) to qualify.

For those who do not attain 22 years' credited retirement plan service by the time they reach 65, the minimum guarantee scales down 3% (\$3.75 a month) for every year less than 22, down to a minimum of seven years.

Both you and the company contribute to the Federal Social Security program so that you may qualify for monthly Social Security benefits.

THIS IS HOW MUCH MORE YOU GET BACK*

If your annual base pay averages

\$

2400

3000

3600

4200

4800

6000

9000

Your 22 years' contributions would be
OLD PLAN NEW PLAN

\$

1,312

1,840

2,579

3,371

4,163

5,747

9,707

\$

1,056

1,320

1,584

2,244

2,904

4,224

7,524

You pay in this much less

\$

256

520

995

1,127

1,259

1,523

2,183

For these monthly benefits
OLD PLAN NEW PLAN

\$

24.75

34.71

48.65

63.60

78.53

108.41

183.11

\$

35.20

44.00

52.80

74.80

96.80

140.80

250.80

You get this much more

\$

10.45

9.29

4.15

11.20

18.27

32.39

67.69

*At age 65 after 22 years in the Retirement Plan

New Plan Highlights Benefits for Older People

All Employees with 3 years Service Eligible for RCA Retirement Plan

Joining the RCA Retirement Plan is simplicity itself.

You are eligible if you have three years of service with RCA and if you are under the age of 65.

If you have three years of service and haven't joined, you received an enrollment card with the announcement of the new plan—sent to your home on November 17. Fill it out immediately and send it to the Personnel Department. If you are not yet eligible, you can sign a card now, indicating you want to participate when you have served three years.

Ask your supervisor to get an application and payroll deduction card which Personnel has available.

Ask for the form which you see reproduced below. They are available in Employee Services in New York.

RCA Retirement Plan Has Option to Protect Dependents' Future

You can provide an income for life for your wife or husband in the event of your death first, if you are a member of the RCA Retirement Plan.

This can be done by choosing the optional Joint and Survivor Annuity.

In such event, the retirement benefits to be paid would be somewhat smaller since they will be spread over the life span of two persons instead of one.

Without this option, beneficiaries of a retired member will receive when he dies the difference between his contributions plus interest and any benefits (except Past Service Pension) paid him up to the time of death. If a member of the plan dies before retirement, his beneficiaries receive the full amount of his contributions plus accumulated interest.

New RCA Retirement Plan Improves Benefits If Retiring Before 65

Those who don't want to wait until the age of 65 before retiring can do so at an earlier age and still receive retirement benefits under the RCA Retirement Plan.

If you are at least 55 and have at least 25 years of service (or at least five years of contributory membership in the RCA Retirement Plan), the benefits you have built up at the time of your retirement will start at 65.

If you choose to receive your benefits before 65, they will be at a reduced rate, primarily because you will be receiving them over a longer period.

For example, if you want benefits to start when you are 55, they will be about 45% of what you would get if you left the money in the Plan until you were 65. At 60, they'll be about 65%.

Many Retired Employees Will Benefit By Extension of Minimum Guarantee

20% Average Gain for All, 47% Gain For Those Retiring in Next 10 Years

**YES,
I WANT
RETIREMENT
SECURITY**

If you are already a member of the Retirement Plan, no application is necessary.

Ask Your Supervisor To Get You This Application Card

Fill It Out

Sign and Return It

RCA RETIREMENT PLAN GROUP ANNUITY APPLICATION AND PAYROLL DEDUCTION AUTHORITY				
NAME OF EMPLOYEE			DEPT.	LOCATION
DATE OF BIRTH OF EMPLOYEE MO. DAY YR.	SEX	MARITAL STATUS	NAME OF EMPLOYER NATIONAL BROADCASTING COMPANY, INC.	
I hereby apply for membership in the RCA Retirement Plan, and authorize deductions from my earnings of amounts sufficient to cover my contributions in accordance with the Plan. I understand that after deductions have commenced I may not withdraw or suspend my contributions prior to termination of my employment.				
I hereby designate as my beneficiary: NAME OF BENEFICIARY (The right to change the beneficiary is reserved by the employee.)				
LAST	FIRST	MIDDLE INITIAL		
RELATIONSHIP TO EMPLOYEE	ADDRESS OF BENEFICIARY NO. STREET	CITY	STATE	
(If more than one person is named beneficiary the death benefit, unless otherwise requested above, will be paid in equal shares to the designated persons who survive the employee. If no beneficiary survives, payment will be made in accordance with the terms of the Plan.)				
DATE	X		SIGNATURE OF EMPLOYEE	
DO NOT FILL IN SPACE BELOW				
EMPLOYMENT DATE	SOCIAL SECURITY NO.		DEDUCTIONS BEGIN	CERTIFICATE NO. AC 612—

This is not the complete text of the RCA Retirement Plan. The rights and benefits under the Plan are covered in the new booklet, "You . . . and the RCA Retirement Plan," which is being distributed to all employees of the National Broadcasting Company, Inc. If you didn't get a copy, see your supervisor.

NBC 25-Year Club Feted At Luncheon

President McConnell
Presents 22 Watches
to Quarter-Century
Members at
Waldorf-Astoria

The National Broadcasting Company's service-award ceremonies took place last month (November 14) for 25-year employees of the New York offices of NBC, and they included cocktails and luncheon in the Starlight Roof of the Waldorf-Astoria; the presentation of watches and certificates by President Joseph McConnell; a presentation of a "better 25-year service award package" by Robert Elliot and Raymond Goulding, and a final announcement by Mr. McConnell of a new and better retirement plan for all NBC employees.

Later in the day, Mr. McConnell presided at a cocktail party at the Rainbow Grill atop the RCA Building, for 106 new members of the NBC Ten- and Twenty-Year Clubs.

Twenty-two NBC employees were welcomed into the company's 25-year Club.

At both the 25-year and the 10- and 20-year ceremonies, President McConnell saluted the loyal and able employees who make up "the hard core of NBC". The broadcasting industry, he said, is a turbulent and dynamic one, constantly changing. Many people would not have the stamina, enthusiasm, strength, and capacity for adjustment necessary to keep NBC pre-eminent in broadcasting. President McConnell commented on NBC's apparent reputation for turnover because of its turbulent and dynamic nature. "Yet," he said, "when I realize that there are over 1,000 people in NBC with more than 10 years of service,



At the Starlight Roof of the Waldorf-Astoria, 22 Twenty-five-year Club members had cocktails, luncheon, received gold watches and certificates. The luncheon was held November 14.

I am impressed both with the high caliber of our associates and the real sense of stability NBC offers to all of us.

"Our building of radio, and our recent development of television, could not have been possible without such a solid group of people who have been responsible for our growth and development."

Also at the Waldorf, "Bob and Ray," who had done considerable research on service-award presentation (one



"Bob and Ray" had their own version of how a 25-year Club Award should be presented.

hour), enlivened the group with the results of their research on such service awards. They told the new 25-year members: "We have come up with a far better service-award package, which we are happy to say will not be given away. They may be purchased at the corner drug store on the way out." Included in the "package" was a large money sack with 25 pennies (one for each year of service). "They are silver pennies, of course," the team pointed out. Also included were a personalized chest X-ray, and a four-inch-high quarter-century plant; also on display was a beautiful 18-inch century plant (to show how the quarter-century plant would grow). There was also a letter of recommendation, as follows: "You have been employed by the National Broadcasting Company for 25 years, (signed) Joseph H. McConnell." One of the more valuable features of their package, the tear declared, was a set of 12 cards with things to say when the ceremonies were over, such as "It seems like only yesterday" or "Yes, I got an offer from another network, but I won't leave a sinking ship."

The new members of the 10- and 20-year Clubs were honored at a cocktail party in the Rainbow Grill from 4 to 6 p.m. President McConnell presented the pins and certificates to the new 20-year members, and to Miss Frances Kline, his secretary, and to Mr. Joseph Heffernan, Financial Vice-President. Mr. McConnell presented 10-year awards. Mr. Heffernan, 17

years with the RCA-NBC family, then presented appropriate pins to the 85 other Ten-Year employees and the 20 Twenty-Year people.

In addition to awarding suitably inscribed gold watches and certificates to those new members of the 25-year Club. Mr. McConnell outlined the changes in the NBC Retirement Plan, which will become effective December 1.

Mr. McConnell told the 25-year group, and also the 20 and 10-year members, "Three years ago we felt that we should break the company up into more manageable groups so that radio could continue its growth, and television could be developed. As you remember at that time we established two networks, one for radio and one for TV. At that time I thought it would take six or seven years before we could again consolidate them. But I was wrong. In three years, television's phenomenal development made it possible to integrate the two networks with many resultant economies of operation. Our reorganization has been effected. And I would not be truthful if I did not say that we have been through difficult times. Our work will not be easy for the next few years. We must continuously fight for the growth of radio and the further development of television."

He pointed out that in broadcasting "We cannot stand still. We must constantly be in motion, driving ahead. I pledge to you as your president, and I know as my associates you pledge to me a determination to build, to grow, to move, so that NBC will not only retain its importance in American life, but will continue to grow and improve.

"I say to you with great confidence, because I know the kind of people we have, that I look forward with eagerness and enthusiasm to a great future for all of us."

New 25-Year Club

New York

William Bloxham	William B. Miller
Gustave Bosler	Marion Murray
Alfred Christopher	Granville Peers
William Clarke	Charles Phelps
Dr. Alfred N. Goldsmith	John Rodenbach
Charles Grey	Robert Sharpe
Theodore Hahn	Ella Sheil
Joseph Kent	Andrew Waddell
Arthur Lindstrom	Helen Walker
Steere Mathew	Al Wies
Hugh McGeachie	James Strang

Hollywood

Alice Tyler



President Joseph McConnell spoke to 25-year clubbers, and in addition announced new, improved retirement plan for all employees.

San Francisco

Lloyd Yoder
Oscar Berg

George McElwain
Mary K. Moore

Washington

Virginia Birgfeld

William Chew
Frank Fugazzi

To the Secretary



In Rainbow Room later, 10- and 20-year employees received awards. Here, President Joseph McConnell presents 10-year award to his secretary Miss Frances Kline.

New 20-Year Club

New York

Joseph Armone
Anita Barnard
Ruth Barrett
Edward Bertero
Eva Boudreau
Ogden Bowman
Donald Castle
Edwin Costello
Doris Crooker
Edwin Dunham

Elmer Goodale
William Hedges
Laverne Heuer
Alfred Patocy
Joseph Stemple
Helen Thompson
Edith Walmsley
John Welch
William Yoost
Hollis Young

Hollywood

Henry Maas
Frank Dellett

Joseph Kay
Robert Thompson

Chicago

Dorothy Masters

Cleveland

Russell G. Carter

San Francisco

George Dewing
Edward Manning

William McAuley
Curtis Peck

Thomas Watson

Washington

Clyde Clark

(Continued on page 19)



Charles Grey, a 25-year man, receives his watch and certificate.



Helen Thompson, 20 years



Dorothy Healey, 10 years

The Picture Story of Awards



Jim Gaines, 10-year award from Joseph V. Heffernan



Joseph Kent, right, receives his 25-year certificate and watch.



President McConnell, Pat Weaver, center, and Gus Bosler, 25-year award



Jim Nelson, 10 years

WNBK's 'Story of Steel'

by

Al Henderson

When Dave Garroway recently got a glimpse of the shots being fed to his morning news show, "Today", he said, "Gee, isn't it tremendous! I'd like to see more of this!" And he did.

WNBK's fabulous "Story of Steel" television series brought plaudits of viewers and writers from all over the country. The series, conceived by WNEK's News and Special Events Department, under the direction of seasoned news director Edward Wallace, told the back-breaking, sweating, splashing, fiery story of steel in Cleveland from the moment it arrived at the ore docks to the day it drove out of the Chevrolet plant as a finished steel fender.

Unloading Scene

The first of the series, shown over WNBK's "Today", depicted the unloading of a huge ore-laden ship on Cleveland's Lakefront—at the C & P docks. Into the maws of the gigantic Hewlett unloader, which gobble up tons of iron ore, on to the waiting freight cars, poured the entire cargo of the ship.

Paul Bedford, able WTAM-WNBK announcer, graphically described the event to WNBK viewers, of this . . . the first step in Cleveland's "Story of Steel".

The huge "B" blast furnace was literally transformed into a TV studio. Special scaffolding was erected, one of which suspended a television camera and crew 100 feet in the air. Two other cameras, equipped with special lenses to filter the blinding light and heat, caught the breath-taking actual "tapping" of the furnace. As the molten steel belched out in a fiery river . . . even such an old hand at news as Dave Garroway . . . was duly impressed.

For the third segment, WNBK moved its cameras to telecast the operation of one of Republic Steel's huge "Open Hearth" furnaces in action. From there it was into Republic's "strip mill" for another action-packed sequence.

Final chapter of the "Story of Steel" came on October 13th at the huge Chevrolet plant at Brookpart and Stumph Roads. Here, as the final step, the end product of steel was portrayed.

Blast Furnace Shots

In the second program of the series, WNBK cameramen proved, in no uncertain terms, that they were truly operating from a "mobile" unit. "Never before in TV's history has an attempt been made to do an actual on-the-spot telecast from so inacces-



These were "hot" shots in WNBK's coverage of Republic Steel's open blast furnace rooms.

sible and difficult a place as the casting floor of a blast furnace". So said a writer about the telecast from American Steel and Wire Division of U.S. Steel.

The steel that had been . . . unloaded as ore . . . poured as molten metal from blast furnaces and open hearth furnaces . . . transferred into writhing snakes of strip steel . . . was at last to meet its goal! Here, with an elapsed time of only five minutes, strip steel came in, and automobile fenders and hoods came out.

Directors of the show were George Cyr and Carl Freeborn. Howard Spiller, in charge of the engineering operation, led a crew which even the "puddlers" in the steel mill had to admit "could take it".



Paul Bedford, WNBK announcer, interviews a Chevrolet plant official, as WNBK cameras record the story.



WNBK camera catches the huge presses of the Chevrolet plant forming hoods and fenders for automobiles.

NBC's Veteran Sports Announcers:

Bill Stern, Now 15 Years with NBC, Going Stronger Than Ever

Bill Stern, NBC's 45-year-old triple-threat sports star, is rounding out his fifteenth year with the network this year. And he's going stronger than ever. Stern, who broke into the NBC sportscasting staff in 1937, is now running a sports review on AM at 6:15 p.m.; "Today's Sports", a five-minute TV broadcast over WNBT at 6:50 p.m.; "Sports Final", a five-minute TV broadcast over WNBT at 11:10 p.m.; and Bill presents most of the NBC football games every Saturday on the AM network. You will also see him occasionally in the movies.

Stern has had stars in his eyes ever since he was born in Rochester, New York, in 1907. He was active in dramatics and athletics at Hackley School (Tarrytown, New York) and went on to Penn Military College in Chester, Pennsylvania. There he led the band and was a three-letter man. Stern broke into radio on WHAM, NBC's Rochester station in 1925. He did all sorts of chores around the station and occasionally could do some sports announcing, which was his real love.

Stern took time out for a crack at Hollywood, but he got no nearer the cameras than digging post holes for the fence around the RKO lot. In 1931, he worked his way East by announcing at various radio stations along the route. Arrived in New York,



NBC's Bill Stern. He's been with us now for fifteen years.

Stern became assistant stage manager at the Roxy Theater. A year later he transferred as stage manager of both the brand-new Radio City Music Hall and the Center Theater. But anxious to get back into radio sports announcing, he wangled a chance to assist Graham McNamee on a single football broadcast in 1934. Stern clicked. He did guest broadcasts of other games until 1937 when he joined NBC.

Stern's crisp announcing of such

sports classics as the Rose Bowl and the Army-Navy game won him the job as director of NBC's sports staff in 1941. He has won dozens of radio and TV honors since, and in 1951 was made NBC's sports editor.

NBC Engineer Goes 57,000 Miles with "Ike" on Campaign

You might say that General Dwight D. Eisenhower and NBC's Hal Schneider became buddies after 57,000 grueling miles of travel during the recent Presidential campaigning, for every place that Schneider went, "Ike" was sure to go.

Hal Schneider, 35-year-old field engineer, was released temporarily, previous to the campaign, by NBC in order that Hal could handle the engineering duties for a pool of broadcasting companies. Schneider would arrange broadcasting facilities many miles ahead of the "Ike" train—sometimes in the sleepy hours of the morning—and when the Republican campaigners caught up with him, everything would be in readiness, either for local or nation-wide broadcasting.

An audio expert for many years, Schneider said that just previous to every "Ike" talk (whether a whistle-stop or otherwise) the President-elect would lean over and shout, "Everything okay, Hal?" This "Ike" shout became a byword throughout the whole trip. . . . "Everything okay, Hal?"

Hal was sort of an "advance man" to the campaigners, along engineering lines. He arranged microphones, checked amplification and wiring, etc.

"There wasn't one speaking engagement," Schneider said, "after which the General didn't offer his personal thanks to all of us."

Campaigning is not new to Schneider, as he covered the Dewey party during the 1948 campaigning. On that jaunt, he figures he covered close to 47,000 miles. And previous to this he had covered the engineering problems of Winston Churchill, Bernard Baruch and many others.

It's probably appropriate here to mention that Don Fitch, NBC-Chicago, did a comparable job for the Adlai Stevenson party.



Bill Stern's radio coverage of football games involves pre-game work.

This is a Pre-Christmas Story—

About Ferroequinologists *

NBC has its share of electric-train lovers and model railroad builders, but more and more the kids just “watch and wait”

A recent magazine article pointed out that an executive of the Lionel Corporation pays strict attention to the nation's birth rate, for it has a definite bearing on the sales potential of model electric trains.

However, if you can judge from the many greying, arthritic men who are avid model railroaders, more attention should be paid to the “old man”, for junior hasn't got much to say these days on whether he gets “O” gauge or “TT” gauge or whether he gets a streamlined job or freight cars.

This Christmas will be for men only. Electric trains are being sold in their biggest quantity since pre-World War II days, and boy babies, still on the bottle, are being used as an excuse by papa to buy *the* electric train of his dreams. Happy wide-eyed toddlers, who will be unfortunate enough to get a train from Santa, will be a disillusioned bunch on Christmas morn when an irritated father pushes them their distance with, “Now will you stand back and let me see if this transformer works. . . . Look out! don't touch that crane car!”

There are innumerable fathers here at NBC who are taking their first “flyer” at an electric train . . . “for their boy”, and there are others who have been serious model railroaders for many years.

Clarkson Bundick, for instance, an NBC tool maker and tool designer, is an avid fan of live steam locomotives. He makes them himself, not from kits, but from a raw start. Bundick makes every minute part that goes into his steam locomotives, and he says, “I couldn't even estimate the number of separate parts that have gone into my latest locomotive.”

His latest locomotive is an exact duplicate of the 20th Century Limited engine (the one previous to the new diesels), and it is six feet in length, weighs over 400 pounds, and can build up 125 pounds of pressure in a square inch. Bundick estimates the engine is worth about \$9,000 when you take into consideration his labor. The engine has a steel boiler and stainless steel plate. The boiler is coal-fired with rice

coal, which is started up with the aid of a little alcohol and a vacuum sweeper. Bundick rides it on a special track in Long Island. “The thing is too smelly and smoky to start up in the basement,” said Bundick. It takes two strong men to get it out of his basement in Scarsdale.

Bundick's first love of engines dates way back, when he used to watch trains run over a bridge at Madison and 47th Streets. But it wasn't until 1946 that he entered into the fascinating hobby of actually building engines.

The distinction evidently between serious model railroaders and amateurs lies in the fact that the serious people specialize in certain gauge tracks, types of locomotives and cars. Some build their own trains from kits which are supplied by manufacturers. Some form clubs such as the New York Society of Model Engineers.

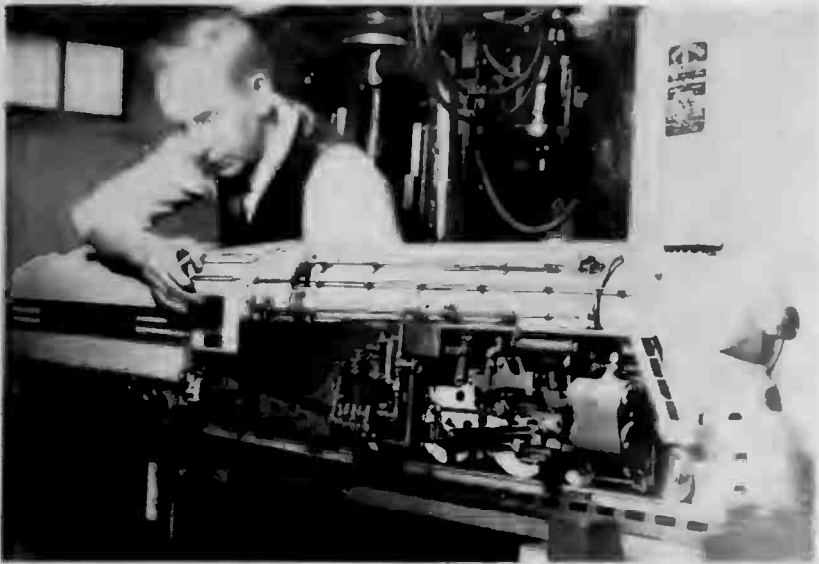
Ted Hahn, a 25-year-club member at NBC, belongs to the New York Society of Model Engineers. Hahn, a senior control supervisor in the master

*A lover of railroads, lore, most often a model railroader.



Probably the most fascinating piece of equipment to model railroaders is his roundhouse and turntable.

Model railroading can be done with the simplest of tools: screwdriver, hammer, pliers, and ruler.



Clarkson Bundick, NBC tool designer, built this live-steam locomotive. He values it at about \$9000.



NBC's Ted Hahn belongs to N. Y. Model Club, one of whose members built this replica of Hoboken slip.

control room, is interested mostly in "O" and "HO" gauge track. Hahn says he is not too interested in the actual building of model trains from scratch as he is interested in the operational work of railroading. He's an expert in the electrical end of it. "It gives me a chance to put some of my experience with electrical wiring to work in a hobby", he says. The New York Society of Model Engineers has its headquarters in the depot of the Delaware & Lackawanna Railroad in Hoboken. There, complete layouts are designed by the 115-member group, and run by the same group. Hahn built his model train from kits. His son used to be interested, but has grown up and lost all interest. Hahn now carries on all alone.

Here at NBC

Other NBC employees, who are model railroaders, are Felix Ghirlando, Master Control room; Jack Durkin, TV engineer; Frank Vierling, TV engineer; Herbert Riedel, TV engineer; and Hal Schneider, AM engineer.

Of the 30,000 *serious* fans in the United States, a great many specialize in certain rolling stock over certain gauge track. For instance . . . HO, TT, OO, S and O . . . what are they? They might seem to be just so many more government agencies, but they are the five common gauges for model railroad track. Gauge of track is the distance from the inside of one rail head to the inside of the other.

In full-size railroads (prototypes), the measurement between rails is 4 feet 8½ inches. This is standard, and is used almost throughout North

America. In the United States, approximately 1,000 miles of railroad are narrow gauge, 3 feet wide.

Started With Romans

How did such an odd number of feet and inches become standard gauge? It all goes back to the ancient Roman chariots, which were built with an approximate width between wheels of 4 feet 8½ inches. After the Roman invasion of England, carts had to be built to fit the ruts left by the chariots, and from there it was a natural step to continue into the locomotives. Some of the first railroads in this country imported locomotives from England, so track here was laid to fit.

TT gauge is the smallest commercial gauge generally available, and O gauge is the largest.

There are more than 250,000 ferroquino-logists in this country alone, ranging in age from eight years up to 75 and over. And NBC railroaders tell us they use some mighty cryptic colloquialisms . . . such as "Banjo and

claw," "merry-go-round," "calliope," and "peanut roaster." The Banjo and Claw is the shovel and clinker hook used by railroad firemen, the Merry-go-round is the turn-table, a Calliope is an old steam locomotive, and a Peanut Roaster is a switch engine. A Brass Hat is an official, but a Raw Hider is a model railroader who has a foul temper. A Crummy is the caboose.

Enter, the Scoffers

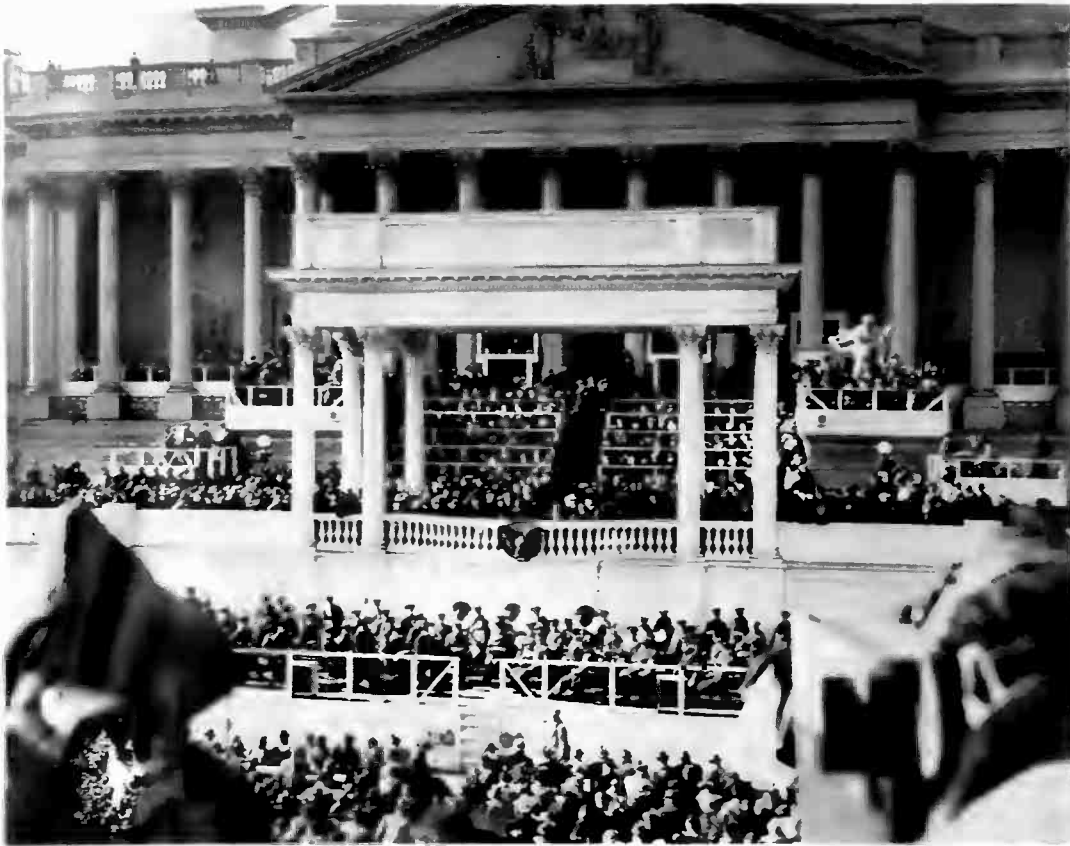
Once a model railroader entices a scoffer into his house to look at a layout, the contagion begins to spread. The guest will stand around a while, complaining that his host is just kidding himself, that he's ready for cutting out paper dolls. Finally, the two of them go into the basement to look at the layout. There is a miniature freight yard, backed up by a scale mountain, all very lifelike. When the locomotives are placed on the track, coaches coupled on and power applied, the train moves with increasing speed . . . over switches, under bridges, stopping at stations, through tunnels. By this time the guest has got the fever and he doesn't even know it!

He's a Neighbor

The model railroader may be a doctor, a government employee, a student, an executive, a clerk or a farmer . . . or work at NBC . . . in any event he lives across the street from you, usually in his basement.

Will you be another of the NBC boys who becomes a father this Christmas?





Here is NBC television cameramen covering 1948 inauguration in Capitol.

NBC with General Motors to Cover the—

President's Inauguration

On January 20, 1953, the National Broadcasting Company, with the sponsorship of the General Motors Corporation, will cover the Presidential Inauguration ceremonies in Washington, D. C. NBC will cover Dwight D. Eisenhower's inauguration both on radio and television.

General Motors will sponsor a four-hour telecast and a two-hour radio broadcast of the Presidential procession from the White House to the Capitol for the swearing-in ceremonies, the return cavalcade from Capitol Hill to the White House, and the President's review of the inaugural parade. NBC will telecast and broadcast the actual swearing-in ceremonies, followed by the President's speech at the East Portico of the Capitol, as a public service.

Both the General Motors sponsored telecast and radio broadcast on NBC will begin at 11:30 a.m., EST. NBC radio coverage will continue until 2:30 p.m., EST, and TV coverage until 4:30 p.m., EST. William R. McAndrew, manager of the network's News and Special Events Department, will direct the inaugural day coverage.

Noted NBC commentators, including Morgan Beatty, John Cameron Swayze, H. V. Kaltenborn, Frank Bourgholtzer, Ray Henle, Ned Brooks, David Brinkley, W. W. Chaplin and many others, will describe the ceremonies.

NBC pioneered in covering Presidential inaugurations, with the late Graham McNamee describing the inauguration of Calvin Coolidge in 1925 for the first time on radio over NBC's New York station.

Jim Coy Joins WNBC-WNBT

Jim Coy joined the WNBC-WNBT staff on November 17 as a specialist in news and special events. His first assignment will be to share the high-rated 7:30 a.m. news report with Charles F. McCarthy. He will also be assigned the 1 o'clock and 2 o'clock news reports on WNBC. Across the hall in the television sister station, WNBT, he will handle the 8:55 a.m. local edition of "Today".

Morton Gaffin Named Manager

Effective November 3, Morton Gaffin was appointed Manager of Spot Television Advertising and Promotion. Mr. Gaffin will report to the Manager of Sales Development, Advertising and Promotion, National Spot Sales Department.

NBC Traffic Division Transferred

Last month the NBC Traffic Division was transferred from the Vice-President in Charge of Station Relations to the Manager of Station Relations, Harry Woodman. Traffic Manager, will report henceforth to Thomas Knode, Manager of Station Relations.

Mills is Queenly Type

Marilyn Mills, KNBH staff singer, had quite a month. She was elected "Sweetheart" of the Disabled American Veterans in Southern California . . . also "The Girl We Would Most Like to Take With Us" by a Korean-bound Marine Division in San Diego . . . also "Sweetheart" of the Southern California Truck Drivers.

Nelson, Kenaston Named

Two new members were added to the KNBH staff this past month. Harmon Nelson was named Program Manager and Jack Kenaston was appointed Advertising and Promotion Manager. Nelson has been in the entertainment industry as a writer, director, producer, entertainer and agency executive during the past 20 years. Kenaston was formerly associated with Station KTTV and has been active in Public Relations as a television producer and packager.

Little Theater Group Active

The Little Theater Group at KNBH has gotten underway for the production of Cliff Odets' "The Big Knife". Featured in the cast will be Elsie Radwick, Ned LeFevre, Daryl MacAlister, Greg Peters and John Storm. Karl Pearson will produce the play. Don Stanley directs and Pat O'Hara is stage manager. Others on the board include Dean Craig and Ted Switzer. The presentation is scheduled for mid-December opening.



Jinx Falkenberg McCrary commented on WNBC radio throughout the night. She's fresh at 1 a.m.

NBC on Election Night Here

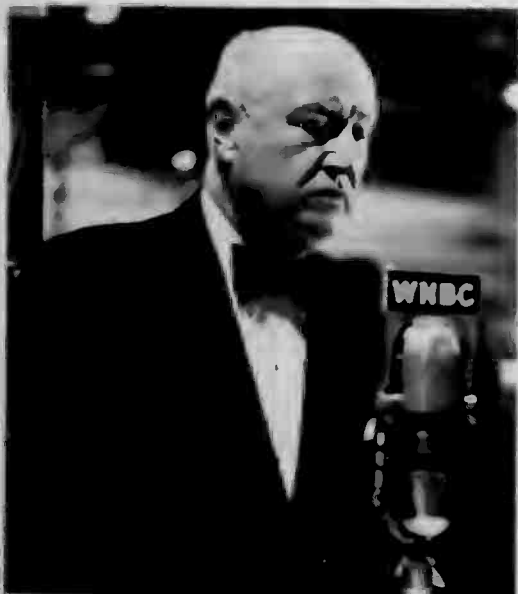
Over 300 specialists and technicians
On hand to give the public coverage



General scene in Studio 8-H, the NBC-Philco Election Headquarters. Guests in the RCA Building reached 14,000.



At 8:59 p.m. on Election Night here in New York, John Cameron Swayze was ready to go on NBC-TV.



Democratic strongman, Jim Farley, took defeat philosophically.



Operators in Studio 8-H at the National Cash Registers, which totalled popular vote for each candidate as it came in from far-flung corners.

People and Places

New York, NBC

Hollywood, KNBH

KNBH made what is believed to be the longest kinescope recording on record when the entire city of Hope Telethon was recorded, amounting to 13 hours. The film is being edited to 8 hours and will be shown in various parts of the country.

Channel 4 also kinescoped the Community Chest kickoff program for use on the other six Los Angeles TV stations.

So many of the employees of the station have become owners of "mighty midgets" that a foreign-car club has been organized.

KNBH hosted a meeting of the Academy of TV Arts & Sciences at the new NBC studios in Burbank recently.

Among the injured at Sunset & Vine: *Leonard Goldberg* of the Film Department received a broken ankle during NBC's annual outing festivities. *Norma Gilchrist* is limping around the studios with bandaged legs because of a fall down a flight of stairs.

Jimmy Wallington is wearing a cast from a broken arm. Seems he was showing his children how to ride a bicycle. *Don Norman*, station manager, recently had several stitches taken under his right eye. A jack handle sprang up unexpectedly when he was changing a tire. *Walter O'Keefe* is recuperating from a broken ankle. And *Manny Cordero* of the production facilities department sports a huge bandage on his cut finger.



Recently at NBC-Chicago, WMAQ scripter *Bob Carman's* sparkling snap of music librarian *Bea Koujourian* (above) won that location's annual Camera Contest. *Carman* used an Exacta 35mm camera.

San Francisco, KNBC

NBC's San Francisco station is enjoying an ever-growing reputation as one of the country's top classical music stations. Along with the other O & O's, KNBC programs its all-night operations with strictly classical and semi-classical selections. In addition, since last May, the KNBC Orchestra has been an all-string organization. Playing under the name "Masters of Melody", the ten-piece ensemble six nights a week plays a half-hour program of light melodic music drawn from the large field in between jazz and the serious classics. Not only have the "Masters of Melody" attracted a large and faithful dinner hour audience, but they recently became the object of one of the largest local sales in recent San Francisco radio (or TV!) history. The "Masters of Melody" now are sponsored by the Morris Plan Company of California. The format, however, remains the same. A full thirty minutes of nothing but music, numbers identified at the close, and brief commercials at the beginning and end.

Starting Friday, November fourteenth, immediately following the "Masters of Melody", KNBC began programming a weekly half-hour of rehearsal sessions of the San Francisco Symphony Orchestra. Full rehearsals of the Symphony are recorded and edited down to thirty minutes. And inasmuch as the San Francisco Orchestra this season is featuring guest conductors, those heard on the rehearsal program will include such names as *Leopold Stokowski*, *Bruno Walter* and *Alfred Wallenstein*.

The NBC network has presented rehearsals of the Boston Symphony, but as far as known, a similar program has never before been undertaken on a local basis. The KNBC series is being produced by *Bill Gavin*, staff producer and supervisor of the recording department.

KNBC and General Manager *Lloyd E. Yoder* have received another award for the station's outstanding public service series, "Communism—A Clinical Analysis." The latest honor was bestowed on the San Francisco O & O station October 22nd by the San Francisco chapter of the National Conference of Christians and Jews. A citation presented to *Yoder* commends KNBC for "outstanding service to democracy and its ideals of justice, freedom and equality" and declares the project "contributed immeasurably to the preservation of American principles, by exposing the dangers of Communism to our cherished way of life."

"Communism—A Clinical Analysis" was presented as a fourteen-week series of frankly educational broadcasts featuring distinguished education, labor, religious and legal experts and leaders.

Earlier, the station received an Americanism award for the series from the California department of the American Legion.

KNBC's News and Special Events Manager, *John Thompson*, spent election night in Hollywood—analyzing returns for film-dom's television audiences. In *Thompson's* absence, his right-hand man, *Bill Cothran*, supervised the San Francisco station's election coverage.

Putting one little desk beside another in *Ed Cosgrove's* office in Broadcast Operations. We all welcome *Elaine Pankopf*. Also the welcome mat is out for *Barbara Owen*, secretary to *Sumner Glimcher*. *Priscilla Britton* was welcomed back into the fold as *Ed Whitney's* secretary. We no sooner had our hand out to greet our new typist when she was whisked away to the hospital. We all hope it isn't too serious and that you return soon, *Jo*. We want to wish *Harriet Pavlicko* all kinds of luck in her battle with the virus (P.S. She plans to marry in January). *Joan Porter* has also set the date . . . December 6. All in operations are enjoying the Chimes' "New Look".

In Staff Controllers, *Ethel Pont*, who was married to *Rene Perry* of Paris, received a lovely "Rotiss-o-mat" from the department. The girls gave her a wonderful luncheon at the "Hickory House", wishing her all the happiness in the world. See you in two weeks, *Mrs. Perry*. Welcome to *Arnold Snow* who hails from Georgia.

NBC bid farewell to *Tom Logan* of Technical Services.

Frank Spain of Development has returned to his desk following his Military leave.

Elaine and *Jack Carroll*, a son, *Kevin Michael*, October 22.

A welcome to *Bill Urban* of the Model Shop.

A welcome to *Bill Brawley* formerly of the mail room now working for *Mr. D'Agostino*.

The girls of 612 toasted *Rita Stipo* up in the Rainbow Room prior to her flight to California.

Traffic put out the welcome mat for newcomer *Bob Sammons*. If anyone is interested in a diet that works miracles, see our *Jeanne Jenks*; she's so streamlined we're afraid we'll lose her to *Conover* or *Powers*! *Alice Weyrauther* is all aflutter over the new addition to her family, no not a babykins but a brand new shiny Pontiac. The two Traffic brides, *Terry Garcia* and *Joan Tierney* are having great fun swapping experiences, recipes, et cetera and will welcome any "household" hints from more experienced brides. They're also thinking of taking out "explosion insurance" after the stories they've heard of what happens to a bride when she uses her pressure cooker for the first time. *Marge Hadley* flew out to Omaha to spend Thanksgiving with her mother.

Everyone in Special Events very distressed to hear *Karl Korter* was hospitalized and hoping it won't be too long before he's up and around, feeling better than ever.

Guess it's only natural the News Dept. should have people going to all parts of the world . . . *Charles H. Colledge* (sometimes known as *Joe*) is in Europe for a whirlwind tour of all our foreign offices, and also to start the Coronation ball rolling; *Jim Pozzi* took a 3 week cruise on a banana boat to South America; *Joe Vadala* being transferred to Florida for 12 months to give us top camera coverage for the network from that area; *Betty Rapp* getting ready for her first trip abroad—sailing Dec. 9 on the *Liberte* to join her husband, *Lt. William Davis*, stationed in Germany, and *John Lynch*, who recently resigned, writes us from Mexico that he's having a wonderful time and also that gin is only 85 cents a fifth down there.

Office relations do not always terminate at the 5 o'clock whistle, so the Film Library proved recently. Yes, there was a collision of employees and employer at the end of the day as they made their exit. But the reason! *Anne De Rose* was holding a get-together at her home in Bloomfield, New Jersey that night for all the film librarians.

Irving Traeger, supervisor of the library, handled the situation per usual. He made arrangements to chauffeur those employees in the nearby vicinity who didn't have rides, and his group was the first to arrive. But the rest? Well, everyone is still wondering how so many different people can get confused in so many different ways and still end up at the same place.

Once there, the office crew made merry with food, drink, music, and dancing. And, as the old saying goes, a wonderful time was had by all.

Ceiling Is Now Clean

Film Librarian *Frank Kelly* was staying at a friend's apartment while the friend was away, when two men came to the door and requested that he let them in to paint the ceiling. They quieted his protests, explaining that they had several apartments to paint and that this one was next on the agenda. When *Frank's* friend returned, he found his ceiling painted, and the usual amount of excess paint had dripped on the walls. His excitement was understandable when he explained that the entire apartment has just been painted the previous week. The painters had mistaken his apartment for the one on the floor above.

John Walsh, assistant film librarian who was called into the army in October, 1950, has returned to work at the film library after serving with the 169th Infantry, 43rd Division, for a year in the states and a year in Germany. While in the army, on September 3, 1951, *John* was married to a New Yorker, *Joan Wert*, who is currently employed at Metropolitan Life.

Film Librarians *Ted Everitt* and *John Walsh* are enjoying the hunting season this year, especially duck and deer hunting.

Bill Golubock, custodian of the kinescope storage at 146th Street, spent his vacation in Miami—took some good color slides of the Florida landscape.

Come, Come Man

Assistant Film Librarian *Fred Lights* is happy with his new apartment, but says it's a lot of work.

A big welcome is out to *Cynthia Vose* who is *Sol Cornberg's* new secretary. She's one girl who can almost say she's a "Princeton Girl" after working there at the University for quite a while before joining NBC. . . . Going back to expectant parenthood, *Jack Geagan* is awaiting (and very eagerly too) the arrival of some 4,000 guppies. *Doris Phillips* is certainly thrilled with her TV set — that and a lovely apartment all her own is just too much! . . . The whole department in an uproar planning for their Christmas Party — should be a good one! . . . *Bob Sharpe*, Set-up's only 25-year man is very proud of the gold watch he received at the luncheon given at the Waldorf for the 25-year men. . . . *John Welch* and *Al Patkocy*, manager of the Belasco Theatre, received their 20-year pins, while *Bill Bergen*, *Nick*



Purchasing's Dick Holbrook's little girl, Shellas, who won beauty contest in Newark recently. Conover is also interested.

Kramer, *Ray Farnan*, *Tony Fasolina* and *Jimmy Cashion* received their 10-year pins. All enjoyed cocktails at the Rainbow Room.

New York Personnel welcomes *Barbara Nicovich*, Records clerk-typist, *David Broadfoot*, Supervisor of Salary Administration, and *Richard Connell*, Supervisor of Employee Services. Best of luck to *Seth Faison*, Assistant Supervisor of Salary Administration, *Warren Simmons*, Employess Services Assistant, and *John Titman*, Central Personnel Relations Analyst, on their new job assignments.

New members welcomed to the New York newsroom recently are:

Pat Bowers

Mary Brendle

Max Spalter as new copyclerk

William McDougall, weekend copyclerk.

Steve Scalia, former copyclerk is now working for WDSU in New Orleans. *Bert Ivory* replacing him as head copyclerk.

A sigh of thankful relief now being breathed by all members of the Newsroom staff now that the elections are finally over.

Nice to see *Mary Mealia* (N.Y. Adv. & Prom.) back after a sojourn in the hospital.



Staff-Controllers answer to our cover shot of Skelton last month is this picture of Ella Sheil, who works in Accounts Payable; has been with Company for close to 26 years. Picture was taken around 1916.

Joe Wells has switched to the Research Department. *Enid Beaupre* is quite jubilant over the success of brother *Idwal Jones's* new book, "Chef's Holiday", a novel dealing with gastronomic pleasures. With the football season in full swing, *Marie Ruppe* took off to Ann Arbor for the Michigan-Illinois weekend. Sporty *John Porter* has joined the NBC MG clan. Department of Extra-Curricular Talent: *Dorothy Brodine* has acquired quite a reputation as a short story writer, but *Maurice Dallimore* is our real triple threat man. Having had vast experience in the dramatic end of radio while in India and England, he was able to combine his weekly stint in Advertising with gory murders on Sunday. Appearing in the NBC radio series about Scotland Yard, "Whitehall 1212", he would serve one week as the Superintendent of Police, and the next, he would do the dirty deed as the murderer. Dallimore is also known as the "Bosley Crowther" of India since he is the accredited film critic with "The Outlooker," published in Bombay with circulation throughout India all the way to Singapore and the Far East. His cutting and learned critiques have been a popular feature for the last six years.

Howdy's Everywhere

In Stenographic, *Thelma Braine's* two elder daughters went to the "Howdy Doody" Hallowe'en Party and were presented with *Clarabelle* and *Howdy Doody* costumes. *Thelma's* youngest thinks she should have been born a cowboy and will have nothing to do with the Howdy outfits.

Miss Leonard is taking a late fall vacation.

Shirley Baggs is taking dancing lessons — she's trying to keep pace with her fifteen year old brother who is studying to be a professional dancer.

We've celebrated several birthdays recently — *Helene Canale*, *Eloyse Gelfer* and *Ellen Krieger* all received congratulations and presents.

From what we've heard in Duplicating, *Carl Torjussen* is doing fine with his new racket. Come next season he expects to further his development with countless hours of training on the Tennis Courts of Forest Hills!

Tom Wade, who was a member of the NBC '52 Softball Team, is really optimistic about this year's Basketball Squad. Every Tuesday morning he walks in saying "Don't worry, we're sure to win next week!"

With the departure of *Shelly Cohen* to the Army, we welcome *Tom Luscombe* to the folds of Duplicating.

A Dedication

This will not be a column of news this month. This will be a dedication. A Dedication to a great girl. A dedication to *Katherine Siegfried*. Kit (as we all know her) has left us, our Film & Kine department, the company to take on the responsibilities of motherhood.

Having started at NBC some seven years ago, Kit has worked in the Stenographic Department, the Mailroom, the Information Department and Film & Kine Operations.

Forever vibrant, quick wit, always a smile can best describe "our" girl. Kit, never to be forgotten will be missed by all who know her.

On behalf of everyone in Film & Kine I

would like to express luck and best wishes to Kit, to Bob, and to "Baby" Siegfried.

In Guest Relations, the ever-smiling face of *Lattie Lee Dawson* was clouded over for a few days when her pet parakeet *Kim* died. But *Lattie* is happy again as she tells all who will listen about her efforts with *Kim's* replacement, *Baby Face*.

Did we see Supervisor *Hugh Teaney* being asked by *Mr. Burke Miller* to assume his Night Executive duties while *Mr. Miller* stepped out for a well deserved cup of coffee? Nor was it a surprise to see *Jim Robb* get the receptionist's post on the Mezzanine after his association with director *Jim Harley* on "Walk a Mile" and "The Big Show."

New Faces. 1952

New additions to the Page Staff include *Bill Keller*, *Bob Synes*, *John Tornell*, *John Mizner*, and *Tod Marlowe*. *Warren Christman*, *Ted Tobias* and *Steve Marlo* now working full time. New Guides are *Bill Traber*, *Bob Watson*, *Carol Anderson* and *Carl Albertson*. Also, welcome back to *Dave Morris*.

And *Joe Phillips* says that the final rearranging has been done in the locker room. He's sure that *Mr. Murphy* (the man behind the men in uniform — our Quartermaster) will hear no complaints.

If TV Tech. Operations' personnel doesn't stop having babies, the department will go up in a puff of cigar smoke. (See Births)

The welcome mat is spread wide for *Angelo Andulfo*, *Raymond Di Prima*, *Arthur Peerson*, *Raoul St. Pierre*, *Vincent Rossomagnano* and *Rona Mound*. *Rona* came to our scheduling office from the University of Pennsylvania.

Michael Morreale and *Antonio Nelle* have returned to NBC from military leave.

We were sorry to bid farewell to our red-head, *Janie Wetherell*.

Arthur Poppele has started a new fad in Room 501 — that of squeaky shoes. Following in his audible footsteps are *Mr. Wankel* and *Mr. Protzman*.

Pretty *Anne Pacurar* is happy to have her own apartment after seven years of shacking up with room mates. Sorry boys, no telephone.

Audience Measurement

Bob Daubenspeck's birthday fell on Election day, and this year, according to him, he had a very happy birthday. The girls in Audience Measurement took *Anna Costa* to lunch on October 31, her last day with NBC. We want to welcome *Mr. Greene's* new secretary, *Janet Pugarelli*, who comes to us from Scranton, Pa. Hope you'll like it here, *Janet*. Her feet on the ground but her head still in clouds is *Gloria Betros* whose flight to Charleston, West Virginia was the perfect way to end up her vacation. A belated but hearty welcome to *Sallie Melvin* who replaced *Ethel Card* in the Planning Section. *Ray Eichmann* provided us with a scoop, quite unintentionally though, by setting fire to his wastepaper basket with a flick of his cigarette ashes. Shucks, *Ray*, we could have had a wiener roast.

Legal's *Anne Debus* claiming "an Act of God causing failure to perform" in her recent surgical bout (appendicitis) feeling much better.

NBC's Division Engineers Meet



Time out for a picture at recent meeting in New York of NBC's division engineers. Seated is *O. B. Hanson*, vice-president and chief engineer. Standing, l. to r., *T. Phelan*, *J. D'Agostino*, *H. C. Luttgens*, *S. E. Leonard*, *G. Nixon*, *G. McElrath*, *A. H. Saxton*, *C. D. Peck*, *J. Rogers*, *W. A. Clarke*, and *F. A. Wankel*, NBC's manager of television technical operations.

3 storks hovering perilously low over the Department (more later).

The *B. D. Raubs* aging as *Eric* and *Toni* birthdayered at joint party for the respective 8 and 10 year olds.

Welcome to *Janet Shields*, new Department Secretary.

In Radio-TV Clearance—Has anyone noticed *Agnes Stivale's* mad passion for "chili con carne" — wonder what we're missing!! Come on *Agnes*, tell us! What is *Lillian McNaughton* doing with all those highball stirrers in her desk. Having secret parties after five??? We're a little late *Agnes*, but a great big Happy Birthday from all of us.

Elsie Schmidt is really making great progress on her argyle socks. They look swell *Elsie*, but you'd better not show them to too many of the fellows or you'll be swamped with orders. Married life is certainly agreeing with *Teddy Schuster*—how many pounds have you gained *Ted*, 20 or 30? Since *John Udry* moved into his new apartment quite a few of the girls have been asked "Why don't you come up and see my playbills" — a new twist *John*, but I don't think it will work!!!

The Purchasing Department is very bappy in their new home, Room 1514.

We welcome *Dorothy Smith*, *Fred Vestal* and *Jim Chenard* who come to us from TV Purchasing.

Congratulations to *Dorothy Smith* and *Jim Chenard* who celebrated birthdays in October.

Controllers welcome: *Gwen Davis*, *Beverly Newman* and *Joe Andretta*. They joined *Bob Burholt's*, *Joe Fuller's* and *Art Garbade's* section respectively. *Tony Luchetti* headed for a C. P. A. at new points. *June Wall* travels to Kentucky to be with her one man Army, *John Corsa* playing with the women's howling team. *Warren Gherman* promoted into Station Compensation. *Jack Lavan's* loss, *Bob Burholt's* gain. *Bill Farrington* and *Joe Fuller* now get three weeks' vacation for being with NBC ten years. Oh Yes, also the ten year pin. The elite circle welcomes *Helen*

Walker for her twenty-five years with NBC. You wouldn't believe it if you saw her.

Down in Continuity Acceptance, *Dotty McBride* came back from a week-end trip to Mexico spouting Spanish like a native. *Kay Henderson* just became the aunt of a bouncing baby nephew. Auntie is bearing up nicely! *Sally Powers*, who used to be secretary in Continuity Acceptance, is now the proud mother of a four-year-old son—and a one-year-old daughter.

Many new people have been added to the Press Department staff during the last month. *Harry Beaudouin* comes to the Press Department from the Baltimore Evening Sun to replace *Betty Lonigan*, who takes over *Bill Hosie's* old job. *Hosie* left for Hill & Knowlton. On the copy desk is *Ellis Moore* from the deep south. Out working in the Press Reference room is *Jack Haney* from the mail room. Glad to have you, *Jack*. *Rod Dwyer* from photo files left us to go to Paris.

NBC Marriages:

Dick Olsen, N.Y., Network Controllers
Irene Moliver, N.Y., to *Martin Zweibel*,
Oct. 26
Ethel Pont, N.Y., to *Rene Perry*

NBC Births:

To *Martin Devines*, girl, *Patricia*, Oct. 28
To *Bill Bonners*, N.Y., a girl
To *Ken Erbardts*, N.Y., a girl, *Pamela Suzan*
To *Peter Radicchis*, N.Y., boy, *Alfred*
To *Nat Schuchmans*, N.Y., girl
To *Jim Blaneys*, N.Y., boy
To *Bob Hanrettys*, N.Y., boy
To *John Deegs*, N.Y., boy
To *Jack Petrys*, N.Y., girl
To *Dick Masons*, N.Y., a girl, Oct. 25
To *John Krumpelbecks*, N.Y., girl, Oct. 25
To *Roy Hammermans*, N.Y., girl, Nov. 13
To *Ruddick Lawrences*, N.Y., boy

New 10-Year Club

New York

Leonard Allen
Herbert Antoine
Scrofino Artino
Charles Beardsley
William Bergen
Louis Bonanno
James Boozer
Joseph Branagan
Lloyd Campbell
Priscilla Campbell
John Canevari
Vincent Caselli
James Cashion
Alexander Chestnutt
Kathryn Cole
Patrick Curley
John Curran
Elizabeth Curry
James Davis
Ernest de la Ossa
Walter Dibbins
Jane DiLeo
John Dillon
James Dolan
Caroline Doll
Mary Driscoll
Rosemary DuBois
Willard DuBois
Raymond Farnan
William Farrington
Anthony Fasolina
Louise Fogarty
Charles Francis
Paul Frank
George French
Joseph Fuller
James Gaines
Margaret Gerz
Thomas Parker Gibbs
Lillian Grand
Evelyn Wittman

Chicago

Viola Barton
Thomas Evans
Don Fitch
Robert Flanigan
Homer Heck
Arthur Hjorth
Harry Johnson
Ralph Knowles
Gustav Lindholm
Edwin Morrell
William Schooley

Cleveland

Edward Wallace
Charles Ames
Gilbert Buchanan
Earl Holl

Denver

George Pogue
Lawrence Roof
William Day

For Sale or Rent —

For Rent: Four blocks from Burbank studios, Burbank, Calif. Three-bedroom house with 18-cubic foot deep freezer, two-car garage, patio, built-in breakfast nook. \$110 per month. One-year lease. Contact George Habib at Colgate Comedy Hour office or Granite 7795.

For Sale: Matching mahogany dresser mirror, and highboy, Chippendale style. Reasonable, Call Ext. 8674.

Wanted: I am willing to look for, and willing to share an apartment with another NBC girl employee. Kindly call Lucienne Teeter. Ext. 8565.

For Sale: New 3-bedroom ranch house. 2½ baths, 2-car garage, one-acre best section Chappaqua, New York. \$36,000 net. No broker involved. Call Ext. 301 Austin Huhn.

Hollywood

John Cravens
John DeGrazzio
Cornelius Comegys
Harold Luedeke
Ross Miller
Alan Scarlett
Wendell Seward
Oscar Wick
Trent Christman
Frank Berend
Louis Heiden
Daniel Oborn
Florence Hallowell
Muriel Hile
Robert Johnson
Marjorie Leadingham
Marius Thisted
Raymond Haynes
Gertrude Smith
Mildred Kenevan
Homer Canfield
Frederick Jacobson
Warren Lewis
Parker Cornell
Leslie Raddatz

San Francisco

Hal Ashby
Harold Almlie
William Charleston
Samuel Melnicoe
Harry Puccetti
Clarence Stevens
Charles Brady
William Roddy
Frances Davis
Henry Schacht
Paul Meyers
Robert Shenton
Kennedy Ludlam
Mildred Burger
Edward McGinley
Arthur Hamilton
Hollis Wright

NBC, Chicago

Len O'Connor, ace NBC Chicago radio and TV newsman, had some good news himself on November 6. Item: Leonard John O'Connor, Jr., born at St. Anne's hospital, Chicago, weight eight pounds, 13 ounces. The O'Connors have four other children: Johnny, age nine, Paul Martin, five; Mary Margaret, three, and Bill, two.

Electrician Ed Hogan also became a father of a son on October 19. The lad, Edwin George Hogan, Jr., weighed in at six pounds, seven ounces at Chicago's Passavant hospital. The Hogans have one other child.

Newcomers to the NBC Chicago staff include Fred D. Butcher, Jr., TV broadcast coordinator; Roberta Ann Lewis, advertising and promotion secretary, and Virginia Forbeck, AM engineering secretary.

Elected Theater Head

Hope Summers, Chicago radio and TV actress, seen on NBC-TV's Hawkins Falls. Pop. 6200, has been elected head of the Showcase Theater of Evanston, Ill., a newly-organized Equity stock group. Other NBC members of the company are Hawkins Falls producer Ben Park, actor Russ Reed, and WNBQ program manager George Heineman.

For the Werrenrath family, the production of WNBQ's Ding Dong School program has become an all-out family enterprise. Producer-director of the pre-school show is Reinold Werrenrath, Jr., recently returned to NBC from a second service stint. When the program was still in the planning stages "Werry's" three-year-old son, Peter Christian, overhearing talk of the bell to be used to introduce the telecast, came up with the Ding Dong School title. Not to be outdone by her son, Elizabeth Imbrie Werrenrath sat down at the piano and proceeded to write the "Ding-Dong" theme music for the program!

MARRIED



Lydia Boldin, Arthur McCardell, her fiance, left, and friend.

A very pleasant time was had by all in the NBC executive dining room on Monday, November 3, when Lydia Boldin celebrated her birthday with all the delightful trimmings. She received best wishes from everyone, including Niles Trammell and Joseph McConnell. Much to the surprise of all, Lydia announced her engagement to the very charming Arthur McCardell of New York City. Gusta Johnson enlivened the occasion with flowing poetry between toasts to the pair. He also very diplomatically placed only 17 candles on the carnation-sprayed birthday cake.

As we go to press it was announced that Miss Boldin had been married on November 26th to Mr. McCardell (a brother of Bill in Press Department) at St. James R.C. Church on 76th Street in New York City.

Spot Sales, New York, Chicago

Welcome to Mort Gaffin, Spot Sales TV Promotion Manager . . . Dick Golden, Manager Sales Development & Research and Barbara Bruns, his secretary . . . all new additions to the Spot Sales Advertising & Promotion Department.

Bon Voyage to Caroline Herbert who left on a month's vacation to Europe.

Welcome back to Joe Goodfellow, Manager, Radio Spot Sales after a recent illness.

Bob Flanigan, Spot Sales Radio "boss" in Chicago, at Evanston Hospital . . . hopes to return home within a few days and we hope he will be back at his desk before this goes to press.

Paul Mensing, formerly with the Henry L. Christal Company, has joined the Nat'l Spot Sales-Radio Department as salesman, replacing Clifford J. Barborka, Jr. who has gone to John Blair & Company's Chicago office.

Dorothy Denzler is the new traffic secretary in Spot Sales-Radio, Chicago, replacing Dorothy Seivert who has shaken the dust of the Windy City for sunny Arizona.

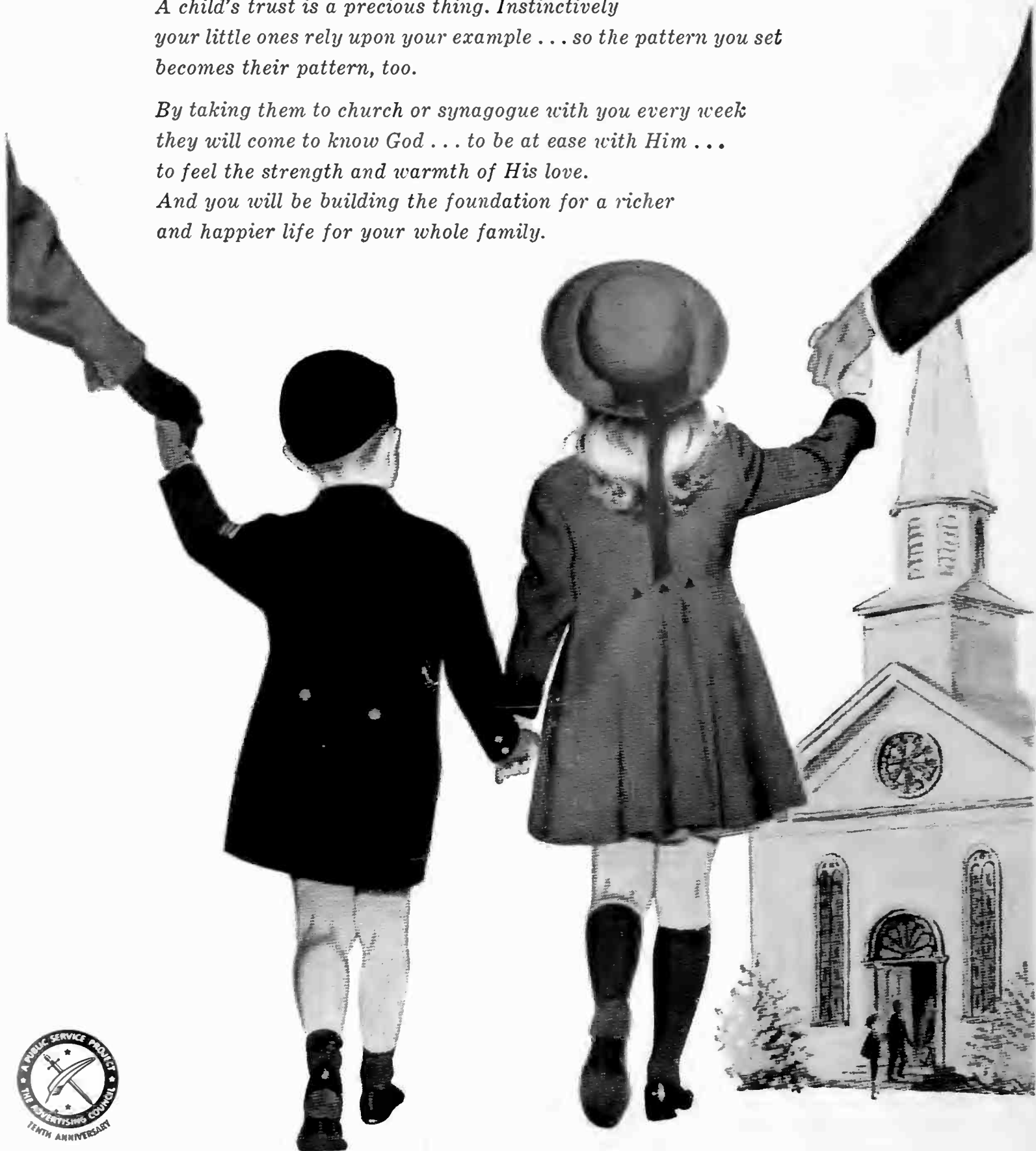
Show them the Way... this week

A child's trust is a precious thing. Instinctively your little ones rely upon your example . . . so the pattern you set becomes their pattern, too.

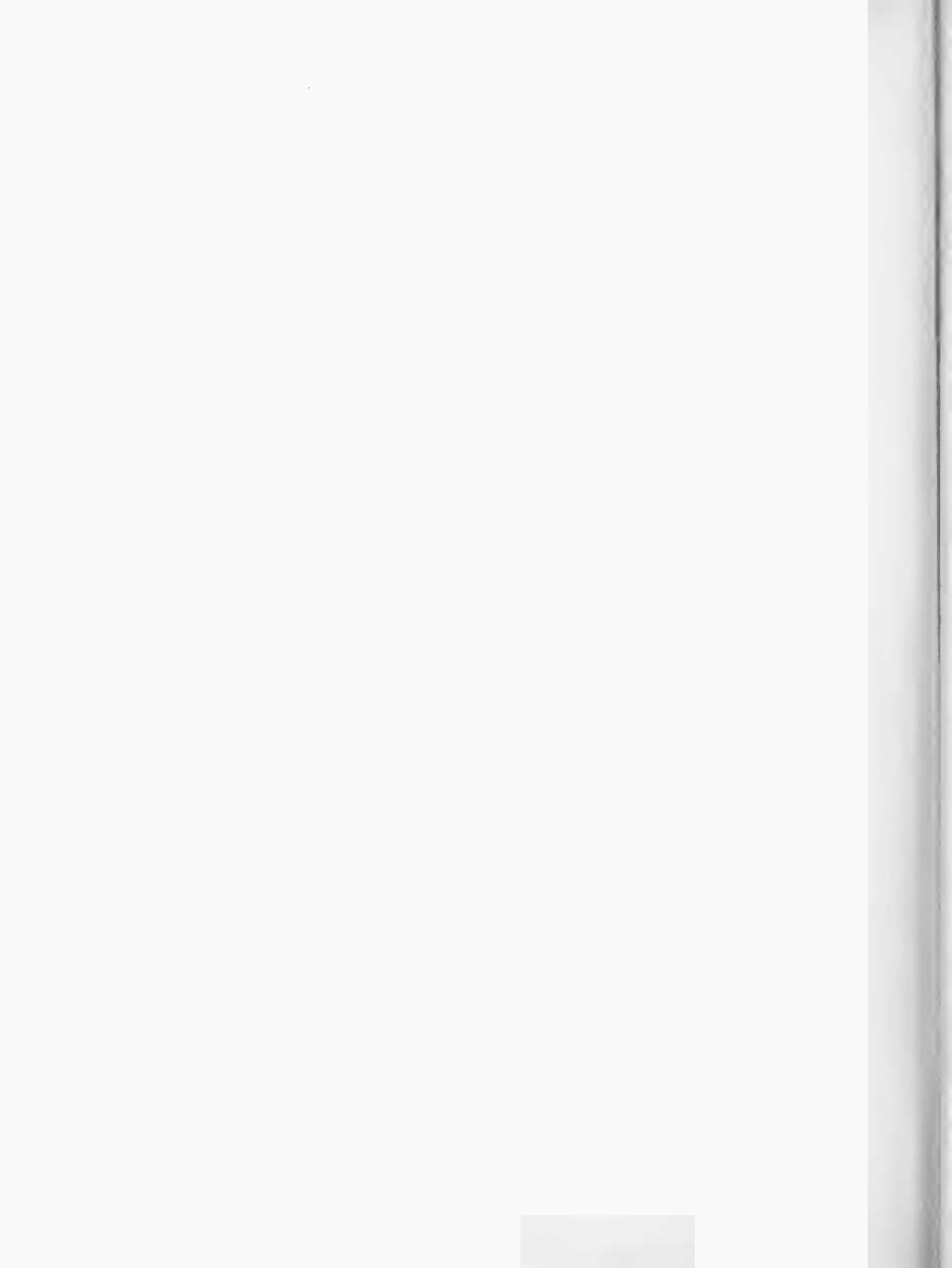
By taking them to church or synagogue with you every week they will come to know God . . . to be at ease with Him . . .

to feel the strength and warmth of His love.

And you will be building the foundation for a richer and happier life for your whole family.









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