



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

MARCH • 1947

VOL. 5 NUMBER 1

GROWING YOUR OWN THIS YEAR?

Then Let the Modern Farmer
Help You

If you're a confirmed gardener then you haven't been discouraged by the cold March winds. Instead you've been leafing through seed catalogues and plotting an even bigger and better vegetable garden.

Tom Page, NBC's Modern Farmer, has been stocking up on lists of selected varieties of vegetables for home gardens. He will make these available free to anyone in the Company.

Says Tom, "We do not propose to know all the answers, but so far as possible we will also give any other assistance we may to home gardeners." Anyone wishing to take advantage of Tom's offer can drop in on him in WNBC, Room 416.

MANY BENEFITING FROM NBC TUITION PAYMENTS

NBC employees are education conscious since the Company announced its Tuition Payment Plan to augment their chances for advancement. As the Spring Term started, 109 employees had taken advantage of the Plan, taking courses in everything from stenography to statistics. Of this number, 58 have completed their studies. Another 37 are enrolled for the Spring Term. And 14 are still continuing their classes.

Under the NBC Tuition Plan the Company will advance tuition fees to any of its employees up to a maximum of \$50 per semester. This advance is intended to cover the tuition fees at any recognized educational institution for such course or courses as are approved by the Department Head and Personnel Department.

In addition to taking specialized courses, many NBC-ites have been attending the NBC-Columbia extension courses in radio. About 25 were enrolled in the Fall classes. Another 15 are now taking the Spring course.

MEN AND WOMEN AT WORK

At year end, 1946, there were 1762 men and 867 women on the NBC payroll—a total of 2629 persons. Of this total, 1079 men and 553 women made up the New York office.



As the deadline approaches for the March 15th income tax returns, many an NBC-ite sought out the Internal Revenue representative for advice. Here Bill Reynolds (right) of Research consults with Samuel Goodman in the Training Room.

PURCHASE PLAN FOR RCA EQUIPMENT IN THE WORKS

The long-awaited announcement of the sale of RCA products at a discount to NBC employees is now a reality. The sale, to be handled by Employee Services, will start on a small scale this month with a limited allotment of table model radios. Other allotments will follow and the number to be obtained will depend on our share of all sets provided for all RCA employees.

Due to the scarcity at present only one table model will be sold to any employee until such time as the supply is more plentiful. All sales will be on a cash and carry basis. Pictures and descriptions of available models will be featured on the bulletin boards, and employees will receive further information and order blanks by individual memo.

The sale of Victor Records will also be handled by Employee Services as soon as facilities have been arranged to take care of the volume of business which is expected. Watch for bulletin board notices announcing the record sales.

COURSE IN "GOOD GROOMING FOR CAREER GIRLS" TO BE HELD

Good grooming is a subject in which the working girl, or any girl for that matter, is perennially interested. NBC girls will therefore be interested to know that Employee Services has arranged a series of lectures this month, to be given by Dorothea Berry, Education Director for Helena Rubinstein.

The lectures will cover the following subjects vital to good grooming: posture, skin care, purposes of different creams, make-up, lipstick shades and tricks of application, powder, hair styles, fashion and make-up for different types of individual, charm, self-assurance, personality, courtesy, professional ethics, voice, fashions in accessories and costume jewelry.

The lectures given by Miss Berry on good grooming will also include visual demonstrations.

To be held in one of our studios, the lectures will take place shortly after office hours. All NBC women are welcome to attend free of charge. Watch for the announcements.

NBC HOST TO 18 MILLION GUESTS

NBC entertained in its New York Radio City facilities 18,083,968 guests from 1934 through 1946! This was the astounding figure compiled by Paul Rittenhouse, Manager of Guest Relations.

Of these, 12,133,800 were broadcast guests, either of clients or the network, and 5,950,168 were conducted on tours of the NBC facilities. The latter figure does not include the hundreds of thousands of servicemen and women who toured NBC without charge.

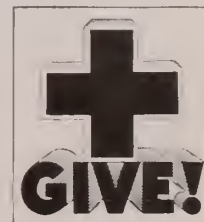
"CHIMES" CELEBRATES FOURTH ANNIVERSARY

With this issue, Chimes starts its fifth year. Reaching such a venerable age gives the editors a fine opportunity to voice, through their favorite medium, their thanks to their loyal readers. We hope we have pleased you, entertained you, and informed you about the company you work for and the people you work with.

Chimes also acknowledges the help of a faithful staff. A salute to each and every one of the Department Reporters listed on page 5. A salute to those who have contributed articles that have enlivened our pages. More salutes to Promotion's Production and Art Divisions, to Press's Photo Division, and to the Mail Room. Yes, to all of them, very special thanks are due.

Now, Chimes reader, won't you let us hear from you? Chimes is an employee publication. The editors are anxious for your endorsement. They want to know what you like or don't like. What you want to read about is what we'd like to write about. Tell us, won't you? Just drop us a line—or better yet, come in for a chat. You'll find us in 508.

The warm heart of America expresses itself through the Red Cross. Upon your generosity depends the success of this great humanitarian effort.





CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE PRESIDENT



Niles Trammell

As you all know, NBC is one of the wholly owned services of Radio Corporation of America. RCA itself is a publicly owned corporation, with a net worth of \$101,876,817. It has some 215,000 stockholders—men, women and institutions, no one of whom owns as much as two per cent of RCA's stock. They own RCA, and are therefore the actual owners of NBC.

Every year RCA mails to each stockholder a report of the operations of its various services during the previous year, together with a consolidated financial statement. The statement for 1946 shows the following gross income:

RCA (chiefly the manufacturing business)	\$159,959,655
NBC	61,067,034
RCA Communications & Radiomarine Corporation	19,946,709
Less intercompany transactions (subtract)	3,992,628
Total gross income	\$236,980,770

Translating the above table into simpler figures, the average dollar that the RCA family received in 1946 came from the following sources:

RCA	67.5 cents
NBC	25.8 "
RCAC & Radiomarine	8.4 "
Less intercompany transactions	1.7 "
	100.0 "

What happened to this gross income? Here is where it went:

Cost of raw materials, supplies, rent, research, sustaining program talent, payments to affiliated stations, administration, and other operating expenses	\$124,442,329
Wages and salaries	90,990,036
Taxes	5,292,942
All other expenses	5,270,410
Dividends to stockholders	5,924,137
Carried to surplus; in other words, ploughed back in the business	5,060,916
	\$236,980,770

The first and largest item is mostly the cost of necessary goods and services bought from others. If this figure were analyzed, the major portion of it would be found to represent wages paid to workers outside the RCA family. For example, in the case of NBC, sustaining program talent expenses are wages; payments to affiliated stations help to meet the station payrolls, etc. At the year-end RCA was furnishing direct employment to 39,361 men and women, and indirectly was providing jobs for many thousands more outside our own companies.

I think these figures are interesting, not only with respect to RCA, but also because they furnish an illustration of how a large business operates under the American enterprise system.

THEN...AND NOW

"It will probably surprise you but I started out to be a doctor," announced Bill Buschgen, Salesman in National Spot Sales.



Bill Buschgen

William Beverly Buschgen is a tall thin man with a crooked grin and an easy, friendly way of talking. And, like so many young men at NBC, his career began in Guest Relations. Actually, though, his story begins at Lafayette College when he was a pre-med student.

At Lafayette, Bill took time out from the lab to do a radio show called "Your College Reporter" on the local Easton, Pa. station, WEST. He found the experience so stimulating that he revised his plans in favor of broadcasting. After graduation he found himself on his way to New York and NBC.

Bill started as a Page in Guest Relations. This was in 1938, when his ambition was to be an announcer. These hopes were quickly dimmed after several auditions. "I was awful," he recalls. But by that time he had become a Guide and the enjoyment he derived from talking and being with people spurred his interest in another field of radio—sales.

While Bill's ambitions crystallized, he continued up the Guest Relations channels from Guide to Guide Trainer to Control Desk Clerk. Then, in July of 1940, he was transferred to Research to work on the all-county survey and later to do reports and estimates for Sales Traffic. Gradually he was absorbing all the complicated details of getting a program on the air.

Twenty-two days after Pearl Harbor, Bill became a Private in the Army. Nine months later he was a First Sergeant and was assigned to OCS at Fort Monmouth. Shortly after winning his bars he shipped overseas, won two battle stars and his Captaincy before returning to the States again. The Army had a way of proving what a man had to offer in leadership and administrative ability. Bill passed the test with flying colors.

After 4½ years in uniform, Bill returned to NBC and talked over his future with an interviewer in Personnel. He still wanted to get into sales, but no opening in that field was available. He was offered a job as a Statistician in Research until such an opening did occur. He took the job, which he considers a lucky break because it familiarized him even more with ratings and other special studies used constantly as sales ammunition.

Only five months later, a vacancy did occur in the National Spot Sales

PROMOTIONS

EUGENE ALEXY is now a Secretary-Clerk in the Mail Room, a promotion from Outgoing Mail Clerk. DONALD AXT has been promoted from Recording Messenger to Recording Clerk in Engineering.

EARL BARRY goes from Messenger-Clerk to Packer in Engineering. HELEN BEEBE has been upped from Receptionist-Clerk to Clerk-Typist in National Spot Sales.

CHARLES BENNIS goes from Assistant Transmission Engineer to Recording Supervisor in Engineering.

JEANNE BUCKEY has been promoted from Cashier in Guest Relations to Executive Receptionist in General Service.

ANNA CAREY leaves General Service where she was a Typist to be a Steno-Clerk in WNBC.

JOSEPH CERVONI has been promoted from Messenger Clerk to Night Postoffice Clerk in the Mail Room.

WILLIAM FORRESTER won a promotion from Mail-Messenger to Outgoing Mail Clerk in General Service.

ARTHUR HAMILTON has been upped from Billing Clerk to Accounting Clerk in Radio Recording. JEANNE HOOSE goes from Guide to Cashier in Guest Relations.

STEPHEN RIDDLEBERGER, formerly an Accounting Clerk, is now an Assistant Accountant in Radio Recording.

ANN SCUDERI goes from Steno-Clerk to Secretarial Assistant in WNBC.

ECONOMY SUGGESTIONS WANTED

The Suggestion Committee announces that it is planning to make liberal awards to any NBC employee who submits a suggestion or suggestions that can be used to effect efficiency and economy in company operations. They ask you to give the matter deep thought and address your suggestions to Ashton Dunn, Room 508.

Department for which Bill Buschgen was chosen. "Everything has certainly broken right for me at NBC," he exclaims. "Now I want to stick with Spot Sales and see how far I can climb."

As the junior salesman, Bill has a small office and a busy telephone for contacting agencies and clients. Just stop him in the hall some time and ask him how he likes his new job. He'll smile broadly and say, "As far as I'm concerned there is no other business!"

THEY PLAY BACK THE BEST IN RADIO



Piping the audition recording of a new variety show to a clients booth, is Ruth Ready, Playback Operator in Engineering Recording. Ruth, who has been with NBC since 1943, says, "Program-wise, we're the best informed people in the company." Records played average 60 a day.

Tucked away in a secluded hallway on the seventh floor is a tiny room known as Playback. Its walls are lined with stacks of sixteen-inch records representing a gold mine of radio art. Its floor space is occupied by a battery of turntables. Its loudspeaker blares a day-long succession of everything from Toscanini to daytime serials.

Playback, an adjunct of Engineering Recording, is manned by two attractive women. Ruth Ready, who bears a startling resemblance to Greer Garson, handles the technical operations. Betty Brand, a winsome brunette, does the paper work. Both manage to clock an astounding mileage between stacks, turntables and telephones in Playback's small perimeter.

Playback's duties have continued to increase until it now services all departments concerned with programming. With four wire channels and five turntables at its disposal, recordings can be played in Playback and heard by anyone having a loudspeaker on the selector system merely by dialing into a designated channel. This method, known as the selector system, means that each connecting loudspeaker and dial has a selector switch with access to a hundred lines, terminated at a multiple bank behind the Master Control Room, from which the program is selected. By just dialing a person can listen in to not only the current NBC program, but studio auditions, or, as in this case, a recording being played in Playback.

The Playback service is used for many purposes. Tom Page, our Modern Farmer, came up to lend a seri-

ous ear to the recording of one of his broadcasts in which he described the mouth-watering experience of having biscuits and chicken gravy for breakfast. A phone call from Radio Recording's Programming Manager, Bert Wood, asked for a hearing on an audition for a children's program based on the Uncle Remus stories.

Network and Spot Salesman have recordings of broadcasts played for demonstration purposes. Recordings can also be piped to the Stenographic Division, where portions are recorded on dictaphone cylinders for transcription on to mimeographed releases. The Program Analysis section of Research dials in to hear selections from programs to bring their statistical records up to date. And, of course, Radio Recording constantly calls on Playback to play representative selections from the Thesaurus and Syndicated libraries for clients and prospective subscribers.

In fact, Playback has become so busy that it has been necessary to set up a listening appointment sheet because the four channels available still are not adequate to handle the number of requests. A day in which sixty records have been played is considered light.

It has been only in recent months that Playback has established a complete library of Thesaurus and Syndicated shows. The Thesaurus library includes almost 450 records of every kind of musical recording, from mood music that may be used by small stations as a background effect for dramatic shows, to full-length instrumental programs. Ac-



Checking in a batch of new pressings made at the Victor plant in Camden, N. J., is part of Betty Brand's job in Playback. Betty keeps logs for recordings of network programs, auditions and the Radio Recording Thesaurus and Syndicated shows. Each is carefully catalogued.

tually, there are two complete Thesaurus record files. One is kept intact at all times. The other is a working library for the use of Radio Recording. In December last, NBC had some 342 subscribers to Thesaurus alone.

NBC's Syndicated shows are package programs of all types. Many stations all over the nation depend on them in order to program their listening time.

The newly installed stacks in Playback contain not only the Thesaurus and Syndicated libraries, but

auditions, new pressings, and line recordings of recently recorded NBC network shows. The latter are cut on lacquer-coated aluminum disks and contain everything heard on the basic network from 8 a.m. to 12 midnight. These are filed by date and time rather than by title, are kept for a month before turning them over to Central Files for permanent storage. Three different logs are kept for recordings to be tested, line recordings, and the Radio Recording series. Each one is
(Continued on Page 6, col. 4)

SUGGESTION WINNERS



It was a happy day when Jim Connor of Traffic (second left) was presented with his award certificate and \$25 by Easton Woolley, Director of Station Relations. Jim had an outstanding idea for local WNBC station breaks. On-lookers are Harry Woodman, Traffic Manager, Daisy Abramson and Doris Paterson.

It happens at NBC

Don Meissner, telephone expert in General Service, member of the Collegiate Chorale and NBC Chorus, was recently heard asking if anyone had heard his new *Concerto for Two Fingernails and Upper Lip—Diminished*. The composition has no key—it keeps changing, particularly when the wind is blowing . . . Songs composed extra-curricularly by members of the Music staff have found that which is longed for by all songwriters: a publisher. Bill Young's "Amber Eyes" is being put out by BMI; Bill Paisley's "Do Ya S'Pose" by John Church; and Brown Furlow's "Love's a Lovely Thing" (featured recently by Gordon MacCrae on Teentimers) by Dial Music.

SECRET HEART—Win Mullen, Marion McDonald, Pinky Green and Gloria Fuchs, all Engineering secretaries, are still puzzling over the valentines they got from one Charles Klurber. They don't know anyone by that name. Spelled backwards he's Selrach Rebrulk. No clue there. But judging from the look on the faces of the engineers who walk in and out of the Wankel-Gallant-Clark offices, the gals are the only ones who *don't* know Mr. Klurber. They intend to find out, though, even if they have to enlist the services of George Monahan, chief of the Protection office across the hall.

PUBLICATION-WISE—Irene Kuhn, Assistant Director of Information, provides some interesting news. March 4th witnessed the presentation of a new book entitled

"Deadline Delayed" at the Overseas Press Club annual dinner. The book, published by Dutton, is made up of chapters by several overseas correspondents. Mrs. Kuhn (one of the founding members of the club) tells the hitherto unpublished story of her trip from Shanghai to Kiangwan during which she visited the jail cells and courtmartial room and execution grounds of captured members of the Doolittle raid. At tea, the Japs set a box in front of Mrs. Kuhn containing the ashes of one of the executed fliers. The chapter is eloquently titled "Tea and Ashes." The book has been selected by the Non-Fiction Book of the Month Club. Royalties are to go to the Correspondents Fund of the Overseas Press Club maintained for needy correspondents or their families. . . . Bill Reynolds, member of Research, had an article published in the *Psychometrika*, a journal of psychology statistics. The article was an involved technique of using IBM equipment to solve highly complex statistical problems. . . . Three members of Press have contributed articles on radio to the Book of Knowledge—Jim Miller on the News and Special Events Department, Arthur Oppenheim on the daytime serial and Al Kastner on sportscasting.

IN THE KNOW—Mauritius Kahn, International writer-announcer broadcasting in German from 4K (the Fish Bowl), baffled a couple who had stayed in the hall while the rest of their tour party huddled inside the News Room. The pair could

hear Kahn speaking, but the German puzzled them. They eyed him curiously, first from the left, then from the right, until finally the woman said, "Who is he, anyhow?" But the man just kept on studying Kahn, from the left, the right, the left, the right, while the German words kept rolling merrily onward. Finally his face broke out in a great smile of satisfaction. "Why, of course," he beamed, "I know who that is. That's Kaltenborn—warming up."

PERAMBULATING PROMOTION

—Judge A. L. Ashby, Legal head and newly re-elected chairman of the Radio Broadcasting Division for the New York Legal Aid Society's 1947 fund-raising campaign, gets a kick out of seeing the Parade of Stars in Bronxville. This particular pageant consists of the Morning-STARS—his daughter Marjorie wheeling the new twins, Barry and Doug, with their daddy, Joe, bringing up the rear wheeling 15-month-old Bruce.

I LOVE THE JAVA—Mildred Kalbac, Publication File Clerk in Press, had her first cup of coffee at lunchtime on February 3rd. Up to that time, tea placed first on Mildred's list. Now, coffee runs a close second.

WHAT'S IN A WORD—Suzanne Perrin, Bob White's blonde secretary in Network Sales, spends a lot of time with her dictionary and encyclopedia. Reason: She creates crossword puzzles. She has already sold two to the Herald-Tribune—one for the daily (\$5) and the other a Sunday diagramless (\$7.50). Four others are waiting to be accepted. Sue says she's satisfied to confine her efforts to the small puzzles, however. Making all the across and down words fit in a big Sunday puzzle just isn't worth the \$15.

YO HEAVE HO—And pass the onion skin. Not only can they pound a mean typewriter, but WNBC's Mary Burns, Peggy Breese, Fran Carlson, Flo Lurie, Wini Schaeffer and Elenor Tarshis can now give you any information you need on radar, flight decks, deactivation and aircraft carriers in general. The six were luncheon guests of the Commanding Officer of the USS Wasp, Bayonne Naval Depot, on two Saturdays (February 1st and 16th) before the ship, scene of several WNBC remotes, was deactivated.

THE TIE THAT BLINDS—We're not exaggerating when we say we've seen the flashiest tie this side of Broadway. It's worn with great pride by Ken Arber, Studio Engineer. Made by Ken's bride, it is midnight blue with his initials sewn on in multi-colored sequins. In spite of the furor the tie has caused among

his colleagues, Ken insists he wants more of the same in an assortment of colors.

ODDS AND ENDS—Public Service's Margaret Cuthbert was the picture of dejection. Only a few hours before she was to fly to Captiva Island in the Gulf of Mexico for a mid-winter respite, she was notified that all trips had been cancelled. For a reason yet undetermined thousands of fish in the island waters had died and washed ashore. 'Nuff said. . . . Betty Michaelis of Purchasing dabbles in oil paints for fun. She's done some still-lives and landscapes, but the masterpiece of which she is most fond is a horse everyone mistakes for a mule. She framed it, anyway. . . . Jeanette Kriendler, the News Room's business manager and a native New Yorker, says the trouble with California is that there's nothing to worry about. . . . Helen Clarkson, Alice Kennell, Rosemary Frasier, Joyce Lester and Muriel Morgan, who comprise GR's Ticket Division, took their mothers to see the current Broadway hit *Lady Windermere's Fan*. They all had dinner together after the matinee. The girls and mothers got along famously—so much so that a similar outing is being planned with their dads as escorts. . . . On the first real stormy February day, amid the hustle and bustle of the daily routine in Purchasing, you could hear Edna Kane telephoning instructions to her dad to meet her at the bus stop with an umbrella. Special precautions were in order as Edna was wearing her beautiful new beaver coat. . . . No, the girls in Steno haven't had a convention in Florida. Neither have they acquired a sun lamp. The truth of the matter is that the department is taking part in the testing of a new pancake makeup. Most of the girls received the product before noon and came back after lunch wearing a glow of health and beauty.

DOG DAYS—If you've ever wondered how elated a new father can get, you should have looked into Spot Sales the day Jack deRussy's pedigreed bird dog, Gypsy, gave birth to twelve little gypsies. The long-awaited event took place—or started—about 6 in the morning. Jack called in breathlessly about 9 to say he'd be a little late 'cause Gypsy had already delivered three pups but there were more to come. Spot immediately dispatched a telegram to the deRussy menage, which read: "We leap with glee, and whelp with joy—whom do you suspect? (Signed) Kilroy." Jack showed up later in the day exhausted but happy, and proud as Papa Dionne. Only ten of the offspring survived the ordeal but they were in fine shape—and two of them needed a foster mother; Gypsy had



Tex "How are Things in Glocca Pressa" Moore with friends (Hex and Vex). The magic cigar they have just presented controls the quality of his press releases (NBC, Monday through Friday, 9 a.m. to 5 p.m., EST).



Another kind of cheesecake—Agnes Sullivan of News and Violet Young of Press illustrate the "Bring Your Own Lunch Club" principle as put forth by Maggi McNellis in a recent issue of the American magazine.

outdone herself... Recording Engineering's Virginia Anthony is in the limelight for two reasons: 1. She dropped a 17½" aluminum disc on her small sized foot and messed it up a bit (the foot, that is. The record came out unscathed). 2. Her Pekinese is casting shadows of herself any day, and the whole Recording Division is betting on the number and sex of the expected pups. Mary Bell has been asked to be the godmother to the additions to the Anthony menage and is already thinking up ridiculous names for them... Dog-fancier Don Bogert of Employee Services took in the Westminster Kennel Club show at Madison Square Garden on Lincoln's Birthday. He came out convinced that his prize cocker, Gloryhill Gambler, would have cleaned up in the puppy and novice classes.

SCOOP!—Add to the list of perfect secret-keepers, Tony Provost, WNBC's Program Manager, who with this issue announces to his colleagues in 416 and all NBC his recent marriage to the former Mrs. Serafine Fallah.

AISLELAND MAGIC—Once upon a time, in a Far Countrree called Tex-us, there was a Young Hero who mightily admired a Fair Maiden from afar. But being shie, he did not make his admiration known. Instead he left Tex-us to fight in wars abroad and then came to seek his fame and fortune in the wondrous Place of the Deep Canyons, yclept Nooyork. Now, it transpired that the Fair Young Maiden also came to seek what she could find in the Spire City. The Young Hero, although he knew of this, did not make himself known to her. One day there came to

him certain men seeking the story of a beauteous maid from a foreign land for their Mag-uh-zeen. Our Hero told them of the Fair Maiden, of her fairness and charm. The men from the Mag-uh-zeen were impressed, but fearing lest she not understand their strange speech, they besought him to be their emissary. He agreed. So, day after day he spoke softly to the Fair Maiden the words of the Mag-uh-zeen men, and lo and behold before many moons had passed, he was speaking too those of his heart—and she remained to listen. And—oh, well, they're en. now and sometime this sun. they'll be mar. and his name is Ben Kaplan of WNBC and she is Anne Burkhart from Lord & Taylor's, both from the U. of Tex... Everything seemed normal in Traffic until Elaine Blau announced the fact that she had become engaged over the weekend and was planning to be married in June. The lucky boy is Phil Scherl. Mary Collins then chimed in that she had gotten her wedding dress, and is being married May 3rd. Not to be outdone, Shirley Thursby, who recently became engaged, announced that she and her Ted had set the date over the weekend, too. The date for Shay is August 23rd. On hearing these events, Fred Kenworth of Communications came in to give the girls a few pointers. It was Ken's 39th wedding anniversary... Jeanne Bishop, secretary to Gordon Webber in Radio Recording, said her "I do's" at an early morning wedding, February 1st. The bridegroom was Walter Lang. They honeymooned in Bermuda... Fran Johnson of Thesaurus and Syndicated Sales in Radio Recording announced her engagement February 8th to Charles Fetzter, a former

Army Captain with service in China... Chalk up Eileen Healy of Program Supervision in the change-of-status column. On February 8th, after somehow conjuring up an apartment, she became Mrs. Austin E. Titus. This ends a couple of months of office conversation centering around church bells, orange blossoms and Emily Post... Bob (Main Hall) Holt of GR is now subsisting on coffee and doughnuts. Why? Well, just look at the third finger left hand of Miss Ellen Timpy and you'll understand. Their engagement was announced at the AA's Waldorf Supper Dance... Two other members of GR have trodden down the aisle. Pete Tintle, Assistant Manager in charge of tours, married former guidette Jacqueline Ragsdale at The Little Church Around the Corner on Valentine's Day. Johnny Hargreaves, Desk Clerk, is now married to Mary Aileen Ewart, former receptionist... Cupid found its way to Engineering Recording, too. Charlie Pruzansky, Py like in pie to his associates, asked the fatal question and she said yes. That far away look in Py's eyes is actually focused on June, or so our fairly accurate rumor system has it.

AM AND FM IN THE AM AND PM—With the complicated factors ever present in the sale of Spot time, it does one's heart good to come upon an oversimplification of station policy. When Westinghouse Radio Stations were recently engaged in changing their rate structure, W. B. McGill, famed Advertising Manager of Westinghouse, sent Jim McConnell the following description of plans:

"Dear Jim:

Before we finally give the printer a go-ahead on our rate cards, I would like to have your reaction on the following informational paragraph.

New rate structures, covering both AM and FM are announced. Both AM and FM facilities will be offered in both the AM and PM. While both AM and FM will be available concurrently, at certain times in both the AM and PM, AM and FM will not be so available throughout all of the AM and PM. For example, AM, 5:45 to 12M becomes PM after 12M and remains so until 12M again becomes AM, at which time there is no FM (or PM either, for that matter) but there is AM—AM in the AM, that is. There is no FM in the AM, but there is FM in the PM. While there will be FM available along with AM (it being then PM) FM will cease at 10 PM leaving only AM for the rest of that particular PM and the slop-over from 12 M into AM. There is very little that can be done about it.

No hurry... take your time."



RADIO FOR SALE—National HRO factory-reconditioned coils covering 1.7 to 30 MC, new tubes, complete with power supply, less speaker. \$225. R. Potter, Ext. 8490.

LOST—Charm bracelet with about 10 silver charms including NBC mike, American flag, Charlie McCarthy, telephone, lorgnette—on February 14. Reward. Peggy McNeany, Ext. 575.

STORK TALK

To Ashton Dunn, Personnel Manager, his second daughter, third child, on February 6. Name: Susan Stryker. Weight: 6¼ lbs.

To Arnold Bacon, Receiving Set Supervisor in Engineering: a daughter, on February 14. Name: Marion Elizabeth. Weight: 7 lbs.-13 oz.

To Gordon Webber, Supervisor of Continuity Writers in Radio Recording, his second daughter, on January 24. Name: Dorothea Pat. Weight: 5 lbs.-13 oz.

To Edwin Taffe, Guest Relations Page, his first child and son, on January 28. Name: Gregory Edwin. Weight: 9 lbs.

To Allan Kalmus, Television Editor in Press, and Jane Waring, former writer in Press, their first child and daughter, on February 19. Name: Susan. Weight: 5½ lbs.

DEPARTMENT REPORTERS

Leonard Allen—Intl.
Anne Bachner—Telev.
Mary Bell—Engrg. Rec.
Barbara Bennett—GR
John Bloch—Program
John Casey—GR
Kay Collins—Traffic
Phebe Crosby—Music
Walt Ehrigott—Production
Don Frost—Information
Vince Genzardi—Engr. Maint.
Bill Haerer—WNBC Trans.
Kay Henderson—Cont.
Accept.
Frances Heim—Controllers
Elaine Hollywood—Traffic
Roselle Hubel—Press
Allan Hughes—Spot Sales
Arax Kazanjian—Steno.
Marjorie Loeber—Publ. Serv.
Frank Loughran—Sound
Marion Lucas—Sta. Rel.
Harold McConaghy—Air
Cond.
Florence Meyfohr—RRD
Betty Michaelis—Purch.
Jim Myers—Personnel
Al Saunders—Engr. Fac.
Ed Stolzenberger—Engr. M C
Agnes Sullivan—News
Elenor Tarshis—WNBC
Ed Watkins—Engr. Stud. & Fld.
Cal Wheeler—Mail
Alice Wilson—Legal
Bob Wogan—Announcing
Will Zurflied—Research

Athletic Association

FRANK MULLEN TO DONATE BRIDGE TROPHIES

Our executive veepee, Frank Mullen, who is an enthusiastic bridge player himself, has announced that he will donate a trophy for the A.A.'s Bridge Club. Although the trophy is still to be chosen, here is the general plan. There will be one large challenge cup and two small cups. The latter will be awarded permanently each year to the winning pair. The large cup will remain in the hands of the AA for display. It will be named for its donor.

So far, here are the chief contenders for the Frank E. Mullen Bridge Trophy as announced by Al Saunders. Al, who is from Recording Engineering, is the chief in charge of the Bridge Group. Averaging the first three scores of the winter series, Merwin Elwell and Ira Skutch of Television are tied for the lead with 67.4%. Al Saunders holds second place with 63.6. They are followed in this order: Allan Hughes of Spot Sales, 56.6; Gerry Martin of Network Sales, 56.5; Florence Lurie of WNBC and Margaret Riebhoff of Traffic, 52.1, Mike Boland of Controllers and Helen Davis of 48.4; Rita Alevizon of Radio Recording, 44.3; and Victoria Mack.

These duplicate bridge sessions take place on alternate Tuesdays in one of our studios. Call Al Saunders if you're interested in joining them.

TRAFFIC TEAM LEADS BOWLERS

Bowling still remains NBC's most popular sport. The Thursday competition is hot and heavy with the Traffic team still in first place with 52 games won. Controllers follows with 48 games to its credit. The stars of the league are George McElrath of Engineering, who leads the men with a high game of 253 and high series of 624, and Joan DeMott of Controllers, who holds both first places among the women with 228 and 575.

As far as the individual averages of 160 or over are concerned, Frank Mocarski of General Service heads the list, followed by Jack Treacy of Radio Recording and Bob Burholt of Controllers. Joan DeMott of Controllers and Mary Ruiz of Press hold first and second places in the individual women's averages of 130 or over.

This is how the bowling record looks from here:

TEAM	WON	LOST	TEAM	WON	LOST
<i>Traffic</i>	52	20	<i>Radio Recording</i>	35	37
<i>Controllers No. 1</i>	48	24	<i>Air Conditioning</i>	35	37
<i>Construction</i>	46	26	<i>Gremlins</i>	35	37
<i>Engineering</i>	46	26	<i>Radio Rogues</i>	32	40
<i>Controllers No. 2</i>	41	31	<i>Audio Video</i>	31	41
<i>Promotion</i>	41	31	<i>Spot Sales</i>	25	47
<i>General Service</i>	37	35	<i>Recordettes</i>	23	49
<i>Gadgets</i>	35	37	<i>Set Ups</i>	14	58
HIGH GAME—MEN			HIGH SERIES—MEN		
George McElrath	253		George McElrath	624	
Bob Burholt	252		Bill Bork	616	
Ed Prince	233		Bob Burholt	614	
Al Frey	232		Jack Treacy	594	
Jack Treacy	227		Frank Opsal	585	
HIGH GAME—WOMEN			HIGH SERIES—WOMEN		
Joan DeMott	228		Joan DeMott	575	
Mary Ruiz	206		Anne Surowitz	550	
Anne Surowitz	197		A. M. Caramore	475	
Helen Walker	196		Mary Ruiz	469	
			Helen Walker	464	

Pete House, who is chairman of the Bowling League, is asking for volunteers to act as substitutes when vacancies occur on the various teams. Anyone interested in bowling should contact him on Ext. 579.

TWO NBCites FIND OUT HOW THINGS REALLY ARE IN GLOCCA MORRA

Recently, Radcliffe Hall, NBC announcer, and Dennis Dalton, NBC news writer, parlayed a story from Columbus, Ohio, about a search for Glocca Morra into a feature on the noon newscast that has given NBC wide publicity. The sequence of events was as follows:

The original story out of Columbus was about the city editor of the *Columbus Citizen* trying in vain to put through a telephone call to Glocca Morra in Ireland to find out how things were there that day. Finally, he cabled Irish Prime Minister Eamon de Valera for help. All this we put on the air.

Next day, Rad Hall got a letter from Mrs. Kathy O'Connor of Staten Island, saying she knew where Glocca Morra was and that it was a little hamlet in County Donegal. This went on the air that noon. After the program went off the air, the United Press called to get further details about Mrs. O'Connor, apparently having monitored Rad's newscast. That produced a feature story on the UP radio wire that evening, crediting an NBC newscaster for finding someone who knew the location of Glocca Morra.

Next day (February 27), the UP radio wire AND the UP's regular news wire moved another story with

NBC credit, elaborating on Mrs. O'Connor's statement with further details the UP obtained itself. Also, another UP story moved with a Dublin dateline, telling of a UP reporter (named McDonnell) who went out to look for Glocca Morra without success. The lads in Killybegs (County Donegal, of course) said there was no such place and came back with the rejoinder: "Where's Podunk in the United States?"

But the answer to "How are things in Glocca Morra" seems to have been supplied by Mrs. O'Connor's cousin's daughter, who recently wrote home from Killybegs—"You can have this place. Give me the moon over Brooklyn."

PLAYBACK

(Continued from page 3)

carefully signed in and out. The girls proudly announce that none has ever been lost.

The Playback Room and the girls that keep its telephones answered and its machines turning, is another one of the interesting facets of a very interesting company, the National Broadcasting Company.

NEAR-CHAMPS

Breathtaking Game Ends Basketball Season

Playing good ball throughout the entire game, the NBC Basketball team was nosed out of the Rockefeller Center League championship in a thrilling final game played March 3rd in the Rockefeller Center Gym.

The first half proved to be a nip-and-tuck affair with the score seasawing first to one side and then to the other. Campbell-Ewald, the opposing team, built up an impressive score after the start of the second half and though NBC came very close towards the end, they were never quite able to catch up. The final score was 22-26, with Campbell-Ewald the new champs.

The NBC team, captained by Dean Kearsh of Research, became eligible for the championship playoff after defeating the ABC team in a game just two weeks before. Although our team was disappointed in the final outcome, they had reason for satisfaction. In only their second year of play, the boys made a fine showing. Members of the playoff team

included Kearsh, Kerr, McCabe, Kromer, Stahlberger, McKenna and Byrne.



At the top of a toss-up is Dean Kearsh, captain of the NBC Basketball team. Team lost Rockefeller championship in exciting play-off against Campbell-Ewald.