



# NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JUNE • 1947

VOL. 5 NUMBER 4

## THANKS FROM THE RED CROSS

The following letter has been received from the Red Cross by Ashton Dunn, Personnel Manager, acknowledging the gift of \$1,356.22 made by NBC employees:

"It is with pleasure that I enclose the official receipt for the generous contribution to the Red Cross 1947 Fund made by the employees of the National Broadcasting Company, Inc.

"The American National Red Cross and the New York Chapter are most grateful for this continued support and the confidence which your donation signifies. It is only possible to continue our many services with your help.

"The record of achievement behind the countless millions who have been assisted by the Red Cross shows that you have reason to be justly proud."

The letter was signed by James M. Cecil, Chairman of the New York Chapter.

## EMPLOYEES SEE ATOM FILMS

During three different performances last week, many NBC employees were able to see the terrifyingly spectacular films of the atom bomb blasts at Bikini. The movies, which were taken in color, are the official records made by the U. S. Navy, and titled "Operation Crossroads."

In addition to "Operation Crossroads," we were privileged to view movies depicting the important role of the submarine corps in fighting the Battle of the Pacific. For security reasons information about the Navy's submarine division was not released until after the war. The film is appropriately entitled, "The Silent Service."

These two films were made available to WNBC, and through them to NBC employees, by the New York Naval Recruiting Service, in appreciation for the station's cooperation in their recruitment campaign. The showings took place in the Johnny Victor Theater of the RCA Exhibition Hall.

## SIX EMPLOYEES RETURN FROM MILITARY LEAVE

Six young men have doffed their khaki after service with the Armed Forces, and have re-joined NBC. After better than a year of duty as a Corporal in the Army, Donald Bartsch is back in Duplicating. Don was an MP and patrol driver. Arthur Bruckman is now working in International after more than a year in the Army as a Private. Art was a message center clerk and radio operator.

Robert Kranendonk, Ralph Hansen and Lawrence Fitzpatrick can be found in Guest Relations. Bob saw service in Europe as a Platoon Sergeant, in command of a light weapons infantry platoon. Ralph was a medical NCO with the rank of S/Sgt. and service in Europe. With 4½ years in the Army, Larry Fitzgerald was a S/Sgt. with supervision of a scouting and reconnaissance unit in Europe and Africa.

Having participated in the Jap occupation, Alfred Weber is now a member of the Engineering Department. Al was a Pfc, and his duties included guard duty, highway patrol and personnel work.

Of the 668 NBC men and women who saw war service, 477 have returned to the company; 310 came back in 1946.

## THEATER TICKETS FOR EMPLOYEES OBTAINED AT DISCOUNT

Employee Services has been doing a rushing business as a theater ticket agency. During the past month special arrangements were made to obtain reduced rate tickets for many of Broadway's popular shows. Lists of performances have been posted weekly on the company's bulletin board and have attracted wide attention. To date 212 tickets have been reserved, totaling \$660.

The Personnel Department tries to employ young men and women of high calibre when junior positions are open. That's why they are glad to have NBC employees refer their friends to Room 505 for interviews.

## MANY NEW MEMBERS INDUCTED IN 10 AND 20 YEAR CLUBS

### Waldorf Grand Ballroom Scene of Celebration

There were flowers and candles and good company in the Grand Ballroom of the Waldorf-Astoria on Monday evening, June 2nd. The occasion was the induction of 52 Ten Year Club and 25 Twenty Year Club members. This brings the number who have been with NBC ten years or longer to 419, while the real old-timers total 64.

## KPO ANNIVERSARY

NBC's Golden Gate station in San Francisco, KPO, celebrated its 25th anniversary on April 17. Its first 100-watt signal was sent out in 1922. The occasion was marked by a two hour broadcast featuring many radio and motion picture stars.

In 1927 KPO became an NBC affiliate, and in 1933 NBC assumed operation of the station. Its 50,000-watt transmitter makes it one of the most powerful stations in the West.

Station KPO is managed by John Elwood, and employs 151 people.

It was the first station to broadcast grand opera direct from the stage and football direct from the stadium, and has scored many other "firsts."

The Club members gathered first in the lounge for cocktails (everyone was especially glad to see George Parsons, Adolf Schmid, Herman Landwehr, Mable Phelps, Elsie Ashton, Elbert Williams and Chris Flint, all of whom are enjoying retirement), and later adjourned to the dining room for the banquet, with Dr. James R. Angell, Public Service Counselor, acting as toastmaster. While the crowd lingered over coffee, Dr. Angell kept the hall rippling with laughter as he presided with his well-known joviality and wit. He was followed at the microphone by the Company's chief executive. Niles Trammell outlined the company's superior position in the broadcasting industry and thanked all the employees present for their vital contribution to the Company's success.

(Continued on page 2, col. 1)



Rehearsing for their appearance at the Ten and Twenty Year Club dinner at the Waldorf last week, is the NBC Chorus directed by Jim Kovach of Production. In the background, left, Charles Vaill, Bob Kranendonk, Arnold Ewert, Tom Kerr, Ray Levine, Jack Kuney, Don Meissner, Angelo DiGregorio, Charles Atlee, Bill Ervin, Jim Van Gaasbeck. (Center row) Betty Brand, Winifred Mullen, Virginia McGowan, Corinne Pearson, Lucille Sharp, Rosemarie Gordon. (Front) Mary Jane Orth, Pat Gormley, Lucy Nocella, Regina Boyan, Anita Hoffman and Jean Woodside.





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

### A MESSAGE FROM THE EXECUTIVE VICE PRESIDENT

#### *The Years Which Lie Ahead*



Frank E. Mullen

"The years which lie ahead are as rich with promise of new opportunities and responsibilities as any in the past."

That sentence appears on page 3 of our latest Annual Review. It refers to the current progress of television. The opportunities and responsibilities suggested are those ahead of NBC as a company and—an inevitable result—those ahead of the men and women in our organization.

Television is going to be a big thing. It is going to get big within a very few years, and then it is going to keep on getting bigger for many years more.

NBC television is going to require lots of people to run it—in engineering, sales, program production, station relations, publicity, promotion, research, accounting and various other types of work, some of which perhaps we don't even suspect as yet. There will be an increasing call for brain-work and leg-work, inspiration and perspiration, and—on top of everything else—enthusiasm to help build this great new art and industry.

The key people in NBC television up to this time have come out of our own organization. As sight-and-sound operations develop we expect to keep on drawing men and women from the same source.

Sound broadcasting, for as long ahead as we can see now, is going to continue to be a major operation—as full of important jobs as it is today. The point I am making is that ours is an *expanding* business, and with television coming along we are likely to expand at a faster rate than any well-established enterprise I know.

In other words, although NBC has passed its twentieth birthday, it is still young and growing. It is going to keep on needing people who are capable of growing with it and measuring up to the opportunities that lie ahead.

### 10 AND 20 YEARS CLUBS

(Continued from page 1)

Following the President's short speech, the members to be inducted into the Club converged on the stage. The Ten Year members were presented with the traditional gold button for loyal service by Frank Mullen, the Executive Vice President. Mr. Trammell did the honors for the Twenty Year members, giving each a service button studded with a ruby.

The evening's entertainment was prologued by the famed NBC chimes, sung out by the members of the NBC Chorus. The Chorus, under the direction of James Kovach of Production, sang a number from the musical, *Carousel*, and a spiritual. Membership in the Chorus is made up entirely of employees, and solos were sung by Mary Jane Orth

of Guest Relations, Don Meissner of General Service, and Jean Woodside of the Mail Room.

With Ed Herlihy of Announcing as master of ceremonies, the show included dancer Sondra Barrett, comedian Milton Berle, singer Tommy Hayward, satirical dancers Mata and Hari, and "Jumbo" the trained seal. Music was by Milton Katims. The entire program was arranged through the Program Department's C. L. Menser and Fred Shawn, with Jim Kovach acting as producer.

The new members of the Twenty Year Club are: William Bloxham, Gustave Bosler, Alice Brazee, Alfred Christopher, William A. Clarke, Walter Damrosch, Paul Dumont, Henry Gabrielson, Alfred Goldsmith, F. Melville Greene, Charles Grey, Paul Herrold, Joseph Kent,

(Continued on page 3, col. 4)

## SUGGESTION WINNERS

### RECORD \$300 AWARDED BY COMMITTEE

Biggest news of the month from the Suggestion Committee is a double award for a real cost-saving idea. The brain-stormers are Al Frey and Walter Wiebel of Traffic, both of whom received awards of \$50. It is estimated that their suggestion, which concerns teletype messages to network stations, will save the Company thousands of dollars each year. It is planned to give the proposal a 6-month trial, at which time the Committee will decide whether an additional award is merited.

Elenor Tarshis, formerly of WNBC and now of Script, found herself the winner of \$50 for an ingenious creation. In her spare time she compiled a cleverly-written booklet on WNBC's operations, which has been distributed to all the department personnel.

Two members of Program, and another from Guest Relations, are the proud possessors of \$25 Savings Bonds. Ann Jockwig of Music won her award for an idea to safeguard the books in Music Rights. Fred Knopfke of Sound Effects presented a suggestion for cutting down the number of Executive Orders issued, as a means of cutting time and costs. Bob Tiedje suggested special identification buttons for G.R. supervisors.

An award of \$15 was voted for Alfred Crowder of Air Condition-

ing, when his suggestion resulted in having the Guest Relations Department notify Air Conditioning in advance when there is to be a studio audience so that the temperature can be adjusted properly.

The winners of \$10 awards are Harold Pietsch of Air Conditioning, Pauline Sherman of Research, Vivian Dennis of Station Relations, and Robert Daniels of Engineering. Hal suggested a means of identifying the sixth floor as the NBC supply and receiving station. Distributing budget booklets from the *Spending for Happiness* program to all employees, was Pauline's idea. Vivian suggested a file "check-out" ledger for the Stations file office, and Bob won his award for improvement on television cameras.

There were also four \$5 awards. One went to Stuart McQuade of Sound Effects for suggesting a wallet-size "Personal and Company Property" card. Bob Roys, sixth floor receptionist, had an idea that resulted in augmenting equipment for the Executive Board Room. Margo Schaeffer of Research was the first of several who suggested that we display a modern microphone among the more ancient models on exhibit on the fifth floor. And Margaret Hadley of Traffic suggested special stencil-typing instructions for secretaries, typists.

## PROMOTIONS

Raymond Angus has been promoted from Recording Messenger to Recording Clerk in Engineering.

Jack Barefield is now Assistant Supervisor of Continuity Writers, a promotion from Continuity Writer in Radio Recording.

Ronald Backnick goes from Guide to Cashier in Guest Relations.

Eleanor Barnes has been upped from Order Clerk to General Order Clerk in Radio Recording.

Gerard Breiten goes from Matrix Man 2nd Class to Matrix Set-up Man in Engineering.

Cecilia Diaz has been promoted from Guide in Guest Relations to Assistant Talent Booking Clerk in Program.

Joseph Durand is now Supervisor of the Newsroom in International, a promotion from Page in G. R.

Dennis Frakes won a promotion from Recording Messenger to Recording Clerk in Engineering.

Robert Hanretty has been promoted from Recording Clerk to Matrix

Man 2nd Class in Engineering.

Marion Hayduk goes from Jr. File Clerk to Jr. Syndicated Sales Clerk in Radio Recording.

Jacqueline Lagarosse has been upped from Typist to Instantaneous Order Clerk in Radio Recording.

Thomas McFadden, formerly Director of News and Special Events for WNBC, is now Assistant Manager of WNBC.

Barbara Moreno, former Guest Relations Guide, is now Broadcast Ticket Clerk and Receptionist for Network Sales.

Wilfred Snow has been promoted from Painter to Chief Painter in General Service.

Joseph Rothenberger goes from Page to Assistant Supervisor of Page Operations in Guest Relations. Lily Svenningsen has been upped from Jr. to Syndicated Sales Clerk in Radio Recording.

Edward Whitney, former Supervisor of the International Newsroom, is now an Intermediate Writer-Announcer in International.

Joseph Zitz has been promoted from Recording Clerk to Matrix Man 2nd Class in Engineering.



## "CHIMES" GOES TO THE TEN YEAR CLUB BANQUET

HOMAGE, HUGS AND HANDCLASPS  
HERALD OLD-TIMERS



Toastmaster at the Ten and Twenty Year Club celebration was Dr. James R. Angell, Public Service Counselor and President emeritus of Yale. Dr. Angell was later inducted as a Ten Year member himself.



A lovely lady from the Music Division joins the Twenty Year Club. Marion Murray is congratulated by Niles Trammell. The women with 20 years' service were presented orchids by the President.



It was a pleasure for Frank Mullen to be able to induct seven women into the Ten Year Club. Here Caroline Herbert of Spot Sales gets a Mullen hug along with her service button.



One of the President's secretaries joins the Ten Year Club. Anne Witmer was a stenographer when she first came to NBC. Both she and the Executive Vice President look happy about it all.



Guest of honor at the head table in the Waldorf Grand Ballroom were NBC's Twenty Year Club inductees. Shown here are (from the left), Andrew Waddell of Engineering, Steere Mathew of Traffic, Bill Clarke of Engineering, Mel Greene of Network Sales, and Marion Murray of Music.

## HEAD PAINTER RETIRES



A testimonial is presented to a loyal friend. At a gathering of his friends in an 8th floor studio Chris Flint, retiring Head Painter, is presented with a plaque with the tools of his trade gilded and mounted. Chris's successor, Wilbert Snow, gifted him with a monogrammed ring, on behalf of his fellow-workers.

A large group of friends from General Service and Engineering gathered on the eighth floor one afternoon last month to say goodbye to Chris Flint. It was meant to be a surprise, and the carpenters and painters that Chris has worked with for sixteen years had gone to great pains to be sure they wouldn't be forgotten. And they won't be.

Midst a round of applause and bravos, Chris was lead before a microphone for the first time in his many years with NBC. Bill Thompson, Building Maintenance Supervisor, then came forward to present Chris with a wrist watch—the Company's token for long and loyal service.

Chris was even more amazed when Wilbert Snow, his successor, came before the mike and gave him an engraved plaque mounted with his trusty tools—dipped in gold. Then, as Chris stood by, the engineer in the control room was signaled and a record began to play:

*"Tis a wee gift for you, Chris,  
No more than a thought.  
We made it ourselves,  
'Tis a thing can't be bought.*

*"We'd like you to have it,  
To hang in your boat.  
If she dare spring a leak  
This will keep you afloat!"...*

The recording was given to Chris to commemorate the day of his retirement.

Chris is a slight man with a twinkle in his eye and a brogue that can be traced back to his growing-up years in England. He was born in Nottingham in 1882, and came to this country in 1912. He now lives with his sister in New Jersey.

Chris came to NBC in 1931 and became Head Painter in 1936. There

is scarcely a corner of NBC that has not had a coat of paint from Chris's brush. He has no plans for his days of leisure, except to get plenty of rest and relaxation at his cottage on the edge of a New Jersey lake. "One thing is certain," Chris points out emphatically, "I won't be doing any painting!"

### 10 AND 20 YEAR CLUBS

(Continued from page 2, col. 2)

Steere Mathew, Hugh McGeachie, William Burke Miller, Marion Murray, Granville Peers, Robert Sharpe, Ella Sheil, James Gordon Strang, Andrew Waddell, Helen Walker, Jens Wies, and Roy Witmer.

Inductees in the Ten Year Club were: Donald Abbott, Burton Adams, Clarence Alexander, James R. Angell, Henry Brockman, Margaret Brodie, John Burrell, Martha Carlson, Norman Cloutier, Joseph Daly, Trygve Danielson, Ashton Dunn, Ken Dyke, William Eliscu, Frederick Everett, Robert Fraser, Robert Friedheim, Thomas P. Gannon, Harry Grellck, Radcliffe Hall, Murry Harris, Harold Hartwell, Henry Hayes, Caroline Herbert, John Holmes, William Irvin, Noel Jordan, Mildred Joy, Stephen Kanych, Cylda Kittell, Helen Korday, Reynold Kraft, Melvin Lewis, Frank McCall, Richard McDonagh, Edward McGrady, Joseph Miller, Samuel Monroe, Fernando Montilla, Walter Mullaney, Louis Newman, James Nix, Arthur Oppenheimer, Finn Pedersen, Ruth Preston, Peter Ratyca, Alfred Saunders, Daniel Schmidt, Thomas Sprague, William Stern, John Treacy, and Anne Witmer.



## It happens at NBC

**ADVERTISING & PROMOTION**—Jack Snow was spending his Saturday afternoon, as he so often does, in one of those weird little bookshops where rare first editions and back issues of *Harper's* compete for space on cobwebbed shelves. He gave a start when before him there lay a volume even Jack had never heard about, a book called *Dark Music* by Wilbur Chapman Goodson, with a foreword by Wilbert Snow. Jack looked under his arm where he had a copy of his recently published book. Title: *Dark Music* . . . "Pop's in the Kitchen" is the title of Dick Blake's (A & P chef de copy) latest magazine article appearing in the current issue of *Parent's Magazine*. Dick's treatise is a culinary primer for husbands who face one of life's less happy challenges—cooking for convalescing wifeys upon their return from the hospital with new additions. Dick writes from bitter experience in an article full of laughs, recipes, menus and sympathy . . . Sad countenances in Audience Promotion reflected the loss of Claire Hyland. Claire's leaving represents a 33½% loss of blonde A & P-ers. Present count: Brunettes 19, Blondes 2 . . . George Wallace, who just can't keep out of print, is at it again, this time with a promotion, to Sales Promotion Manager. Net result: A promotion in Promotion . . . New additions to the gang: Beverly Fleming, secretary to video promoter Charlotte Stern, and Charles Hastings Forrest, whose arrival was sponsored by Art and Hazel Forrest. *Broadcasting Magazine* hailed Charlie's arrival under "Production" . . . Special plaudits are due Ethel Gilchrist, Al Hurlburt and Aneita Cleary for producing one of the most attractive and original maps in the history of cartography, "The Delighted States of America."

**CONTROLLERS**—On Sunday, June 8th, Lucy Nocella gave a song recital at Harvey Hall in Jamaica. Lucy is a soprano and has been studying voice for over two years . . . Two more weddings are in the offing. Gertrude Stoltz plans to be married to Mr. Harry Holden on July 5th. They've found an apartment! And Marie Trischetti announces her engagement to Tom Milo. If they can find living quarters, they will marry in October . . . The month's departures include Joan Madden, who has moved to Dayton, Ohio, and Grace Johnson, who has been transferred to the Loan Group in Stenographic.

**ENGINEERING**—Fred Everett is sweating out the problem of getting the FM and TV transmitters into operation for the opening date in

Washington. The crucial hour will come and go and Fred will live to enjoy watching Ted Nolen and Don Castle eliminating the bugs from the Film Studio facilities at a later date . . . Of course, it's pressure of business that keeps Jerry Hastings in Hollywood "lining up" the audio equipment for the new studios and recording facilities just added to NBC's Vine Street air castle . . . 517 welcomes Ann Carey, who has settled in the general office to take care of "lug count" typing. If those cable record sheets seem mysterious to her she need suffer no embarrassment because she is not the only one in the dark . . . Reports of super-colossal rhubarb, vigorous asparagus and catalogue-quality strawberries have been received from the publicity agent of the Rojas Rancherita . . . The next time Charles P. "Doc" Dickson goes fishing you can bet that he will be careful of where he stands. Not long ago he, Phil Falcone and Harry Hiller (former studio engineer) went on a trip to the Catskills. Doc left the others to try for some bass in a nearby stream and waded out from shore to get a better vantage point. He soon found himself engulfed in quick-sand and being slowly sucked down. He tried to free himself, but having no lariat he had to yell for help. Phil and Harry heard him and came running, and it is to these stalwart men that we owe Doc's presence today . . . Objects of envy are Harry Grelck and George Anderson, who were among the luckies to go to Brazil for the NBC coverage of the solar eclipse . . . Romance is blooming in Recording's haywire heaven. A momentous memo was circulated on May 7th announcing that one of our most eligible bachelors had been married on May 2nd. The groom is Edwin Schabbehar. He married Miss Ruth Hadorn . . . Charles Pruzansky was married to Miss Naomi Cohen on June 1st in Brooklyn. Thesefortunates actually found an apartment—in New York City! . . . Virginia Anthony has been renovating her Pennsylvania Dutch farmhouse near Allentown. She did all her own papering and painting. Mary Bell has a small house (two rooms) on the property and spends her week-ends gardening.

**GENERAL SERVICE**—Any Sunday morning at nine Bill Kelly and Tommy Tart, Mail Room bosses, can be found playing a strenuous game of handball somewhere in the Bronx . . . June vacationers in the Mail Room are Cal Wheeler, Bob Roys, Gene Alexy, Henry Ferens, Fred Lambert and Jimmy Graham . . . The newest mail messenger is Myron Kramer . . . Newcomers to

Stenographic are Arety Cotzias and Joan Perales. Joan is replacing Jay Conover as clerk-typist, while Jay is now a full-time typist . . . Jane Hendrie is back with Steno again after being in Program for over a year . . . Most of the girls in the Telephone Room turned out for Pauline Kohler's wedding and reception in Brooklyn. Pauline was married to Mr. Jack Bossmeyer on May 25th and honeymooned at Niagara Falls . . . PBX's Marie Finan found a wallet in the subway with \$2.05. She dutifully returned it to its owner, a receptionist in the RKO Building. The grateful loser offered a reward, but Marie declared that the only payment she wanted was the return of her own wallet if she should ever lose it.

**GUEST RELATIONS**—Well, spring is here. Bob Sharpe of Set-up says that there is plenty of it in his household. With his 6-month old twin boys, he says the old homestead is really jumping . . . Still in Set-up, we find Jimmy Cashion and Joe Kall running neck and neck for the title of Chinese Checker Champion . . . First from GR to explore the wonders of nature this year were Joan Tito, Joyce Lester, George Dobbs and Michael Yahia. Means of transportation: Bicycle. Place: Central Park . . . Alice Kennell and Muriel Morgan have found new friends in the form of four-footed equines. We think something has come between them and their horsey acquaintances, for lately their manner of ambulation has been rather strained . . . Congratulations to Joe Durand for his new assignment as supervisor of the International News Room . . . Greetings to three new additions to the guide staff. Sally Thomas of St. Petersburg, Florida, has been to Arkansas University and says she is interested in writing as a career. Ann McGuire, from New York, is studying dancing. And Marcella Decker, who has modeling experience behind her, hails from Indiana and hopes to compete with Bergman on the stage . . . The Brass Button Review, GR's annual show, has gotten under way with Dick Schneider and Hugh Teaney at the helm. The staff of writers is topped by Barbara Brady, Dan Durning, Bob Cook and Payne Williams. With comedians such as Ralph Barkey, John Hargreaves, Dick Traufeld and Leroy Waldron, and singers like Mary Jane Orth, Norman Seltzer, Ira Stewart and Bob Fisk, the show should be entertaining and complete.

**INFORMATION**—Ethel Smoak is justifiably proud of her family. She recently participated in her parents' fiftieth wedding anniversary . . . Irene Kuhn is probably the only 3-armed woman in NBC. The new feature is made possible by the addition

of Arax Kazanjian as her "right hand gal."

**INTERNATIONAL**—Ernie Noth, that ever-writin' man, will be back in the American bookstores shortly. His political essay, "Bridges Over the Rhine" (a study of the German peace problem), is coming out in an American edition in mid-August. Ernie's now at work on his fifth novel (his ninth book since 1931), "The Peace of the Catacombs" . . . All the years Herman Rogers ran the French section he kept plugging in vain for a repeat of Vic McCausland's top-flight Good Friday show, which featured the Charles Peguy poem, "The Passion of Our Lady." This year, back home in Cannes, listening casually to the Swiss Radio, he was startled to find his wish belatedly fulfilled. The Swiss were carrying a recording of the NBC special. Herman, delighted, rushed off a cable of thanks to Radio City . . . Vic, incidentally, walked in with two handsome French poodles one day, and left minus both. They now reside with Fred Chambers and Alberto Gandero . . . Welcome to the incoming boss-man of 410's News Room—Joe Durand, recruited from GR to fill the boots of Ed Whitney. Another quick switch finds Art Bruckman out of khaki, to replace Willard Hansen in guarding the main portal and doubling in News.

**LEGAL**—Thought we had a "who dunnit" on our hands one morning. One of our secretaries walked into her boss's office very early to see a pair of feet protruding from behind his desk. She remained calm in the face of disaster, not knowing whether the boss had slept in the office or if it was just a body. Further investigation showed that the feet belonged to Ernest Watson, doing a good job of repairing the rug. Our Miss Sleuth breathed a sigh of relief, of course. That explained, too, why Hank Ladner had to stay in the corner all day long . . . Virginia Olson wins the prize for the first vacation of 1947—she went to Atlantic City and thence to Nags Head, N. C., for her two weeks of relaxation . . . Two big celebrations in May for us. Ginny O'Connor received "many happy returns" on May 23, and Florence Marger was wished "many more happy years" on May 13, the 18th anniversary of her arrival at NBC.

**NATIONAL SPOT SALES**—Diminutive Bette Jacobs possesses a refreshing zest and enthusiasm for life in general—and particularly for her work as faithful right arm of Salesman Jack deRussy. This admirable quality usually manifests itself quite unexpectedly and in a most unique manner. For instance, an eye-catching promotion folder reporting "NBC audience areas based on BMB Study No. 1" recently



arrived on Miss Jacob's desk. The folder presented a great deal of statistical information and figures and contained both nighttime and daytime maps enclosed in a pocket. You might say the piece made statistical data as appealing as it can be. Bette's reaction to it was wonderful to view, even if it did make Claude Hopkins turn over in his grave a little, we imagine. "Isn't this the *c-u-test* thing you've ever *seen?*", she squealed with delight. "Aren't those maps just *Darling?* And I *adore* the way they fit into those *Neat* little pockets. \*Whoever thinks up such *Clever* things?—But do you suppose that the people who receive this will really understand all those figures? I'm sure I don't!" (\*Network Promotion Department please note—and make a *c-u-t-e* little curtsey. But don't get swell-headed because Bette is also in love with *OUR* new rate cards. She thinks they are "EXQUISITE"—So there!)

**NETWORK SALES**—Walt Myers picked an unusual way to have his birthday announced. It was the afternoon of NBC Career Day in 8H, at which Walt was speaking. He was introduced by Helen Korday of Personnel with a preface that was intended to read, "Walt Myers doesn't know that we know that it's his birthday." Instead, the words came out, "Walt Myers doesn't know it's his birthday." Everyone laughed, and as a result Walt was well-congratulated.

**PERSONNEL**—Assuming Barbara Vliet's duties as Job Analyst is the tall, confident and cheerful Eleanor Nadeje, formerly of A & P. At press time Eleanor is on a three-week vacation in Mexico, a trip inspired by her Latin American studies at NYU... The new face at the front desk in 505 is that of Mr. C(hocolate), V(anilla), S(trawberry) Knox, who is replacing Jim Myers in Placement. Jim has left to join SESAC... Annette Auld, our delightful Research Assistant, has left to become personnel officer at the Brooklyn Hospital... Like a veteran newspaperman who can never keep a "hot" story secret, Lucille Sharp announced her May 10th engagement to Mr. Fred Kemple on April 22nd. Now everyone is waiting for the "pay-off."

**PRESS**—On May 22nd Syd Eiges addressed the combined Advertising, Journalism and Communication classes at the University of Pittsburgh, where he is an alumnus. The subject was, "A Televisionary World"... The department welcomes Gladys MacBain as Tom Knodel's new secretary. Gladys, who is recovering from an appendectomy, was recruited from Stenographic... If Bob Smith is interested, Press knows where Sam is—Sam Kaufman, that is.

**NEWS & SPECIAL EVENTS**—Agnes Sullivan is back from a trip to Havana with her sister. Neither Agnes's travel talk nor cards from friends in Florida and California seem to move Jeanette Kriendler, who insists there's no place like New York City.

**PROGRAM**—Expert planning by announcers Clyde Kittell and Rad Hall made the annual Feedback Club party a huge success. Representatives of many departments attended, among them WNBC's Jim Gaines, celebrating his birthday the following day. Jim was gifted with a cup cake with one lone candle, and made an honorary Vice President. The Club, formed in 1945, is exclusively for NBC announcers and each member holds the rank of Vice President... Ben Grauer is back from Brazil after broadcasting for NBC the total solar eclipse from Bocayuva... Music was delighted when Bill Young's second tune came off the presses of Campbell-Porgie and onto the music stands of Guy Lombardo this month. It is called "Possum Trot," a folksy kind of hillbilly pop tune named after a town near Bill's old home town in Tennessee... Ralph Herman, who has been arranging for us for over a year, made his debut as a composer on *Serenade to America* this month, when Milton Katims programmed Ralph's "Valse Romantiques"... The geographical changes in the Music Library have been completed. Bill Paisley and his staff are re-sorting and re-organizing like mad, meanwhile tripping over such choice antiquities as, *When Banana Peels Are Falling I'll Come Sliding Back To You*. Simultaneously, Music announces the completion of the revision of the subject heading file. But you can still look up Anatomy: Skeleton, and fine Cole Porter's *I've Got You Under My Skin*... Johnny Powers got the jump on Sound Effects by motoring to Florida for his vacation... Clem Walters has been doing all the family shopping lately. He's breaking in his brand new '47 Chevvie... Al Scott and Sam Monroe are back together again making noises for the Frank Merriwell show... Best of luck to Chet Hill, who has left Sound Effects for Radio Recording... Following the example set by Eileen Healey Titus, three more Program Supervision Gregg-adicts are changing names. Beverly Barsky, of Bill Stern's sports emporium becomes Mrs. Erwin Burger on June 22nd. C. L. Menser's Hazel Manninen turns into Mrs. Dick Mitnacht come June 21st, and Anne Taylor changes to Mrs. James Whitson on July 6... Frank Papp, director of *Eternal Light*, *Your United Nations*, and *All Aboard for Adventure*, is proud as a peacock these days. The Radio Institute of Ohio

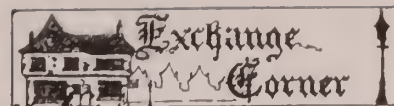
State gave two first awards and an honorable mention to those three programs. Frank and Noel Warwick, recording engineer, left on a tour of Europe on May 24th, where they will record interviews with displaced persons for the World Council of Churches... John Bloch is giving up managing Central Booking for a berth as Associate Producer for NBC. He will be replaced by Walt Ehrgott of Production and Walt will be replaced by Bob Wogan of Announcing... Recent additions to Production are Adelaide Smolen from Script Routing, who is now Script Clerk replacing Gloria Clyne, who has been promoted to Directors' secretary; Joyce Lester of GR, who is receptionist for the Auditions Office replacing Eileen Beebe, who has left for summer stock; and Fred Weihe, who joins NBC as Associate Producer.

**PUBLIC SERVICE**—From all sides we hear praise of Edith Lisle's appearance in an NBC television fashion show, wearing a gown and chapeau designed by Mrs. Carrie Munn... The department is still reminiscing about Dr. Angell's birthday party. He was presented a cake in the form of an "A", decorated with little angels.

**RADIO RECORDING**—Spring continues its good works. Jacque Lagarosse has announced her engagement to Victor Heinrich of Astoria. Her future husband plans to teach chemistry when he graduates from NYU. They plan to marry "no later than September"... It was a trying experience for Jeanette Bell when she escorted Peggie Springstead to the Lenox Hill Hospital for an emergency appendectomy. Peggie was calm all the way and came through the operation with flying colors and is now fast on the mend... RRD welcomes Lee Alexander, former guidette, as Thesaurus Clerk.

**RESEARCH**—The gals in 2M2 gave a farewell cocktail party for Nancy Cahill, who resigned for two good reasons. The first was the expectation of another baby, and the other was the purchase of a house on Long Island... Petite Lucille Juster arrived one morning wearing a huge 2¾ carat diamond ring on the proper finger. As soon as her fiancé, Arthur Blazer, who is in the real estate business, can find a place to live they will set the date... Bill Reynolds made one of those movie entrances recently. He was to be a speaker at the Institute for Education by Radio at Ohio State. The conference was under way and so was Bill—via several planes. Bad weather delayed him all the way. He finally arrived at the conference hall just as he was being introduced by the chairman

(Continued on page 6, col. 3)



**FOR SALE**—Light gray, natural kidskin fur coat. Full length, slightly flared back, size 12, and in very good condition. Exceptional value for \$75. Margo Schaeffer, Ext. 330.

**FOR SALE**—Automatic Rolleiflex Camera—Tessar lens, two leather cases, one every-ready. Camera equipped with two backs, one for 35mm film, one for regular roll film. Also steel tripod for camera. Complete \$385. Roselle Swensen, Room 217, Ext. 357.

**WANTED**—List of licensed radio amateurs connected with broadcasting, for the American Radio Relay League, Inc. Please send name, call, and NBC job title to Ed Stolzenberger, Master Control.

**FOR RENT**—Summer cottage in Connecticut, 80 miles from New York. Four rooms and porch, \$500 now to October. Two blocks from lake. Dorothy Reusch, Ext. 8043.

**CANOE FOR SALE**—with seats, two sets of double paddles and three single paddles. \$90. Adam Reisz, Ext. 8222.

**FOR RENT**—Mountain farmhouse in hidden valley, White Mountains, northern New Hampshire. 3 bedrooms, bath, gas stove, oil lamps, gravity spring water; hay fever free section, mail delivered; completely furnished except for linens; good beds. \$35 weekly; available June and July. Pictures available. Charles Grey, Engineer's Lounge, Ext. 450, Room 558.



To Art Forrest, Coordinator of Promotion for M & O stations, his second child and first son, on April 27. Name: Charles Hastings. Weight: 8 lbs.-4 oz.

To Ed Stolzenberger, Master Control Engineer, his third child and first daughter, on April 28. Name: Nancy. Weight: 7 lbs.

To Howard C. Gronberg, Technical Director in Television Engineering, his second child and first daughter, on May 13. Name: Judith Lynn. Weight: 6 lbs.-14 oz.

To A. L. Hammerschmidt, Development Engineer, his third child, first son, on May 27. Name: James Andrew. Weight: 6 lbs.-11 oz.

To Ross Martindale, Sound Effects Technician, his second son, on May 27. Name: Frederick Beach. Weight: 5 lbs.-13 oz.

To Thomas Tart, Mail Room Manager, his second child, first son, on June 3. Name: Thomas Joseph. Weight: 8 lbs.



## Athletic Association

### NBC BATSMEN HOLD LEAD OVER NETWORKS



A group of NBC softball players who are putting up a good showing in the Midtown Variety League. Front, left: Bill Kelly (Captain), Joe Iaricci, Fred McKinnon, Cal Wheeler and George Dobbs. Back, left: Bud Soden, Jack Zwilling, Bob Adams.

The NBC softball team came close to sweeping the ranks of the broadcasters in recent weeks, posting victories over ABC and Mutual, and a hard-fought tie with CBS. ABC fell before the NBC batsmen, 8-3. Mutual was outscored, 20-17, and the CBS game was called because of darkness at the end of 9 innings with the score knotted at 9-all.

In the ABC game, May 26, NBC jumped to an early 2-0 lead on a walk by Ed Steiner of GR, singled by George Dobbs of GR, and Walter Law of International, and an ABC miscue on Hugh Teaney's (GR) grounder. ABC scored all of their runs in the next frame, when pitcher Bob Adams of Production was touched for a walk, two singles, and a double. With one out, Capt. Bill Kelly of Mail decided to play his ace, Hal Bowden of Television. Hal's blazing fast ball sent the next ABC batsman down on three straight strikes, and another out on a ground play.

Bowden proceeded to strike out 13 men in all, giving up only 2 hits in the 9th inning. Although he loaded the bases with a walk, and only one out, the next 2 victims were strike-outs. NBC, in the meantime, had pulled ahead with 2 more runs in the 4th on singles by Dobbs and Law, and singles by Bowden and Teany, walks to Kelly and Law. The final run came on a hit by Joe Alexy of Mail, and tripple down the left field line by Steiner.

Bowden was equally effective in the CBS contest the week before, but almost anyone of 11 errors cost NBC the game. In 5 innings, NBC had

piled up a substantial 8-1 lead, while the Television cameraman held the opposition in 3 hits.

Bad fielding in the 6th and 7th frames, plus a single, two doubles and two walks, enabled CBS to tie the score at 8-all. NBC edged out in front in the 8th on a 2-bagger by Fred McKinnon of Electricians and a single by Alexy. But CBS tied it up again in the 9th on a walk, a double, and two NBC errors. The errors were not all on the part of NBC, however, for in one wild moment, there were suddenly two CBS runners on third. Catcher Tom Flanagan of GR ran one down but the other's desperate attempt for home was successful. Flanagan led both teams at bat with four hits in four trips to the plate, including a 2-bagger.

Bob Smith of Sports provided one more thrill in the home half of the ninth, sending a long fly to left field which Davis of CBS managed to take on the run over his shoulder.

Bob Adams emerged the winner of the Mutual score-fest on May 8. Trailing 13-12 at the end of 6 innings, NBC made it an 8-run seventh on four walks, singles by Joe Iaricci of Mail and Smith, and a home run by Kelly.

### TENNIS GROUP SET UP

The AA's tennis players met on the court this Wednesday for the first time, under the captaincy of Elton Dublin of Duplicating. They will play each Wednesday throughout the season at Rip's Tennis Club on 94th Street.

### IT HAPPENS AT NBC

(Continued from page 5, col. 3)

... Ed England addressed the class in Marketing Research at City College on the subject, Television Research.

*On Being Absent Minded:* Deep concentration sometimes produces light episodes. Dwane Moore was caught trying to sharpen his pencil on the water cooler... John Marsich tried to light a black crayon instead of a Chesterfield while he was bowling on the NBC team... And one day Will Zurflied, deep in thought, stepped in the elevator on his way down for cigarettes, looked at the operator and announced, "Philip Morris, please"... And Verne Heuer, who is an authority on the program, *Doctors, Then and Now*, absent-mindedly refers to "Doctors, Now and Then"... When Fred Allen and NBC were locking horns, Charlie Squires was heard to observe, "At last Portland Faces Life."

**STATION RELATIONS**—Vivian Dennis waltzed down the aisle of the Little Church Around the Corner on May 30th, and is now honeymooning in Florida... After being in a hubbub for months, Daisy Abramson and her husband Johnny have finally gotten settled in their new home (with GE kitchen) in New Jersey... On May 7th Miriam Lacomara completed four years of hard voice study and deserves to be proud of herself... Just to prove he could really do it, Stan Kunkle and his roommate cooked dinner for their girl friends. The feast included hors d'oeuvres, ham steak, sweet potatoes, tossed salad (with a superb dressing), pastry and coffee. The boys cooked everything but the napoleons. "I would have baked a cake," declares Stan, "but there wasn't enough time"... No sooner had Mary Collins Van Houten and Marie Byrne Seidensticker of Traffic returned from honeymoons, when Elaine Blau Scherl started off on her wedding trip through the New England states and Canada... Alice Weyrauther Jacobs and her husband are now the proud owners of an "estate." They hope to make their 100 x 40 lot on Long Island the site of a home some day.

**TELEVISION**—Bells rang for the marriage of Margaret Richards and Max Jacobson of Engineering on May 16th. Margaret said farewell to Television on the 15th of May to take over housewifely chores... With the baseball season in full swing, Jack Reber (non-baseball fan) and Television's operations man, is sure they've got two major leagues playing just to confuse him. Jack, honestly, there aren't any Philadelphia Dodgers... Mary Alcombrack went to a bazaar, was

chosen to enter a fashion show, and walked off with first prize—a custom-made \$50 hat by G. Howard Hodge... *Reflected Glory:* Ren Kraft's son, Ren Jr., won a marine engineering scholarship to MIT... Jack Greene is puzzled about the dogs on the *Juvenile Jury* commercial. Should they have union cards in ARF?

**TREASURERS**—Congratulations to Ham Robinson, who was officially installed at the Coronation Dance, and has taken charge of all matters financial for the AA... Everyone in Cashiers is thinking of figures—those looking good in bathing suits, that is. Diets are in full swing. The new motto on our wall is, "Please do not feed the cashiers!"... Betty Michaelis of Purchasing is all enthused about vacations in April. "Being a beachcomber and doing nothing suits me fine," she reports with authority, after two glorious weeks in Florida... Bill Bloxham stood Betty's postcards as long as he could and then headed for the southland himself.

**WNBC**—Mary Burns, Kay Clarke and Bob Davis had some difficulty answering phones with lollipop sticks protruding from between their teeth. Murry Harris brought Peggy Breese a whole box as a gag, but Burns, Clarke and Davis had the last laugh and the last lick... *Note to RCAC:* So you think you know communications! Well, you should see our communicating system with Continuity Acceptance next door. No phone, no wires, no hands. Necessary ingredients: 1 desk, 1 7/8 partition, 1 Harvey Gannon. Directions for use: Put Harvey Gannon on top of desk, cock head sideways and wedge between partition and beam in ceiling. Begin communication... The spirit of the old south, suh, still lives in Lee Jones after years of Yankee country. Of course, it may come out of his harmonica a little warped, but Marge Hutchison and Fran Carlson appreciated the feeling that went into "Happy Birthday" just the same. Hutch and Fran celebrate the same day (same year, too)... *Ole departure:* Or, oh, that wonderful tequilla! Tex, Jinx and Paddy McCrary stuffed WNBC's willing staff with sangrias (?), tacos (?) and tequilla (!) on April 22 to celebrate their first anniversary at 660. Jinx wore an off-the-shoulder authentic Mexican costume given to her by the President of Mexico, but Paddy (nine months) in yellow knit, stole the show from his cover girl mother... Flo Lurie announces her engagement and approaching marriage to John Knox of San Diego on July 23rd. She leaves WNBC June 30th. Her family flies out with her for the wedding in California.