



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

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Nick Kersta Rewarded for Job Well Done

OUTING FLANNEL AA Holds Annual Festivities

The success of the AA Outing on September 9 can be best appreciated by the excellent photos which appear on pages 4 and 5, taken by that ace-of-all-ace cameraman, Sid Desfor.

Held at the Crescent Club, Huntington, L. I., the Outing attracted well over 400 NBC employees and friends. Five chartered buses were on hand to carry the merrymakers to and from their destination, as well as many private cars.

Although the temperature dropped considerably during the morning hours, the sun came through in time to warm up the sports program. And what a sports program! There were golf amateurs and golf experts teeing off all over the place; swimmers in the pool and in the surf; bathing beauties sunning themselves; there were tennis

matches and soft ball games; pleasant chit-chat and complete relaxation. As observed by an NBC newcomer, "Just never saw such good fellowship anywhere!"

At noon a buffet luncheon, complete with lush white meat of turkey, coldcuts, potato salad, etc. was
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The Wayward Bus

EXECUTIVE CHANGES ANNOUNCED

Several changes in the Executive Staff were put into effect during the past few weeks it has been announced by Frank E. Mullen, executive vice president. The new appointments were made in order to

speed developments of the networks coast-to-coast television facilities and its sight-and-sound programming, Mr. Mullen said. Mr. John Royal, Vice President, was ap
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NBC CONVENTION SETS PRECEDENTS FOR INDUSTRY

144 NBC Stations Represented; Crime Drama, Advertising Standards and Video Future Covered

The first annual convention of NBC and its affiliated stations, held in Atlantic City on September 12 and 13, was a tremendous success.

The 292 owners and executives of 144 NBC stations who came to the meeting were unanimous in recommending that the convention should become a regular annual affair.

Station men came from all over the United States and from as far west as the Philippines. Bert Silen who spent nearly four years in a Japanese prison camp was there, representing KZRH, Manila. So were Lorrin Thurston, owner, and Marion Mulrony, manager of KGU, Honolulu.

Including NBC personnel from New York and the wives of many of those present, NBC was host to a total of 450 guests at luncheon and dinner on each of the two days.



Niles Trammell

The opening session on the morning of September 12 was called to order by Easton Woolley, Director of Stations Departments. President Niles Trammell presided and greeted the affiliates with a cordial address of welcome. He was followed by three speakers prominent in the advertising field: Charles G. Mortimer, Jr., Vice-president in charge of marketing of General Foods Corporation and Chairman of the Advertising Council, described the accomplishments of the Council during and since the war; Sigurd S. Larmon, President of Young & Rubicam, urged support for a code of program and advertising stand-

ards for the broadcasting industry; Neil H. McElroy, Vice-president and General Manager of Proctor & Gamble Company, calling attention to advances in radio time and talent costs, expressed the viewpoint that the cost to the advertiser per listener has greatly increased.

The speaker at the luncheon meeting was Kent Cooper, Executive Director of the Associated Press, who viewed Government control of international broadcasting as a trend endangering the independence of American radio, and urged that press and radio should unite to maintain their traditional freedoms.

The afternoon session on Friday was given over to a closed session by the NBC affiliated stations. In the course of their meeting they endorsed the work of the Stations Planning and Advisory Committee and, with a few suggested modifications, recommended its continuance.

At the Saturday morning session, the convention voted unanimously in favor of the company's new policy to broadcast no series of detective, crime or mystery type programs before 9:30 p.m. New York time. They also were unanimous in recommending that the National Association of Broadcasters should adopt an improved and comprehensive code of standards and practices for the industry.

The speaker at the luncheon on Saturday was Brigadier Gen. David Sarnoff, President of RCA and Chairman of the Boards of RCA and NBC. His subject was one of vital interest to station owners—the present rapid development of television and its future importance to the broadcasting industry. General Sarnoff stated that by the end of 1948 there will be approximately
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Gen. Sarnoff



CORINNE PEARSON, *Editor*

VIRGINIA D. SMILY, *Managing Editor*

A FEW WORDS ABOUT WHODUNITS AND THE NAB CODE

by KEN R. DYKE

Administrative Vice-president

When NBC announced its new policy on crime and mystery shows, we heard a few wisecracks from some of our competitors. An easy gesture for NBC, they said—we would have to make only one or two changes in our network schedule to put the plan in effect. Whereas another network, to adopt such a rule, would have to kill a whole string of thriller-dillers in the late afternoon and early evening.

Our critics on the opposition benches appear to assume that it is just an accident that the new rule is a logical sequence to current NBC practice. They find it convenient to overlook the fact that NBC's program schedules and standards didn't just happen—that they are the outgrowth of many years of purposeful planning.

Good whodunits make good radio programs and deserve a suitable proportion of time on any network schedule. But we have long regarded them as essentially adult program fare, and have scheduled them on that basis. The new rule hardly represents a new policy after all—rather, it confirms the establishment of a policy already developed over a long period.

Similarly, the new NAB code, which has been hailed by the press as a radical step forward on the part of the broadcasting industry, for the most part closely follows the policies and practices which NBC has had in effect for more than ten years past.

We hope and believe that the broadcasting industry as a whole will be governed by the NAB code. And frankly, we think our program competition is going to get tougher, for high standards mean programs more acceptable to the public. We welcome the competition. What is good for the public is good for the industry, and what is good for the industry is good for NBC.

HATS OFF TO OUR RADIO-PROFS

Long recognized as leaders in the various phases of Radio, a substantial number of NBC employees are constantly being called upon to teach courses in New York colleges and universities. The current Fall term is no exception. We take a random look at three school bulletins and announce proudly that at Columbia University: Doris Corwith and Dwight Herrick of Public Service are conducting courses in *Radio Broadcasting and Dramatic Radio Writing*; Wade Arnold, of Script, *Advanced Dramatic Radio Writing*; Adolph Schneider, of News and Special Events, *Script Writing for Radio and Television News Services*; Patrick Kelly, of Announcers, *News Announcing*; James Nelson, Advertising & Promotion, *Radio*

Promotion; Sidney Eiges, of Press, *Radio Publicity*; Garnet Garrison, Production, *Acting in Radio*; Edward King, Production, *Acting in Radio*; Ferdinand Wankel, Engineering, *Uses of Broadcast and Television Equipment*; Frederick Knopfke, of Sound Effects, *Sound Effects*; Walter McGraw, Production, *Production and Radio Drama*; Jack Hill, Production, *Advance Promotion of Radio Drama*; Frank Papp, Production, *Advance Production of Radio Drama*; Jane Wagner, Public Service, *Radio as Related to Home Economics*; Gilbert Chase, Public Service, *Music in Radio*.

At Fordham: Tom O'Brien, Announcers, *Radio Announcing*.

At NYU: Ernest de la Ossa, Personnel, *Personnel Interviewing*.

ARMY P. R. MEN VISIT NBC

Fifty U. S. Air Forces officers who are now taking extra work in public relations at the Army's Special Staff School, Craig Field, Alabama, were entertained by NBC on October 6.

The visitors were taken on a special tour arranged by Paul Rittenhouse of Guest Relations. Later they heard brief talks by Sydney Eiges on "Advanced Promotion of Radio Programs"; by Francis McCall on "The News Editor and the Public Information Officer"; and by Dwight B. Herrick on "The Kind of Programs a Station Manager Wants."

The day's program represents a number of appeals from Army branches for NBC instruction in policies and practices applicable to their particular fields. Col. G. D. Groathouse spent several months with us studying our personnel program; recently a large group of Army public relations men called upon our Hollywood studios for P.R. counselling, where Sid Strotz went all out in his effort to give them what they wanted. A letter from Major James K. Bryan, Air Corps Project Officer, thanking NBC for its splendid cooperation has recently been received.

WNBC RECEIVES 'MANY HAPPY RETURNS'

WNBC is currently lighting birthday candles in celebration of its 25th year of broadcasting. Although many congratulatory messages are still coming in, top-notch among them, to date, is the following "orchid" from Governor Thomas E. Dewey, addressed to Mr. Trammell:

"You and the staff of WNBC merit high commendation for the quarter century of public service rendered through the station's excellent facilities, and for the high purposes evidenced by the quality of the public service programs contained in its program schedules.

"It is vital that radio, as a leading responsible information source, keep the public abreast of the important issues of the day. The work of WNBC in carefully documenting the strengths and weaknesses of public issues, and presenting them to the public in an unbiased manner, ranks high in the best traditions and examples of the operation of the right of free speech and free press which has served our country through the years."

FLASH

NBC, ten of its affiliates and its two television stations capture six first places in *Billboard's* Tenth Annual Promotion Competition.



Personnel Showers Lucille

NBC LOSES LUCILLE SHARP IN MATRIMONY

Lucille Sharp, amiable *Chimes* editor for the past four years, has given up her NBC post to become Mrs. Fred T. Kemple of Dolington, Pa. The marriage took place at her home in Larchmont on October 4.

Always a newshound where other NBCites were concerned, Lucille managed to maintain a certain modesty about her own affairs. But it is a long road that has no turning back. The new *Chimes* editor turned reporter immediately and came up with the following *Sharp* history.

After an exciting childhood spent in Los Angeles, El Paso, and Mexico (where she even narrowly escaped the mischief of Band Panchos Villas' cohorts), Lucille's family moved to New York. Graduated from Wheaton College she worked for a direct mail house until 1942 when she joined NBC *Chimes* editor.

Her husband? We asked about him, too. It seems that Fred and Lucille were bitten by that well-known *insect d'amour* as recently as last New Year's eve, although they had known each other for several years. Fred now has a yen to "go back to the land" after seven years in Wall Street. In Dolington he will operate his own Ford tractor and farm implement business.

NBC's best wishes go with you, Lucille and Fred! *Chimes* shall always "ring out in a carol gay" for the joys your work has brought!

DON'T BE A HOARDER!

Let us know about people you know for NBC job recruitment. Personnel tells us there are many openings, particularly for beginning stenographers and typists. Introduce your capable friends to NBC. Maybe they'll like to meet us, too. If so, have them come to Room 505—or better still, you call any one of the placement interviewers for an appointment. *Your recommendation is as good as gold.*



Bill Hedges Wants to Lead a Band

NBC CONVENTION

(Continued from Page 1)

0 television stations on the air in the United States, and a total of 50,000 receiving sets in use.

General Sarnoff expressed the belief that transoceanic international television may become a reality in another five years. To those who are skeptical of the future of television, he suggested several historical analogies for consideration: the refusal of cable companies, early in this century, to regard "wireless" as a serious competitor; the inability of the phonograph and record companies to foresee the popularity of broadcasting; the unwillingness of some of the supporters of silent movies in the twenties to acknowledge the possibilities of motion pictures with sound.

In conclusion, General Sarnoff said, "I am not here to urge you to enter the field of television beyond the point where you, yourselves, think it is good business for you to



Tom Knode and Times Radio Editor, Jack Gould, ride to convention in style.

do so; nor to propose that you plunge all at one time. Rather, I would suggest that you reflect carefully and thoughtfully upon the possible ultimate effects of television upon your established business if you do nothing, and of the great opportunities for your present and future business if you do the right thing!"

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NBC FIREFIGHTERS EXTINGUISH BLAZE

Quick thinking and selfless action on the part of NBC employees, Christopher, Brown, Jordan, McConaghy, and Gannon; Fyffe, Schwedhelm, Chesnutt, Hubert and Reilly, greatly reduced the impact of the fire in Air Conditioning on September 23rd. As a result of the fire, NBC is making extensive changes in the duct system which services the Mezzanine.

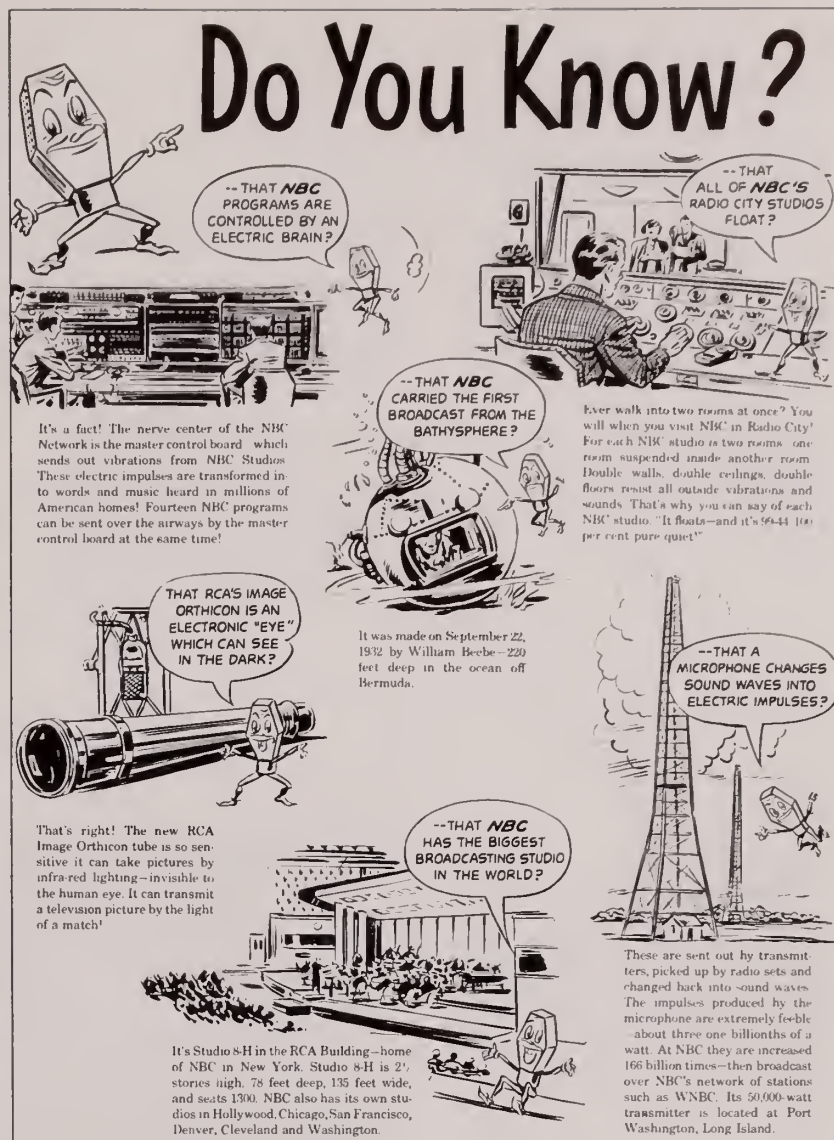
It is reported that the fire was due to an accumulation of paper and dust in return ducts which run from the Mezzanine to the tenth floor Air Conditioning Room.

Christopher, Brown, Jordan, McConaghy and Gannon of the Master Control Room were dispatched to the fire at 7:30 p.m. At 10 p.m. the NBC PBX operator reported fire,

and holes were cut in the ducts. The fire was located in the main return duct in the ceiling. Our personnel were in the hanging ceiling from 7:30 p.m. until 6:30 a.m., probing into the ducts until it was definitely confirmed that the fire was out.

DISPLAY SHOWN AT CONVENTION BY STATION RELATIONS

Before a huge map showing the 167 stations comprising NBC network, visiting station managers and their wives were registered at convention by Station Relations Department Manager, Sheldon B. Hickox and Staff. Syd Eiges of Press helps Carl B. Watson arrange promotional material.



A page from "On the Air", a 16-page cartoon book produced under the supervision of William E. Webb, Manager of NBC Public Service Promotion and drawn by Sam Glankoff, widely known comic cartoonist. The promotional piece is this week appearing in its entirety in "Scholastic," foremost school publication of the country. One million copies have already been distributed. Through the use of the book it is thought that adults as well as children can be graphically told the story of radio.



GRAPHICALLY SPEAKING

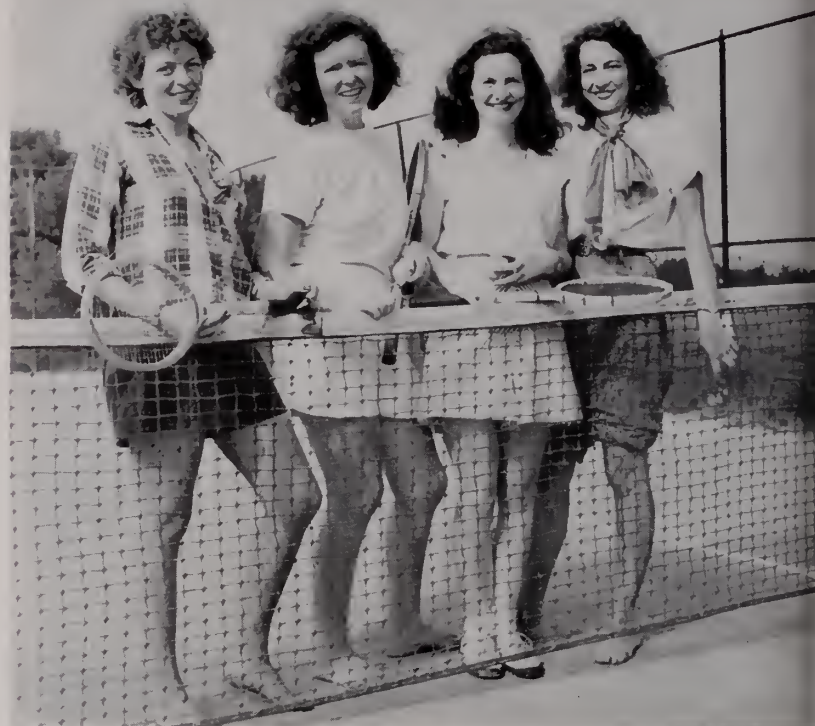
(1) Looking for all the world like a Pepsodent ad, these Television gals posed for Sid Desfor on the court. Left to right: Annette Bachner, Miriam Goss, Marie Finnegan, and Adrienne Luraschi combine to prove that photographers also have a racket.

(2) "Well, I swan," said Helen Rachel of Television as she prepared to dive into the delightful Crescent Club Pool. Helen proved her versatility at the Outing by winning the swimming contest and being runner-up in the jitterbug battle. Did you see her on the front page with Nick Kersta receiving her reward?

(3) Masters of the terpsichorean art, Kay Collins of Traffic and Hamish McIntosh won top honors in jitterbug contest. Music went round and round before winners were selected.

(4) "Putt 'er there," instructs Art Selby as he turns golf teacher. Helene Schuck of Press is the lovely student. Jack Zwillinger and wife and Mrs. Selby comprise the interested audience.

(5) If the old adage is true that the best way to a man's heart is via his stomach, the committee that planned the buffet luncheon for the outing must be much-loved by now. It was simply delish!



IT HAPPENS AT NBC

CONTROLLERS—Virginia McGowan surprised us a couple of weeks ago with the announcement that she was getting married August 30th and leaving the company to live down in Maryland. We (the girls in Controllers) in turn gave her a surprise shower that very same week. The wedding was at the Community Church, Jackson Hts., followed by a reception at the bride's home in Elmhurst, L. I. Those from Controllers who attended were Rose D'Amico, Shirley Backhus, Helen Walker, Joan DeMott, Evelyn Robinson, Ruth Duffy and Jack McKenna.

—Joan DeMott

ENGINEERING—Cliff Kerstetter is back from Pennsylvania where he spent a three-week vacation . . . W. R. McMillan is on vacation in Ohio. Mac has just finished painting his home and canning 300 quarts of fruits and vegetables. Say, fella, what are you starting, a canning factory? Lester Whitehead has returned from vacation in Chicago . . . Al Lindstrom is back from Vermont

and Connecticut with a gallon of maple syrup from the former, and a nice tan from the nutmeg state.

—Mel Stickles

GENERAL SERVICE—Good news has been received that John Merri- gan has been released from Medical Arts Hospital and is resting comfortably at home . . . Carl Sundstrom is also on the mend, which makes us very happy . . . All General Service is buzzing about the new edition to the Jeanne Harrison (alias Mrs. Joseph Tobin) household. Don't tell me you didn't know! why, it's just too cute for words—tiny as they come, and Joe is simply crazy about it. It's keeping Jeanne plenty busy these days—what with feedings, bathings, etc. Every morning Lou Anderson checks up to see that Jeanne is taking proper care of the little mite. By now, you must have guessed whom we mean. None other than little Mitzi, that cute little trick with white and grey fur, dainty white paws, light blue eyes and the cutest me-OW. In Stenographic: That lawn party we had up

in White Plains at the home of Harriet Herschkorn was surely fun! The pass words were "Cook, eat, and be merry." . . . Lilly Suarez, back from vacation in Florida, is still talking about the swell time she had . . . Helen Moore spent her holiday in Cape Cod, Mass. . . . Nancy Gentile and Mildred Long just loafed away their playtime at home . . . Our welcome to new Steno employees, Rita Poncina, Lee Blake and June Kohart.

—Mary Heller

GUEST RELATIONS—Shades of Autumn brown! Fall is here and so are Fred Allen, Al Jolsen, and many other big NBC programs. This fact is thoroughly realized by Joe Roth- enberger and John Chapin as they corral their resources to cope with an ever-increasing crowd of radio- minded people. . . . Also, as the leaves change from their forest green to the darker winter shade, so do the equestriennes of the ticket department, Alice Kennell and Muriel Morgan, change to habit of the saddle . . . We hate to say goodbye in GR, but at times we must. We say goodbye and bon voyage to Betty

Merrill as she boards the ship of matrimony. Betty started in GR almost three years ago as a guide after serving as a cashier, assistant supervisor, member of the GR office staff and guide supervisor . . . Winter or summer, Florida is still a wonderful place to spend a vacation says Judy Dougherty. What could be sweeter than to bask in the sun 'neath a large white dune, swim in the rolling surf of Atlantic Beach or sail up the broad St. Johns River? A welcome hail to the new members of the department: Lee Barry, Frank Wilcox, Julia Cook David Murray, Allen Conn, Richard Van Scoyk, Anthony Lefevre, Charles Spandler . . . Our deepest, heart felt sympathy goes to Ken Crosthwait and Ed Steiner. Cheer up boys, some day the fish will bite.

—John Case

LEGAL—Judge Ashby, Florence Marger and Alice Wilson left the Legal Department after many years of devoted service. Our gift to Judge Ashby, a combination overnight bag and briefcase in gorgeous leather and the gay corsages for the girls could not quite hide the touch of



FOR YOUR APPROVAL

(6) Joe Cervoni of the Mail Room takes a good cut at the ball in afternoon's soft ball game.

(7) From out of the blue waters come Mel Greene of Network Sales, Mercedes Poyntz, Ruth Barrett and Janet Keller. They chose surf bathing.

(8) Keeping close score of their golf game are Tom McFadden of WNBC, William Hedges and guest, H. M. Feltis, Jim Gaines and Jack deRussy.

(9) Jim McLean, Magazine Editor, Press, returns a base-line shot during fast tennis game.

(10) This picture was taken just before that rare, rare roast beef was served. Joseph Merkle and wife and Mr. and Mrs. Jack Zwillinger can smell it a mile away and so don't join in the pre-dinner dancing. It didn't take long to clear the floor when the food started coming.

sadness which marks every parting. Our best wishes go with them; we shall miss them all . . . On a brighter note, Henry Ladner took over the reins of office as Acting General Counsel. Bob Myers, formerly with NBC, returned from RCA International as Assistant General Counsel . . . A shower was given at Alexandra's for Grace Schneider on her departure from our midst to await the arrival of "a little Schneider." Miss Crooker's new assistant in the Filing Department is Marie Hanley.

—Elizabeth J. Moloney

NETWORK SALES—From the depths of our fourth floor sanctum, the quickening pace of the typewriters shows our reconversion to cool weather. The coming of September found vacation talk going out on the ebb of the heat-waves, but we had a few late vacationers. Among them were H. C. Kopf, who flew down to Bermuda for a ten-day rest; Doris Whyte, who took a month's spree in sunny California, and Jean Johnson, who spent her time fixing up a new apartment for her forthcoming marriage . . . It must be our salesmanship! We have another member among us of that illustrious group, "O.O.N.A." In case you haven't heard, "O.O.N.A." stands for "Owners of New Apartments." Gloria Smith has taken up residence in Staten Island. She's so starry-eyed about it that she took the wrong train one morning and got lost in the wilds of Long Island . . . John Amburgh has only one brief comment to make about Lake

George—"Beautiful, hot, and no fish." . . . Here and now we'd like to thank Janet Keller for some juicy afternoons she gave us when she brought in peaches from her "ranch" in Flatbush . . . Just before she left for a September vacation, Beverly Arnold announced her engagement to Arthur Catalano. We'd like her to know that our best wishes go to both of them for a very happy marriage . . . Marie O'Connell, formerly of Stenographic, has taken Audrey Welsch's place as Frank Reed's secretary. Audrey is now Mel Greene's secretary, the position vacated by Dorothy McLaughlin when she left NBC in September. A hearty welcome to Marie; best of luck to Dot; congratulations to Audrey . . . Jim Martin has resigned from the Sales Department after being with the company for fifteen years . . . Ed Hitz reports that after twenty years of golf, his score has been reduced from 100 to 90—or half a stroke a year. Mathematically speaking, by the time he is 85, he should have his score down to 70. At any rate, he promises to let us know on his 85th birthday.

—Florence Zoettlein

PROGRAM—Miriam Martin is back from her FM sheets as Ernest La Prade's secretary . . . Mike O'Donnell jaunted down to Atlantic City on a three-day weekend, to keep track of the music for the NAB Convention. Sounds like a vacationary sojourn, but Mike promptly went on a vacation of his own upon his return. The two explorers of the



Sound Division, Kit Carson Walter and Daniel Boone Scott, have returned from a fishing trip in the wilds of Canada . . . Hey, what goes on in this division? Jacquinot, Cooper, and O'Meara have become proud papas within the last month. Guess these sound men are getting tired of the baby-cry records and going in for the original thing . . . Happened to be driving down the street the other day, and along came our No. 1 Man, Fred Knopfke, in his Stanley Steamer. He must be pretty proud of the new siren he blows at every crossing. Good luck, Fire Chief! . . . Manny Segal has worked so many Soap Operas in the last year that he refuses to pay his rent unless the landlord sings a commercial . . . And now a l'il pome:

SOUND REASONING

*Radio is here to stay,
We must all admit,
With musicals, a comedy,
Perhaps a drama hit.
'Tis good to sing commercials,
The sponsors now have found—
But, ah, to keep this going,
They still must have the SOUND.*

PROGRAM—Life in 408 is punctuated by vacations... Mary Cooper was singing "By the Sea" at Asbury Park . . . Vivian Walsh was the original barefoot girl camping out at Schroon Lake, N. Y. Sez Viv, "You don't know what rain is like until you've slept in a tent!" . . . Pat Gromley visited Westhampton, we discovered and found time to fly up to Boston to attend a cousin's wedding . . . The welcome mat is out for a newcomer to 408 by name of Dorothy Mohler. She hails from Dedham, Mass., and arrived complete with accents down-easterly . . . Flora D'Avanzo had an intriguing experience over a recent weekend. With a house full of friends and the sideboard looking like a two-page spread in McCall's (including lobster) Flora discovered that potato salad requires *cooked* potatoes . . . Walter Ehrgott took a breather from that mountain of telegrams, program logs, and booking orders, by pushing off for Canada and the Thousand Islands right after the AA Outing . . . Phyllis Kindgen spent her vacation on a motor trip upstate . . . Peggy Harrington admits to a wild enthusiasm for any—
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IT HAPPENS AT NBC

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thing concerning horses. Not only is she an equestrienne, but she also collects bookends, pictures and bric-a-brac in a horse motif . . . The pay-off came when she recently fell off a hobbyhorse at Orchard Beach.

—Ray O'Connell, Phebe Crosby and Frank Loughran

RADIO RECORDING—One hectic day found Emily Giersberg, secretary in Commercial Sales, trying to be helpful to an outside party by locating Elsie Beebe, who, according to the inquirer, was scheduled in studio. After searching for one hour, Emily discovered by checking her last available source that the heroine, Elsie was not a SHE but represented the first initials of the famous day-time serial, *Life Can Be Beautiful* (LCBB). Rhyme just doesn't pay! . . . On this same day, George Stevens, Office Manager, had difficulty when he tried to put through a call to R.C.A. Victor. It seems that instead of getting an immediate connection, he got the \$64 question from the operator, who asked, "How do you spell it?" Needless to say, there was a ten-minute pause while he headed for a dictionary . . . We say hello to Cornelia Bartz, who recently joined our Order Department and also welcome Viola Holten, our new receptionist . . . In the next breath we bid farewell to our very capable summer workers, Diane Stevenson, now at Avarrett College in Virginia and Donald Kivell who plans to return to Northwestern. After doing such a fine job in the inter-filing of our Thesaurus cards, there is no doubt they will rate A-1 in classes, especially in identifying both popular and classical music selections . . . Congratulations to Jane Linnell on her recent marriage; to Arthur Hamilton and wife on the birth of Ann; and to Peg Pollard for at last mastering a horse.

—Marilyn T. Costello

RESEARCH—In the absence of your regular reporter, I have agreed to take over the "colyum" for this month . . . While waiting to see Hugh M. Beville, I had a good chance to see how that end of the room operates. I figured I would have quite a long time to wait as Bill Reynolds was slouched in a chair in front of the boss' desk expounding his theory of Dr. Lazarsfeld's latest theory. Every once in a while, Barry Rumble would come zipping out of his office, coattail flying, heading for Ken Greene's office. As he passed Dot Poser's desk, all the papers flew off, giving her a chance to pick them up. Then Bill came out of HMB's office and just as I edged up to get in, Phil Hirsch got there first. Oh well, the

day was still early so I browsed into New Research. Ed England and Mildred Schmidt were busy counting the latest number of television sets. They found one man who was building his own set which would increase the 1947 figure by one. Natalie Faletto was busy typing memos to HMB from Reynolds to take up the time when Reynolds wasn't taking up the time of HMB. I peeked in. Phil was still there. In the next room Emmie Hill was drinking demi-tasse coffees whilst Ruth Gross was counting the latest number of bars of soap, which makes it easy for Portia to face life. And I'm not sure, but I think I saw a little black dog wandering about, too. Could be my eyes, however. Phil came out and Reynolds quickly flashed in again. Down the alley a ways, June Norman was telling all who would listen that California was the place to live, while Bob McFadyen held out for Maine. There was a glint in Bob's eye which warned me that a joke was on the way—probably about California. I did not have time to hear it as I saw a chance to get in to see HMB. I started to go in, but Beryl suggested that I wait as several calls had piled up. What could I do? Further on down the way, I noticed Rosemarie Gordon, Ann Russo, and Jackie DeMott gazing fondly into those dark eyes of John Marsich. They were talking about sales districts and radio stations. At the next stop, Emil Rohner was examining the coins of everyone passing his desk looking for Liberty-Head nickels. Whit Rhodes was gazing out to 6th Avenue wondering how John Coleman was making out. Howard Gardner and Ken Greene were very busy trying to prove with statistics that Mutual did not have a network, that CBS wouldn't much longer and that ABC was the network for Chesterfield. I tried once more to see HMB. I just don't know how that guy does it. Reynolds was in there again. Dean Kearsh was demonstrating to all the single girls how expert he was in putting on diapers. Claimed he had a new idea, too. Fran Reilly came up with a dinghummer which made my day a success after all. She offered me a recipe for a new drink called Rattlesnake Whisky. Take one live rattler, put him in a quart jar, add rice, wine, chopped toads, a dried sea horse, soy beans, and sliced deer antlers. Keep him in a cool place for six months. Drink at own risk. Anyway it was a nice idea to think about as I made my way back to HMB's office. I was informed that he was up seeing Mr. Trammell, and that if I would come back a week from next Sunday, I might get in.

—R. E. Search

TELEVISION—At the Outing: Aquabelle Helen Rachel did us

proud by not only winning the women's race, but also teamed up with Frank Almeida of GR and won second prize in the Lindy contest . . . Nick Kersta nearly had heart failure when Burke "Red" Crotty and Alex "Old Goat" Alexander started to throw him in the pool, clothes and all. Personally, we think that after looking at his golf score he needed the cane more than Protzman. We liked Mary Alcombrack's smooth waltzing; Helen Bishop's and Adrienne Luraschi's svelte, way-down-to-here gowns; Bill Garden's banjo-ing; the food, the bar and the music. Oh, how we hated to go home . . . Speaking of Bill Garden, we understand he is running for Councilman in Tuckahoe—so Television en masse is going to move out there to put the boy in office . . . Miriam Goss, pride of the Film Division, has come in sporting a lovely engagement ring . . . Alex Alexander, away on vacation, has been furiously sending Christmas cards to the staff, and that's not all. A whole barrel of live lobsters, ready for a la Newburg, or a la something, also arrived from the clowning Alex . . . Jack Irving, Television engineer, is going to sue the News because he thinks he's "prettier" than the pic they used of him in a recent interview . . . Howard Cordery has really had his share of trouble lately. First, he came into the office with a broken toe (cause unknown) and now is at home recovering from a bad case of pneumonia . . . Ted Mills is away on leave to catch up on some of his writing . . . Our fond farewells go to Burke Crotty who after 17 years at NBC is now in Washington on a new assignment and to Betty Orr who

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HOSPITALIZATION AND SICK LEAVE POLICY BRINGS RESULTS

. . . Peace of mind on money matters can speed anyone's recovery from illness. NBC provides salary benefits for time out when we really need them.

. . . Neither do medical and surgical bills cause sleepless nights. Through the Blue Cross Plan, several degrees of hospitalization and surgical coverage are available to us at extremely low cost.

Proof That It Works

. . . Carl E. Sundstrom, General Service, now recuperating from a surgical session, writes:

"I wish to express my thanks and appreciation for the NBC policy of providing for its employees in time of illness, in the form of hospitalization and paid sick leave. It surely helps toward a speedy recovery! Now I am waiting for the day my doctor says OK to return to do my part for a greater NBC."

OUTING FLANNEL

(Continued from Page 1)

served in the clubhouse. In the evening after NBCites had washed their faces and effected a change of clothes, a roast beef dinner, the memory of which makes many a mouth water, was also served. Ben Grauer and AA president Nick Kersta shared the toastmaster role.

Music by the Jimmy Lanin orchestra proved a delightful climax to the day's festivities.

Awards for the Sports events went to:

Bill Hotine, Engineering

Men's tennis singles

Helen Rachel, Television

Swimming

Neil Youngster, Engineering

Golf Kicker Prize

William Johnston

Low man's net

H. M. Feltis, a guest

For driving ball closest to pin on 18th hole. (Mr. Feltis graciously relinquished his award—a gleaming Willkie campaign button, to William Hedges).

Kay Collins and Hamish McIntosh of Traffic

Jitterbug Contest

In addition, eleven door prizes were given.

SEPTEMBER SUGGESTION AWARD WINNERS TOTAL SEVEN

At the September meeting of the Suggestion Committee, seven new worthwhile ideas for the betterment of NBC operations were "bought" from employees at prices ranging from five to fifteen dollars.

An award of \$15 went to Russell Strebel of Traffic for suggesting a procedure to facilitate the handling of requests for delayed broadcast approval by affiliates.

An award of \$10 was earned by Enid Beaupre of Advertising and Promotion, for suggesting a clean up of reference books by departments retaining only those felt to be useful.

Both Arthur Zacks of Program and Kenneth Arber of Engineering received \$10 for suggesting that two ceiling lights, instead of one, be used in all control rooms.

C. Edwin Read of Engineering is richer by \$5 for suggesting that Television Room 980 be equipped with a sign indicating when it is in use by clients.

Helio Pereira has been awarded \$10 for suggesting the installation of a "bridge" for improving telephone service between the traffic and Language Sections of International.

Jean Collins of Research received \$5 for suggesting additional air conditioning facilities in the second mezzanine.

NBC CONVENTION

(Continued from Page 3)

A large-screen television demonstration, using facilities set up by RCA engineers at Hotel Ambassador, followed General Sarnoff's address. Frank E. Mullen, Executive Vice-president of NBC, presided, and Noran E. Kersta, Director of Television Operations, briefly presented facts concerning NBC's current operations. Mr. Mullen, emphasizing the present and prospective rapid growth of sight-and-sound broadcasting, took the occasion to reassure station owners as to probable program costs of a local station service. He pointed out the availability of numerous local program subjects which would involve little or no talent cost.



Frank Mullen

The special program produced by NBC for the demonstration included a variety of studio subjects, and pickups from the County Fair at Mineola, L. I., and from the national tennis semi-finals at Forest Hills. The pickups entailed a complicated series of seven radio relays: Long Island to New York to Mt. Rose, N. J. to Wyndmoor to Philadelphia; thence via two intermediate relays on fire towers in New Jersey to Atlantic City.

Two important television "firsts" were registered at this demonstration. One was the transmission of a program employing as many as seven intermediate radio relays between the pickup point and the viewing screen. The other was the first demonstration of kinescope recordings put too immediate use. Shortly after the live show from Mineola appeared on the screen, the audience saw a kinescope recording of the same program. It had been photographed from the kinescope in New York and the films had been processed, edited and put on the air in a matter of minutes. The recorded program compared very favorably with the original live feature.

Business meetings of the convention were held at the Hotel Marlborough-Blenheim. Luncheons and dinners both days were served at the Hotel Claridge. On both evenings a lively entertainment with top-notch talent, including Norman Cloutier and the "Music of Manhattan" orchestra, was provided by the Program Department.

PROMOTIONS ANNOUNCED

Henry Ferens, former messenger in General Service, is now Post Office Clerk.

Allen Craig, now a Programming Assistant in Television, was a former Assistant Film Cutter in that Department.

Ann Culbert has been promoted from Record Clerk-Typist to Senior Records Clerk in Personnel.

Frances De Luca has moved from Senior Records Clerk to Records Section Supervisor in Personnel.

Thomas Flanagan, has gone to International as Traffic clerk from his former post as Page in Guest Relations.

Howard Gardner has moved from Research Assistant to Research Associate in Research.

James Graham, former messenger in General Service is now Senior Mail Clerk in that department.

Robert McFadyen has moved from Research Assistant to Research Associate in Research.

Richard Schneider has been promoted from Assistant Tour Operations Supervisor to Supervisor Tour Operations in Guest Relations.

Caroline Tavares is now a Secretary in Radio Recording. She was formerly a Steno-clerk.

Joan Tito, Junior Master Control Clerk, Engineering, was formerly assistant Supervisor Guide Trainer in Guest Relations.

Claire Trainor has moved from Guide to Cashier in Guest Relations.

Frank Weber is new Production Director in International, advancing to that position from Traffic Desk Clerk.

Howard Gardner has been named Research Associate in charge of the department's Ratings Division and Willard Zurflied as Research Assistant in the Circulation Division. Recent changes in WNBC find Raymond C. Johnson, formerly in Night Operations of the NBC Announcing Division, as Promotion Assistant and Clay Daniel, a WNBC producer-director since 1946, as Production Supervisor.

Burton M. Adams has been appointed manager of cooperative programs, reporting to Easton C. Woolley, director of the Stations Department.

EXECUTIVE CHANGES ANNOUNCED

(Continued from Page 1)

pointed Assistant to the Executive Vice President on television. Personnel of the Television Department will report to Mr. Norman Kersta, Director of Television Operations, who will report to the Executive Vice President.

In order that Mr. O. B. Hanson, Vice President and Chief Engineer, may devote the major portion of his time to assisting the Executive Vice President in the development of the National Broadcasting Com-

pany's nation-wide television system, Mr. George McElrath was appointed Director of Engineering Operations.

Mr. McElrath will assume full responsibility for the management of the technical aspects of sound engineering and the business administration of the home office engineering groups. Mr. McElrath will report to Mr. John H. MacDonald, Administrative Vice President, on matters pertaining to the management of the department. However, Mr. McElrath, together with Mr. Raymond Guy, Radio Facilities Engineer, Mr. Chester Rackey, Audio and Video Facilities Engineer, and Mr. Robert E. Shelby, Director of Technical Development, will continue to report directly to Mr. Hanson on matters of technical design and engineering.

Mr. Charles P. Hammond has been appointed Vice President and Assistant to the Executive Vice President. Mr. James H. Nelson has been appointed Director of Advertising and Promotion, reporting directly to Mr. Hammond. Mr. Roy Porteous is now Advertising and Promotion Manager.

Mr. Sydney Elges has been appointed Vice President in charge of Press.

Robert E. Shelby has been appointed to the new post of director of NBC Television Engineering Operations. He will be succeeded by George M. Nixon, formerly assistant director.

COMPANY CURBS CRIME DIET

The company's new rule on crime and mystery programs, unanimously endorsed by the affiliated stations, was announced on September 13 by Ken R. Dyke, Administrative Vice-president, as follows:

Dramatization of crime, mystery and detective stories, while a recognized and justly popular form of entertainment and literature, requires particularly mature and discriminating judgment in radio presentation.

While mystery and crime stories are as old as literature itself, the vivid, living portrayal of such dramas on the air has an impact on the juvenile, adolescent or impressionable mentality that cannot be underestimated.

In order to further reduce the exposure of juvenile and adolescent minds to crime suggestion, effective January 1, 1948, no series of detective, crime or mystery type programs will be broadcast over the National Broadcasting Company network before 9:30 p.m. New York time. Crime and mystery programs broadcast at 9:30 p.m. New York time, or after, will not be broadcast in the Mountain and Pacific Coast time zones before 9 p.m., local time, or in the Central time zone before

8:30 p.m., local time. Individual delays will be permitted on stations in these zones whenever the client does not decide to do a live repeat broadcast.

Four hundred letters of commendation of the company's policy have come in, mostly from parents of young children. PTA groups, ministers, school teachers, legal, welfare and police organizations are liberally represented. Unfavorable letters are running much in the minority, amounting to less than 2% of the total mail received on the subject to date.

NAB PASSES ON CODE

The principal order of business at the annual convention for the National Association of Broadcasters, held in Atlantic City, September 15-18, was the adoption of a new code of industry standards and practices. The new code is scheduled to go into effect February 1, 1948, subject to any changes which may be authorized by the NAB Board of Directors.

In most respects, the NAB code either parallels the program policies of NBC which have been in effect for the past ten years, or is less stringent in its provisions. In the few instances where the NAB code goes beyond that of NBC, the new provisions are acceptable to this Company, provided they become the practice of the broadcasting industry as a whole.

The most controversial section of the new code is that limiting time for commercial announcements. This sets the maximum commercial time, including station breaks allowable in any 15-minute period, at three minutes. Commercial announcements on multiple sponsorship programs—such as participation, "musical clock," shopping guides, etc.—will be limited to three minutes in any 15-minute period.

Another new NAB rule, which in the past has not represented the practice of NBC or the industry, is one forbidding the dramatization of any controversial issue. Heretofore, NBC has confined this prohibition to political broadcasts.

CORINNE PEARSON NAMED TO MAGAZINE BOARD

Corinne Pearson, employee counselor in charge of the Employee Service Division, and Editor of *Chimes*, has been elected to the Board of Directors of the House Magazine Institute, an organization of editors and members of internal house publications in the Metropolitan area. Miss Pearson, who has been with NBC for five years this month, is now serving her third term on the H.M.I. Board of Governors.

BULLETIN BOARD

BASKETBALL: First practice game of season, October 6. More men needed.

BRIDGE: Program to be reactivated soon. Watch for later announcement.

SWIMMING: Definitely scheduled. Details soon.

SPANISH, FRENCH and PUBLIC SPEAKING COURSES: Will start in next few weeks. Keep in touch with Personnel on late developments, *s'il vous plait*.

MEMORY COURSE: Dr. Bruno Furst has signed up 45 students. Two classes are meeting once a week—Mondays and Thursdays, respectively.

IT HAPPENS AT NBC

(Continued from Page 6)

has been holding down the fort in Ray Kelly's office for quite some time now . . . Welcome to Nells Rahms who has just joined the Television Program Department . . . and welcome home to Harry Walsh, Television cameraman, who got the only pictures of President Truman's near-accident while on his visit to South America.

—Anne Bachner, Rose Sheeky

TRAFFIC—Traffic was well represented at the Outing. Steere Mathew, A. Caramore, Peg Riebhoff, Peg Conroy, Elaine Hollywood, Kay Collins, Al Frey, Hamish McIntosh, Russ Strebel, and John O'Mara were there and a good time was had by all . . . Russ, Mac and Al played on the softball team, although we don't talk about it since their team lost . . . The pool in the afternoon was the scene of action for the gang in the afternoon with games and duckings. I think all were water-logged by dinner . . . Mac and Kay added to the glory of Traffic by winning the jitterbug contest and walked around with aching joints all the next day . . . We were sorry to lose Mary Van Houten who left us to prepare for the coming blessed event . . . Jean Ramsay, formerly of the Reports Division, was married on September 20th to Bob Dillon . . . Dorothy Michel, also formerly of Traffic, married Harry Cook on the West Coast recently . . . Welcome to John O'Mara, the new delivery boy in Telegraph . . . Jack Hilton and Matt Boylan represented the Traffic Department at the NBC Convention in Atlantic City.

—Kay Collins, Elaine Hollywood

WNBC—Our Sales Manager, W. O. Tilenius, had a well-burned vacation in the hills of Pennsylvania. The heat came down in sheets . . . Tom McFadden, who is hitting on all eight in preparing the Housing

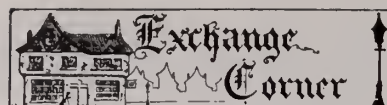
ROUND FILE

NBC Symphony on the air at new time—Saturdays 6:30-7:30 p.m. EST. Program made possible by advertising revenue received from sponsors of other NBC programs throughout the week . . . Schwerin System of program improvement (testing each program before selected audience) introduced to industry on West Coast . . . Radio Executives' Club of New York, prexied by NBC's William Hedges, opens 1947-48 series of luncheon meetings. First speaker: Jack Gould, *Times* radio editor, who gave NBC excellent coverage at convention, on "Has Radio the Guts to be Good?" . . . Niles Trammell, Henry Ford, 2nd, J. R. Davis, V.P. and Director of Sales and Advertising of Ford Motor Co., and Howard Lindsey participate in "closed circuit" on New Ford Theatre program . . . William Hedges says Baltimore and Boston soon to join NBC television network . . . Morgan Beatty and Bob Reuben get "hot news" on recent Florida hurricane . . . WNBC Special Events Department aids Elizabethtown Consolidated Gas Co. by informing listeners of service stoppage . . . Opening of U. N. General Assembly at Flushing Meadows and formal dedication of American Heritage Foundation's Freedom train telecast over WNBC . . . NBC football season gets under way with Washington-Minnesota and Army-Illinois . . . Seventy-two page Autumn edition "NBC Digest" edited by Horton Heath, NBC Director of Information, issued October 1—includes addresses by Secretary of State Marshall, Brig. Gen. David Sarnoff, General Eisenhower, Harold Stassen and H. V. Kaltenborn.

An out and out steal from Kibitzer in Denver:

A middleaged woman fell out of a window into an ash can. A Chinaman happened to pass by and remarked, "Melican velly wasteful—that woman good for 10 years yet."

Series, says the same can be said for his golf game, that is eight per hole . . . Andy Anderson's sloop was showing on Long Island during his vacation . . . Tony Provost is getting so he flies through the air with the greatest of seas on his way to and from Bermuda . . . WNBC lost its only "glamorous executive" when Margie Greene left us to take the position of assistant to fashion designer, Toni Owen, of Owen Morgan Co. However, such a loss has its bright side, since we now are welcoming Ray Johnson, formerly of Announcing, Night Operations, to the gang in 416. —H. V. Anderson



FOR SALE—New Presto professional recording machine. Two speeds, 33½ rpm and 78 rpm. Cuts inside out and outside in. Save \$88 on quick sale. Ken Crosthwait, Exchange 320 after 5:00 p.m.

WANTED—Baby Grand piano. Arthur Cooper, Ext. 264.

FOR SALE—1937 Studebaker. Good tires, seat covers, excellent condition. Miss Carolyn Stuve. Call Ext. 462 for information.

WANTED—Pair of field glasses. Tony Provost, Rm. 416, Ext. 8213.

FOR SALE—Comfortable mahogany double bed. Innerspring mattress, pillows, like new. Elmer Dustin, Ext. 514.

NBC OFFERS NEW FALL SHOWS

An October 1-12 schedule of Fall premieres found NBC carrying eleven out of a total of twenty network first-nighters. ABC has five; CBS, three; and Mutual, one.

Our new programs include: "Duffy's Tavern"; Jimmy Durante; "Aldrich Family"; Al Jolson, Bob Hawk, Kay Kyser Orchestra; "Ford Theatre"; Jack Benny, Phil Harris-Alice Faye, Fred Allen, and "Fibber McGee and Molly."

AS WE GO TO PRESS

Thomas E. Knode was named director of NBC's Press Department by Sydney H. Eiges, vice president in charge of the department.

William E. Webb, former manager of public service promotion for NBC, was appointed sales promotion manager for NBC Television.

CLAY MORGAN IMPROVING

As *Chimes* went to press for this issue, Clay Morgan, who suffered a serious injury in Atlantic City while attending the convention, was reported to be showing improvement. He was brought to Doctors' Hospital from Atlantic City during the second week in October.

THANKS TO TOMMY TART'S TURKEY—

Some 200 cans of the delicious boneless stuff were sold by Employee Services during the last few weeks.



To Pierre Boucheron Jr., a newcomer to Television (Engineering), a son on September 23. Name: Pierre Boucheron III.

To Arthur Hamilton, Radio Recording, his first child and daughter, on September 4. Name: Ann. Weight: 7 lbs.—15 oz.

To Roy C. Porteous, New Manager of Advertising and Promotion, his first child and daughter, on Sept. 3. Name: Constance Muta. Weight: 6 lbs.—13 oz.

To Walter O'Meara, Sound, his fourth son, August 17, name: Thomas James.

SYMPHONY NOTE

In cooperation with Guest Relations, Employee Services is offering NBC Symphony tickets on an allotment basis to NBC employees.

ENGINEERING CHANGES

Titles of the three Engineering Department Group Heads have been changed as follows:

Raymond F. Guy has been appointed Manager, Radio and Allocations Engineering.

Chester A. Rackey has been appointed Manager, Audio and Video Engineering.

George M. Nixon has been appointed Manager, Engineering Development.

Jarrett L. Hathaway, Staff Engineer, has been appointed to the position of Assistant Manager, Engineering Development, to fill the position left vacant by Nixon when he replaced Shelby as head of Engineering Development.



The combined goals of 11 Community Chest campaigns this fall will total nearly \$170,000,000. These funds will be used to support more than 12,000 Red Feather service aiding the communities.