



# Chimes

## NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

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### SUGGESTION AWARDS REACH NEW HIGH: \$700 IN BONDS TO KELLY, WEIBEL, FREY

#### New Money-Making Plan Disclosed for '48

An expressed wish of Niles Trammell came true late in December when he was given the opportunity to award one \$500 and two \$100 Savings Bonds. To Pat Kelly, Announcing, went the \$500 Bond in recognition of an important suggestion which has resulted in increasing the efficiency of program switching operations; and to Albert Frey and Walter Weibel of Traffic, Bonds amounting to \$100 each, for their joint suggestion which has resulted in substantial savings in costs of sustaining traffic procedure. In June of last year, Weibel and Frey were each awarded \$50 on the condition that additional recognition would be given after their suggestion had been put to a six-month test.

In the May, 1947, issue of *Chimes*, Mr. Trammell said, "I am looking forward to the day when I can present somebody with an award of \$500 or more for an accepted suggestion. I hope the company will be called upon to pay out, not \$1,000, but \$10,000, for good suggestions in 1947." Although the total awards did not reach the \$10,000 figure, there was a marked improvement over 1946 when the amount paid out was \$1,090.

An innovation was effected with the awarding of a \$50 Bond to Sam Kaufman of the Press Department for submitting the greatest number of acceptable suggestions (10) since the beginning of the Suggestion System in 1941. A \$25 Bond was also awarded to Margaret Hadley of the Traffic Department for submitting the second greatest number (8) since 1941.

During 1948, a year-end award of \$50 will be given to that employee who submits the most acceptable suggestions during that year, providing the number is four or more. In the event that no one attains a total of four during the twelve months, no award will be made until the following year.



Pres. Niles Trammell presents \$500 Bond to Pat Kelly of Announcing, as Albert Frey, (left) and Walter Weibel (right) look on.

### "COME TO THE AID OF THE PARTY"—A. A. THEME FOR THE FEBRUARY 13 DANCE

The Athletic Association, that dynamic group of recreation-minded NBC employees which provides us with all our funning throughout the year, is now in the midst of another big hit for the current year of 1948—a combination Valentine-Coronation-Cocktail Dance at the Plaza, Feb. 13.

Coming at the peak of its membership drive and its election of officers, the affair is destined to be a huge success. All NBC people are invited to be there and join in the gaiety, when the results of the balloting which is now underway will

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### "STOP, THINK, LIVE!"

These words hit me right between the eyes one day recently when I went into Mr. D'Agostino's office to pick up an item for *Chimes*.

In bright blue letters, the amazing little message stood out alone in the middle of a small bulletin board. I had never met Mr. D'Agostino until that day, but I noted that the inscription on his door said, "Joseph D'Agostino, Liaison Engineer." He was talking on the 'phone as I stood there with my eyes glued to the board.

After a moment he hung up. "Not as large as the regular boards, is it?" he asked smiling, "but the contents bear a terrific significance among engineers." He then went on to tell me about an intensive safety campaign which is in progress now, and will continue for three months—not only for our engineers here in New York, but for all NBC engineers everywhere. He was quick to point out that violation of the Safety Rules is not tolerated by NBC, because in any violation, the offender is not only risking his own life but those of many others as well.

"You see," he said, "this nationwide program for engineers is directed at keeping the importance of safety uppermost in their minds; to teach them to *think*, for after all, no mechanical device ever invented can do the job without never-failing vigilance on the part of the individuals involved. In this game there are few accidents that can be repeated. It's usually just once—and it spells 'fatality.'

"Each and every new engineer is required to take and pass a three-hour

#### Hey! Aintcha Got No Friends?

NBC really wants to know, because so many good beginning typists and secretarial jobs are going to naught. Your unselfishness to your friends who *might* be interested, and to your company which *is*, will put you in solid with both. Call Personnel for an appointment, Ext. 363.

course in First Aid and Resuscitation; learn NBC's Safety Rules and Regulations; and go through a period of practical demonstration in the plant."

All this time my interest was increasing until I finally broke in and asked where I might see one of these practical demonstrations. I had never seen any really high-voltage equipment, I said, and so, like many other non-technically minded people, safety regulations had always been just like having to eat turnips when I was a child—because they were good for me.

Mr. D'Agostino didn't answer this one. He picked up the 'phone instead and called John Flynn, Station Engineer at the WNBC Transmitter in Port Washington. Briefly he explained that he was sending a "likely student prospect" out to see him the following day. Yes, and that she was a girl, and honestly wanted to watch the safety measures in effect so that she could try to impress others of the stress NBC engineers put on proper precautions.

Well, I kept that date with Mr. Flynn in snow almost up to my bootstraps, but what a revelation it was! Over coffee and fruitcake in the Transmitter's cozy kitchen (always stored with food for those isolationist engineers whose job it is to keep the operation of WNBC sending gear so smooth that the listening public can receive its favorite pro-

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C. W. Phelan, Broadcast Maintenance Engineer, Discusses Latest Safety Poster With Stella Saltys, Secretary to Joseph D'Agostino. Every Week Similar Hit-Home Reminders Are Sent To All NBC Engineers To Encourage THINKING FOR SAFETY.





CORINNE PEARSON, *Editor*

VIRGINIA D. SMILY, *Managing Editor*

## FRANK E. MULLEN ON THE FUTURE OF NBC



Frank Mullen

On September 13, 1926, RCA published a newspaper advertisement which announced the formation of the National Broadcasting Company, Inc. At the beginning of the copy was the statement that the principal purpose behind the creation of the new network was to provide the best programs available for broadcasting in the United States of America.

*In 1947, NBC programs continued their dominance in national rating and listener polls. The Hooper survey, for instance, showed that in November the seven most popular programs on the air were all on NBC. In the same period 33 of the top 50 programs were on NBC.*

*In 1926, the ad went on to say, there were 5,000,000 homes equipped with radio receiving sets and there were 21,000,000 homes remaining to be supplied.*

*In 1947, according to our Research Department, there are in the United States 66,000,000 receiving sets; 35,000,000 of which are in homes.*

*The ad specified that NBC would not only broadcast programs through station WEAJ (now WNBC) but would make them available to other broadcasting stations throughout the country so far as it might be practicable to do so.*

*In 1947, eight new affiliated stations were added to the network, bringing the total to 167.*

*In 1926, RCA "hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States."*

*In 1947, the News and Special Events Department alone scored a number of outstanding achievements, among which were: The exclusive beat of Henry Cassidy when he gave listeners the first report out of Moscow on the Foreign Minister's Conference; the first direct radio pickup from the U. S. Coast Guard Cutter Bibb, as it engaged in the rescue of 69 persons aboard the Bermuda Sky Queen when it was forced down at sea; the complete coverage given the Texas City disaster and the first network broadcast direct from a legislative committee room in Washington during the Greek-Turkish aid discussions.*

*In 1926, the ad stressed that RCA wished to provide machinery which would insure a national distribution of national programs and a wider distribution of programs of higher quality. "If others will engage in this business" it went on to say, "the RCA will welcome their action, whether co-operative or competitive."*

*Today there are four nationwide networks competing for the attention of the public. Broadcasting has been improved by that competition—in quantity, in variety and in quality.*

*In 1926, that significant advertisement spoke confidently, but modestly about the dream for the future of NBC. It contemplated mistakes; asked for the help of the public. It promised that the new broadcasting company would be an instrument of great public service.*

*And so the story has grown on through the years; the dream has been thoroughly realized and another still greater one is at the peak of its materialization this year of '48. That dream, unheard of in 1926 is, of course, Television. NBC's 1948 advertisement in the New York Times, and in newspapers all over the country, concerns the new NBC Television network. It tells about four stations that currently comprise the network, as well as two more that will be on the air shortly. Additional NBC stations in Hollywood and Chicago will serve as key points for two more regional networks, leading toward the goal of nationwide network service. Today there are 70,000 television receiving sets, and with multiple viewers per set NBC Television programs will be available to an audience of millions.*

*The NBC 21-year achievement has been far greater than the original promise, and our growth-curve shows no signs of leveling off. The promise of the future is even greater than the promise of the past; and it is a promise of increasing responsibilities and opportunities for every individual in NBC.*

## NBC DRIVE FOR SAFETY

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grams *par excellence*), the very affable John Flynn told me about the typical lives of the radio engineers and reiterated their tie-up with Safety. We then walked together past the transmitter units which are accessible for repairs only through metallic grilled doors. Stopping in front of one such cage, Flynn said, "Now take this one, for instance. Supposing something goes wrong. The engineer has to make a repair. Theoretically the opening of this door would insure the engineer's safety, because all of the transmitter unit doors are equipped with interlocks..." I must have looked a little blank, for he said, "Interlocks are merely a series of switches and relays which automatically cut off the power in the particular unit to which that door serves as entry... very much like the light in your refrigerator at home—but in reverse. When the transmitter door is opened, the power goes off, whereas the light in your refrigerator goes on. Now, I started to explain theory, but theory has no place when lives are at stake. Mechanical relays and switches are subject to jamming or sticking, and then there is the condenser. Condensers in electrical circuits sometimes have the habit of holding an electrical 'charge' that can be dangerous. This is where the grounding stick comes in—to take away and ground this 'charge.'"

I looked at the cane-like device suspended there and saw it to have an insulated handle with a bronze tip. Mr. Flynn explained that it was connected by wire to an electrical ground. "We keep repeating the three steps necessary for 100% safety," he said, as he pointed to various signs posted at crucial points. "They are: (1) Open control (2) open interlock (3) hook grounding stick on circuit that's out." "If we can keep the simple, but all-important rules before the eyes of the engineers at all times and if we can train them to think at all times, we are really in less danger here than you are as you walk down Fifth Avenue in New York."

He then took me through an interesting tour of the plant, showing me the gas masks, the bulletin board like I saw in Mr. D'Agostino's office, the safety kits, fire extinguishers, and all the safety equipment that is always at hand in case of emergency.

Twice a year, I was told, in all NBC's Transmitters throughout the country the Red Cross Director from the particular district where the Transmitter is located, calls to give a prescribed course in First Aid procedures and safety rules. Many

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## ADDITIONAL SUGGESTION WINNERS ANNOUNCED

At the recent meeting of the Suggestion Committee, sixteen NBC employees benefitted from their ingenuity in submitting ideas for the betterment of company operation.

Charles Beardsley, Engineering won two awards during the period one in the amount of \$25 for proposing that lockers for microphones be placed in the studios or in strategic locations in the studio section, and \$10 for suggesting that the movable steps leading to the floor of the stage of Studios 6A and 6B be changed.

Robert Potter, Engineering, is \$25 richer for suggesting the use of a reel jack for reeling and unreeling cables in Television.

Michael Gilligan, Engineering won \$15 for suggesting that employees be brought up-to-date on "what to do in case of fire."

Ten awards in the amount of \$10 were earned by the following:

Joan DiMiceli, for advocating the use of guide marks on letterheads and billheads when mailed in window envelopes; Emmie Hill, Research, for suggesting compilation of "Famous Farewell Notes" from the *Believe It Or Not* program; Philip Hirsch, Research, for his idea that all inter-office mail boxes should be marked with standard "in" and "out" labels; Max Jacobson, Engineering, for recommending an addition to guides' explanation of the 5th floor exhibit; Charles Soden for suggesting that flashlights be provided GR attendants for viewing room; A. M. Caramore, Traffic, for a suggestion to better delay broadcast procedure between Stations and Program Departments; Stanley Crabtree, Engineering, Bount Brook, for recommending the issuance of First Aid entry books at transmitters; Jean Milligan, Station Relations, for suggesting that signs be posted over drinking fountain asking people to avoid throwing waste into them; and Agnes Sullivan for ideas on how to improve the Training Squad information program.

Winners in the \$5 category were Mary Ruiz, Press, for advising that signs be posted at 5th Ave. elevators indicating staircases are locked after 6:00 p.m.; John Curran, Guest Relations, for suggesting that the words "Complimentary—Not To Be Sold" be printed on face of broadcast tickets to ward off sale of them and Rose Sheeky, Television, for recommending the change of wording on tickets so as to differentiate between television and regular broadcast tickets.

START THINKING!

MAKE YOUR IDEAS PAY!



## DID YOU KNOW THAT

- NBC is the only net to which 10 per cent or more of the radio families in every county in the U. S. listen at night?
- During 1947, 38,416 hours of program material were originated in the combined studios of the seven NBC offices and in "outside pickups." These included: 20,877 hours of live talent; 15,270 hours, recordings; 2,214 hours of "nemo" or out-of-studio pickups?
- Excluding performing talent, 2,576 persons are employed by NBC, and 30,966 persons applied for jobs during 1947?
- The network's Information Dept. handled 165,000 letters and phone calls during the year, exclusive of mail addressed to specific programs?
- 3,074 talent prospects were interviewed during last year? 190 passed acceptably and 26 were used on programs?
- Eight new affiliates were added to the network, bringing the total to 167?
- News and Special Events Dept. scored 21 major exclusive news beats?
- 45,000 persons participated in the audience reaction tests of NBC programs conducted by the Schwerin Research Corp.?
- Average number of stations used by network advertisers was 134, as compared with 127 in 1946?

## SIGNED ARTICLES BY MESSRS. TRAMMELL, MULLEN, AND EIGES IN ANNIVERSARY "VARIETY"

The anniversary edition of *Variety*, out this month, carries signed articles by Niles Trammell, Frank Mullen, and Sydney Eiges, NBC executives.

Mr. Trammell, writing on "48 To Test Ability of Industry to Unite," states that "My one hope for 1948 is that my fellow broadcasters will not let their listeners down on the matter of the industry code . . . The position of NBC in urging the adoption of the original NAB code is well known to the industry. Our aggressive position on this question was a natural evolution of our own experience. Since our very inception, we have maintained the highest standards to insure against over-commercialism, broadcasting excesses and bad taste. We have prospered under our own code. In fact, the more stringent our own regulations of conduct, the more secure our economic position has become. We know a code will work. That's why we champion it for the entire industry."

Mr. Mullen looks at "Television as Hypo to U. S. Standards of Liv-

ing" in his message. "In plain dollars and cents language," he writes, "television bids fair to be a \$500,000,000 industry in the next year, with its prospects soaring for the years ahead. As the multi-billion dollar industry into which it will develop, television will have a marked effect on the American economy, by providing new markets hitherto undreamed of for new products which will raise to an even greater level our already high standards of living."

Sydney Eiges, NBC Vice-President in Charge of Press, emphasizes the point that "Radio Publicity Needs That 'New Look,' Too." "The day has come for the radio publicist to get his ears up above the mats and glossies, the late program corrections and bios, the program logs and the feature stories, and the other phenomena of his craft and give a good listen to the product he's publicizing. If he doesn't find a new dimension for his job, I'll eat my certificate of appointment as a vice-president in Fred Allen's acidulous presence. That, for my money is the 'new look' in radio publicity today. And those of us in the craft who don't wear it are out of style."

## NBC RATES FIVE STARS IN "TIMES" HONOR ROLL FOR 1947

Radio Accomplishments for the year just passed were recently placed on the *New York Times Radio Honor Roll for 1947* by Jack Gould, that newspaper's Radio Editor. The list was drawn with two main points in mind: (1) the person, station, network or program made

a contribution which for the reasons cited was fresh and distinctive; (2) the contribution came within the calendar year.

**MUSIC:** "Arturo Toscanini's memorable rendition of 'Otello' stood alone."

**COMEDY:** "Amos 'n Andy." "In their half-hour version of 'Amos 'n Andy,' Freeman Gosden and Charles Correll, steadily have welded their offering into an exceptionally diverting whole, providing in their leisurely way more solid laughs than most of their frantic competitors who work solo."

**CHILDREN'S PROGRAM:** "The Saturday morning line-up of youngsters shows on Station WNBC was the major local development during 1947 in a field still fraught with more controversy than action. The Saturday series boasts variety, education values and, perhaps most important, an opportunity for participation by child listeners."

**INDUSTRY LEADERSHIP:** "Niles Trammell, NBC president, proved to be one of the few broadcasters with the courage and vision to realize that the industry must adopt a code of substance to curb excessive commercialism on the air. That few of his colleagues had neither the determination nor the fortitude to meet radio's most critical issue constituted much the most dismal page in the year's record."

**TELEVISION:** "The video art made truly enormous strides during the year, both technically and programmatically. Displaying much the most professional know-how was NBC, both for its coverage of the Joe Louis championship fights and its constantly improving dramatic presentations."



Raymond F. Guy, NBC manager of radio and allocation engineering, (second row, center) with F.C.C. delegates and industry advisers at Havana conference. Preliminary to the meetings to be held in Montreal next August at which broadcast channels will be assigned, a series of conferences were conducted recently in Havana, Cuba to reconsider the NARBA (North American Regional Broadcasting Agreement) between the U. S., Canada, Mexico, Cuba, Haiti, Newfoundland and the Dominican Republic. In 1937 a treaty was written by which the countries' rights to particular frequencies and their power were delineated in an effort to lessen long-distance interference. The pact was to be renewed in ten years, but due to the War, an interim one was put into effect for three years. A new treaty will be drawn up in August at the Montreal meeting at which, representing NBC, will be Raymond F. Guy and Charles Denny.

## MOTION PICTURE DAILY GIVES NBC TEN TOP HONORS IN POLL FOR FAME

NBC received ten first-place honors in the 12th annual radio poll conducted by Motion Picture Daily for Fame.

For the second successive year, NBC's Fred Allen was voted "Champion of Champions" by the radio and magazine editors, critics and columnists of the U. S. and Canada who participated in the balloting. In addition, Allen was voted "Best Comedian" and his show received first place in the "Best Comedy Show" classification. The other NBC program which received first place in more than one category was the "Fred Waring Show," voted "Best Daytime Program" and "Best Musical Show."

Other first-place winners were Fibber McGee and Molly (Best Comedy Team), James Melton (Best Male Vocalist, Classical), Arturo Toscanini (Best Symphonic Conductor), "Truth or Consequences" (Best Audience Participation Show), and Bill Stern (Best Sports-caster).

## AS WE GO TO PRESS

Station WEAT, Lake Worth, Fla., now owned by former NBC Program VP Clarence Menser, went on the air on Jan. 15, the 168th NBC Affiliate . . . Temporary radio relay link between Philly and Baltimore to relieve congestion of Television circuits southward from New York, nearing completion . . . First major agreement ever made between a television organization and a leading film producer effected between NBC and Jerry Fairbanks Productions Jan. 14. Films will be made primarily for television showing and will incorporate special film techniques developed by Fairbanks . . . Belated: Dec. issue of *Cosmopolitan* contains an article by Muriel Morgan, Station Relations, entitled, "Sign Here, Please," having to do with N. Y.'s Senator Seymour Halpern and his incomparable collection of autographs . . . Word received from Ethyl Gilchrist, NBC employee since 1936. Seems she arrived in San Francisco just in time to manage campaign covering change of call letters of KPO to KNBC . . . January issue of American Magazine names Ben Grauer "Radio's Handiest man." . . . says in part: "If you've never heard his voice, consider yourself a Museum piece . . ." . . . January NBC Digest in circulation. Excellent reprints. Don't miss it . . . Dick Hooper, former Promotion Mgr. for RCA Victor, joins NBC as Mgr. of Television Exploitation.



## It happens at NBC

### CONTINUITY ACCEPTANCE—

Like Topsy, our department has just "grewed and grewed." Now we are responsible for the clearance of Television scripts and commercials, and for this new and interesting job we welcome Dorothy McBride, formerly of Script Routing Department. Dottie is no stranger to us as we have worked in the same room with her for the past five years, and she really seemed like a member of our department.

Fifi Kerr is back with us temporarily, as replacement for Carl Bottume, who is away at present on a leave of absence. It's good to have you back again Fifi, even though it is only for a short time.

—Kay Henderson

### ENGINEERING

**AIR CONDITIONING**—Robert Fyffe has just returned from a trip to Scotland, where he had a grand visit with his mother.

Well! Well! Will wonders never cease? Mac has brought back an eight-point, 140-pound buck deer from his annual hunting trip, instead of the usual long windy hunting story.

—H. McConaghy

**FACILITIES**—The Construction bowling team continues to demonstrate championship caliber, but it fails to win points. Pete House was overheard checking up on A.A. membership standings in an effort to substantiate claims of default. It seems to us the final game of last season was beclouded by similar technicalities.

The annual Christmas luncheon in 517 turned out to be the usual cheerful chatter session. Some of the "kids" are getting into the adult class, but there are new small fry to use up the scratch pads, try out the dial phones, and raise the roof. Yakyak and hubub, meet old friends and greet the new. It was a very satisfying affair.

Reunion in 517 came just before Christmas with the return of the shock troops from Washington. Messrs. Rojas, Nolan, Castle, and Dustin got the Washington television film plant into operation in time for the holidays.

Messrs. Rackey and Keowen are in evidence again after an absence of several weeks during which they made surveys and prepared basic engineering plans for further expansion in Hollywood.

There have been changes in the few months since we last wrote. Joe Gilligan, Jane Kenny, Frank Summers, Dave Moloney, and Bob Barnaby now hang their hats in our closet, augmenting the Audio-Video

Facilities Group.

Alma Brogan recently made a three-bagger going from Clarke to Hanson to McElrath in record time. Rose Mary Du Bois covered First base and Martha Carlson covered Third while the play progressed. Peggy Conroy filled in at Second. We hardly had time to get acquainted with Martha.

Dave Doloney has been in and out of Audio-Video so often that it began to look like the old shell game. We hear that he is officially a "regular" with Audio-Video now.

—Gordon Strang

### GENERAL SERVICE

**BUILDING MAINTENANCE**—Well, it's definite! Mike Clancy is our leading No. 1 glamour boy, what with all those pictures popping up here, there and practically everywhere. Wish we could show you the one posed with "Uncle Jim"—such innocence (or what have you), but then, they tell me he's plastered all over the walls of the Honeymoon in the New York Office. What am I saying? Our Mike plastered? Something wrong here.

It seemed for a time our gay bridegroom, Louis Anderson, was going to offer stiff competition but he's so high in the clouds these days. Well...

We were given an unexpected surprise the other day by our own Don Meissner, whose recording of "The Lord's Prayer," and "Yours is My Heart Alone" was an exceptionally beautiful musical treat. It's really something to boast about, and I do mean BOAST!

Sorry to hear George Monahan and Valerie Sparks are ailing. Hope you'll be feeling much better soon. Cheerful Johnny Marrigan is back at his desk and it's certainly good to have him back.

Frank Heitman extended extremely gracious invitations—which were just as graciously declined. Never know about those electricians—may get their wires twisted and a "hot seat" results. Just can't be TOO careful about such things!

Talk about a hot tip on a "favorite nag," the telephone gals are still musing over the questions hurled at them over the "Ameche" during the Miss Hush contest, which caused quite a stir; so much so that Lorraine Decker found herself saying, "This is the National Broadcasting Co.," aloud one night instead of her prayers. Many offered to "split" for a "hot tip." Others guessing Miss Hush's identity after it became public knowledge felt they should share in the winnings. These gals are finding themselves saying, "Miss Hush"

in their sleep so that if they say, "Sorry, we don't know who Miss Hush is," please excuse.

—Mary Heller

**STENOGRAPHIC**—Wedding bells are ringing in Steno! Jane Gundrum left us at the end of December to tie the knot with Hugh "Buddy" Rone, who is associated with the Pennsylvania Railroad. Nancy Gentile has finally found a 3½ room apartment, and will follow her plans through for a February wedding.

The one tragic note that marred the holiday spirit in Steno., was the passing away of one of our former co-workers, Antoinette Terry.

—Harriet Hirshkorn

**GUEST RELATIONS**—The Holidays are over and the network is buzzing with activity, and likewise GR. After a delightful Christmas and a rollicking New Year, the members of GR are looking ahead to the New Year. But there are some who would prefer to look back; and for good reason. I refer to NBC's top bowlers of 1947. It may not be news that GR holds the league lead, but at any rate a commendation is in order. The star of this year's team was its coach, Tom Baricak, and leading the victorious eight was Bob (Shooter) Sharpe. Regardless of the prowess of coach and captain, a team must have men and a victorious team must have good men. Such are the men whose names follow: George Flood, Nick Kramer, Max Russell, Frank Surowitz, Norman Survis, and Ray Chambers.

With the coming of the New Year we see new faces and so you may be able to say, "Howdy!" when passing, I would like to introduce to you Allen Newman, Charles Pothand, James Schaeffer of the Page Staff and Thomas O'Brien, and John Naughton, new to the Tour Division.

We were very happily surprised by a letter from one of the Department's own couples the other day. It was from Bob and Eileen Crosby. They are doing fine down Texas way, eating tamales and chili and riding horseback for dessert. Bob said that his only fear was that he was losing Eileen's love to a very cute white burro. Bob likes his job as staff announcer for an El Paso station very much and sends a word of encouragement to all announcing hopefuls... another of Pat Kelly's boys to make the grade.

The love birds are cooing again for as I write these words, I can foresee a rosy future for Bob Wilbur and his new bride Shirley Gee. Bob's job as cashier is making change, but, on New Year's Day, Bob varied from usual routine to making permanent.

—John Casey

**INTERNATIONAL**—Just as we predicted, the walls are down and the

Voice of the United States of America is singing "a capella" in 410. Our expansion program expelled Cal Abraham and his secretary Isabel Magginietti, from 410. Sympathy was short-lived, however they now occupy air-conditioned room 489. Frank Nesbitt, late lamented member of the English Section, was finally sealed in Cal's office where he reigns as Day Program Supervisor. If you don't know what this is, ask him. He has the answers. Walter Law is the new Chief of the English Section, which makes him one of the busier men in the RCA building—what with a successful children's program known as the Stamp Club, broadcast via WNBC, parts in amateur musicals and all kinds of athletic avocations... Ernst Noth, also of the "don't waste a moment" school of thought recently published his ninth book "Bridges Over The Rhine." He is the first of our Division to have his picture in a Fifth Avenue window. Brentanos had him for a week's engagement. You wouldn't think there'd be much time for poetry in this buzzing choir loft, but Ramos Calhelha of the Brazilian Section has a show called "Poetry Corner" for which he composes the verse.

Tito Leite hopped a plane for a well-earned vacation in his native Rio. Other homing pigeons were Esther Rosenbaum—Chicago, for Thanksgiving, and Carol Martin—Buffalo, for Christmas. Adam Lunoe, loyal subject of the tickers broke loose for a Florida vacation and returned to bury his bronzed face in the world's news.

Birds and Bees department: A future candidate for membership in the International Division weighed in at 9 lbs. and 13 ozs. bearing the name Geraldine Marie Silveira. Proud Pop Silveira handed out the usual cigars for the guys, and candies for the gals. Congratulations.

—Eileen Tobin

**LEGAL DEPARTMENT**—We hope that 1948 and succeeding years will hold happiness for all the new members of the Legal Dept. to whom we now extend greetings, beginning with Mr. Charles R. Denny, our Vice President and General Counsel, and Mr. David C. Adams, Assistant General Counsel, late of the FCC. We can do little but inadequately echo the sentiments of NBC in general in saying how fortunate we are to have them here.

Our best thanks to Hank Ladner who was a truly splendid Acting General Counsel during the past few months. He has just returned from a brief, but well-earned rest in Texas where he left that plague of all lawyers, laryngitis.

Since September Mimi Barr has been our "gal Friday" and has nearly won the battle of "requisitions."



A vote of thanks, kid, for all the water jugs, desk lights, telephones, door signs, dust rags, etc. Mimi now takes her dictation from Mr. Denny while Betty Park who has taken dictation in India and China will now hear it at NBC from Hank Ladner.

After several weeks' absence Pat King reappeared looking just wonderful and feeling even better. How nice to see you back!

Our other patient, Ed Souhami, left Wickersham Hospital for recuperation at home and while Bea Horn sets a fast pace relaying messages, the number is Havemeyer 4-8513. We hope he will soon be with us.

For the "glad news" department: an alumna, Mrs. Grace Schneider, reports that her son and heir, John Peter, 7 lbs., 7 oz. of remarkable vocal power is available for recordings at any time.

When Virginia Olson departed with our "silvered" wishes for wedded bliss, Pat Roche decided to help solve Television problems from a legal angle as secretary to Bob Meyers. Your loss, Television!

Welcome, too, to Mrs. Thais G. O'Brien, formerly with Mr. Denny at the FCC, who has joined our ranks and adds to the "new look." Yes, we have it, and like it too!

—Elizabeth J. Moloney

**PRESS DEPARTMENT** — Photographer Maurice Friedlander, as part of his course at the Institute of Film Technique at C.C.N.Y., is writing and will appear in a movie short on "How To Make A Portrait." We hope to see it in the near future... We welcome to the department Roy Battersby, formerly of Associated Press and the International Telecommunications Conferences in Atlantic City, and now assistant to copy editor Leo Hirschdorfer... On the eve of Dec. 16, while most people were filled with Christmas spirit and busy with last-minute shopping, Helene Schuck was at home dying Easter eggs, part of Don Bishop's picture project for a magazine at Eastertime, 1948. Anything can happen in Publicity, eh? Small World Item: A photographer from Copenhagen recently visited our photo studio. While showing him around, and talking of this and that, Art Selby learned that the cameraman had dated the same Danish girl Art had taken out while stationed there with the Signal Corps. Friendly international relations were maintained when the Dane promised to send Art a picture of the girl... Don Bishop had to travel home to New Bern, N. C. over the Thanksgiving holiday to see his first snow of the season. As Don puts it, "I was happy to return to the 'Sunny North'". (Ed. note: said remark was "B.D.A.C."). Ray Lee Jackson and Syd Desfor attended a Christmas party given by radio's Alice

Reinhert and Les Tremayne (Mr. and Mrs. Tremayne in private life.) Admiring the Great Dane owned by the Tremaynes, one of the guests asked how much the dog weighed. Alice answered: "139 pounds." "139 pounds!" gasped lanky Syd Desfor, "That's more than I weigh—and the dog is stripped!" —Roselle Hubel

## PROGRAM



Robert Roberts

**ANNOUNCING**—The Announcing Division has a new member. His name is Bob Roberts...he hails from KYW in Philadelphia where he, his wife, and child left a warm apartment in order that he might accept his New York assignment. Any compassion shown by you who have three, would be appreciated.

Speaking of Bob's, Bob Sherry has acquired a country home in Harrison, N. Y. and is fast becoming a country gentleman... carpentry, lawn tending, etc. (and snow shoveling, the Ed. is sure)... Jack Costello is becoming an authority on tropical fish with the able assistance of his son, Dennis. At present Roger Tuttle, wife, and baby are on vacation somewhere in Florida.

Ken Banghart is back with us after a sojourn in the hospital with a bad throat. The week's rest really did the trick, for Ken's his old self again. Get Don Pardo to tell you the story of the little fellow who has just gotten off the boat and is invited to a costume ball, and wants to rent a costume for the affair, a really good story. —Vince Mitchell

**MUSIC** — Michael O'Donnell, who has been with NBC in the Music Library for eighteen years, left us last month to take up the post of director of the Music Library of WINS. Replacing him is George Knaus, who comes to our own steel-padded cell from the iron cage in the mail room. George plays saxophone himself, so the look and the sound of music is not unfamiliar to him. Incidentally, George is not his twin brother, Whitlock Knaus, who used to do the mail delivery on the fourth floor for ABC.

Music Library alumna, Kate

Plummer, has been back for a few days, working on new wall decorations for Room 373. Drop in and see her delightful musical gnomes, if you have a moment.

The first commercial recording of any of Bill Paisley's songs has come out—in Paris, no less. Andre Des-sary sings the French version of Bill's "La Carumba" on a Pathe record. —Phebe Crosby

**PRODUCTION**—A hearty welcome from Production to Joan Mattucci, a new member of NBC who is doing a splendid job rushing to completion the daily master books containing all "As-Broadcast" material. The announcer's "sweetheart," Elsie Ciotti, now with Facilities Assignments, assisting Betty Scott and Audrey Hanse.

Milton Katims conducted the Premiere performance of Don Gillis' "Rhapsody for Harp & Orch." on NBC's Music For Today program.

If you haven't noticed the attractive hair style of Helen Jackson, Betty Fanger and Adelaide Smolen take a "new look"—they visited Peter Pace!

Jim Kovach busily engaged with the Employee Chorus—plans of which are most promising for the season.

During Frank Papp's tour of Europe, he visited 17 countries and recorded approximately 20 hours of interviews with 175 persons, material which will be used in a series of 13 programs now in preparation by the Joint Religious Committee to be distributed to more than 500 United States stations.

We leave '47, reach for '48 and wish you Christmas cheer and an ample supply of whatever you wish, this forthcoming year.

—Bob Wogan

**SOUND EFFECTS** — Observance around Sound Effects: Manny Segal rushing out after his last show to Flushing.

Frank Di Ciccio returned from his Honeymoon looking full of pep. He sent the new frau to Niagara Falls but he took care of the home, because he had seen Niagara before.

The female members of the Dept. ... Jane Hendrie and Carol Doll... looking very lovely these cold mornings with that blush of winter in their cheeks.

Clem Walters must still be eating that War Food. Everything he seems to eat goes to the Front.

—Frank Loughran

**PUBLIC AFFAIRS & EDUCATION**—As always at this time of year, the big event in the Public Affairs and Education Department was the Christmas get-together, at which gifts were distributed by our Manager, Dwight Herrick. There was only one sad note in the festivities—Dr. Angell could not be with

us—but he was there in spirit and was uppermost in our thoughts. However, Dwight did an excellent job of substituting for Santa Claus Angell, while Doris Corwith and Marjorie Loeber served the refreshments.

Beatrice Poletti, formerly Dwight Herrick's secretary, left us just before the holiday—and for a very good reason—to become Mrs. Andrew Cochran. Beatrice's farewell was in the form of a cocktail party given by some of her NBC friends in the Rainbow Room. Beatrice expects to live on the campus of Mount St. Mary's College where Andy is preparing for a medical career. Our very best wishes go with Bea and Andy.

We miss Edith Lisle's gaiety and startling sartorial effects. Edith left us to become Secretary to William Webb in Television.

—Marjorie Loeber

**RADIO RECORDING**—If the gals think they have acquired the "new look" by lowering the hem lines, the men in Radio Recording are showing that they, too, have obtained a certain look by shortening their ties. They aren't spots you're seeing before your eyes while strolling down the seventh floor corridor, but rather Henry Hayes, sporting his newest polka dots. Bert Wood follows suit with his flashy prints, and didja see Don Mercer's latest in stripes! There is no doubt about it—as far as setting the styles this month, we're admitting the "bows" have it. We earnestly hope that Mr. Egner will soon join the parade after fully recovering from a recent illness.

The Ladies' Lounge is gaining great renown as a schoolroom. Knitting classes have begun and the pass word, in case you are interested, is "knit one—drop two." We've been informed that Lily Svenningsen and Carole Tavares do a mean pearl, while Joyce Walsh and June Rogers are racing for the title of Madame du Farge. Instructions in bridge have been started by the Culbertsons of Recording, Rita Ale-vizon and Elaine Simpson. After only playing twice, one of their pupils won top honors in a recent tournament, and although some may call it "beginners' luck" we are blaming it all on the teachers.

Births and birthdays are prevalent this month. Congratulations to George Stevens on another addition to his family and also to Steve Riddleberger and Hank Gillespie who have added another candle to their cake. Although they are getting on in years, the boys look quite "well preserved." We extend best wishes both to Bob Morrison of our Washington office, and Scott Keck of Chicago on their recent marriages.

Telephones are really wonderful—and especially when they don't



ring during office hours. Have you ever needed to obtain information immediately and while frantically dialing, you are all thumbs and your forefinger keeps getting in the way? Just the other day, "yours truly" dialed 695 expecting to hear the usual greeting, but when a voice answered "Mrs. Freedman's wire," I politely hung up, thinking in my great hurry to contact Corrine Steinhardt, that I had gotten the well known wrong number... it wasn't until the same operation was repeated a couple more times that the cloud of haze arose—for you see, marriage does give one a new name. BUT just ALTER the daily routine of things, and how confused one becomes.

Let's do a turn-about and end this months' "platter chatter" with a question. What salesman in Recording recently received a very chummy letter from a station manager and when he looked at the envelope found it was addressed to a MISS! Don't worry Travie, we'll never repeat the story.

—Marilyn T. Costello

## RESEARCH

Flash:—New York—Miss Edith Blankmeyer has become engaged to Mr. Gifford Stowell of Norwalk, Connecticut. Mr. Stowell, known as "Cook" Stowell, is a student at Columbia, majoring in psychology... At long last Irene Thorner has sold her ice skates. She feared she might have to keep them and learn to skate anyway. Ed England has finally been given his own private office. A ceremony will be held when his name is put on the glass. Ken Green's division has found itself busier the past few months than ever before and is keeping IBM up to its neck in work for NBC... Welcome, Jack Bard ("The Bard from Penn State") AND Marion Cooper, to the ranks of Research. Jack has joined the Management Division as a writer (he also teaches evening classes in Public Finance at CCNY) and Marion is "figuring" in the Circulation Division. We're mighty proud of our Ed England and Phil Hirsch! Their Television Presentation given at the Waldorf-Astoria on December 10th, was enthusiastically received by the baseball magnates attending the Big Leagues' Conference arranged by Ford Frick, president of the National Baseball league. This data presented by our Researchers assured the baseball execs that television will stimulate interest in the favorite American pastime and as such, create new and wider audiences. Slides of maps and charts illustrating future television stations and potential audiences really made the Leaguers sit up and take notice! The Fontainebleau, balloon-ed and mistletoe-ed was the locale of our Christmas Party, held

on December 22nd. And a gala production it was—with a "Hush" contest, valuable prizes, songs and skits. Our unearthed talent reviewed a day in the life of Research as it would be under Standard Operating Procedure (military, that is) and a "charming" quartette chorused its ideas about Research... Yes, that was a party we'll long remember and our sincere thanks go to the committee and participants who made it a great success.

—Jean Collins

**STATION RELATIONS**—Mary Jo Peterson and Daisy Abramson are both back in the swing of things after short absences due to illness. I might add that both girls are sorely missed and were welcomed back with open arms.

Muriel Morgan is doing a bang-up job replacing Stan Kunkle who is now working at the RCA Exhibit.

My, what a nice bright and shiny-new assistant Burt Adams has! His name is Steve Flynn and he is a Dartmouth grad plus being "Joe College" personified! Glad you're with us, Steve!

If Miriam Lacomara has enough backbone to wear the sweater she is making when it is finished, I'll take my hat off to her. She certainly has taken a lot of ribbing because of it and I expect the worst is yet to come. Never mind, Miriam, I think the sweater is very becoming.

Ask Jean Milligen what a clerk in a certain cleaning establishment said in reply to an innocent (?) question. Or was it Miriam Lacomara that did the asking? Well, anyhow, the answer is pretty darn good.

I know I speak for the entire Department when I say that Carl Cannon is missed very much since he left to take up his duties in the Advertising and Promotion Department.

Well, the Christmas season is behind us again. We, of Station Relations wish the entire company a wonderful New Year.

Speaking of New Years, how about the Station Relations gang starting it off with a bang by winning one of those grand prizes the Suggestion Committee is giving out for ideas.

That was a rotten break Carl Watson received when the company from which he ordered the album of records for our gift to the affiliated stations got all mixed up. But Carl saw it through with his usual calmness and level-headedness. Nice going!

If you want to see a grand pair of argyle socks come in and take a look at the ones Barbara Bulger made for her "budding lawyer" boy-friend. They're really super!

Santa Claus alias their fathers, was certainly good to Rosemary Deasey and Vivien Carroll, they're

sporting new fur coats and they are really lovely.

It was good to see so many smiling faces as those which were on the faces of our personnel at the cocktail party, everybody really looked as though they were enjoying themselves to the utmost.

—Marion Lucas

## TELEVISION

**ADMINISTRATION**—Nick Kersta's office has two new telepeople in the persons of N. Ray Kelly and Pittsburgh's Elizabeth Dilworth, formerly with Wendell Willkie and the OSS. Betty is a report clerk and Ray is Nick's assistant.

**ENGINEERING**—Noel Jordan received a package from Ed Wilbur—addressed to him c/o "Television Nut House." We're not as bad as all that—or are we, Eddy? Ed Kahn out surveying with the program people with a blissful smile which means he'll be on vacation over Christmas and New Years—not bad! Three snowflakes fell in New York and started Olly Fulton, Ed Reade, Alfie Jackson and Tommy Lyman discussing their "skiing plans" for this winter. First problem is to get started—second is to get back—last year the boys got caught in a blizzard in Canada and were held up for a few days. Their only complaint was that there wasn't any skiing where they were.

**FACILITIES**—We note with pleasure Bob Wade's executive look as he sits behind Ray Kelly's old desk. Bob is now Production Facilities' manager.

**FILM**—For anyone like me who doesn't believe in rising at 4 or 5 a.m., and is interested in what the sunrise looks like over the bay in New York—just call Gene Boesch, Martin Hoade, or Cy Avnet who have been covering ship news for the television newsreel. Guess this early rising is healthy 'cause none of them look any the worse for wear. Welcome to Harry Ferens who's just come into Television Film from Guest Relations.

**PRESS**—It always amuses this reporter that whenever we call Television Press for some news for *Chimes*, Mary Ruiz, Allan Kalmus and Si Friedman all look blank and say "nothing new."—so—nothing new... with the exception of Mary's short haircut for that new look.

**PRODUCTION**—The ranks of Television are certainly swelling with the addition of Dey Erban, Marshall Lang, Doug Rogers, Jack Dillon, Barbara Brady and Anita Peyton. When people say Television is a closely knit group, it's meant literally! Mim Godd, Terry Gurback and

Adrienne Luraschi spent an evening decorating the television offices so that they might look "Xmassy." Terry came up with the bright idea of decorating a clothes tree, since we couldn't have a live one in the office, but space is so scarce that the project was abandoned. Mimi Wine has taken to ice skating in the Plaza mornings, before she comes to work. One of these days we're all going to troupe down there to cheer her on. From our "language department," Hal Keith who's been studying Japanese holding a conversation with Ivan Reiner who answers in Italian... Hal doesn't understand Ivan and vice-versa, but I guess they have fun!

**PROMOTION**—Another welcome extended to Bill Webb and Edith Lisle who are now exclusively ours and say that they love television. Who wouldn't! They're now in Room 728.

**SALES**—The merry, mistletoe month of December ushered in cold weather, and some additions to the Sales force. H. V. Anderson, formerly of WNBC and Harry T. Floyd, formerly of Princeton Film Center, moved in and now share quarters with Jack Greene. Joe Milroy, temporarily resides in 9H1 until such a time as we perfect a desk that can be anchored to the ceiling, with a pending secretary.

—Anne Bachner and Rose Sheek

**TRAFFIC**—We come to Gwen Culbertson who took over the job of Matt Boylan's secretary recently. Gwen hails from Summitt, N. J. Also a big HELLO to Ed Huessler, the new day delivery clerk in Communication.

We hate to lose Peg Conroy, but our loss is Engineering's gain. Peg left us of late to join Mr. Hanson's staff.

If you've heard people from Traffic raving about the new "baby" Traffic has, this is to clarify the situation. After many years of the old gelatin type ditto machine we recently acquired a nice new drum type machine. As of now everyone likes to work the new "baby," but I'm sure as time goes on it will go back to the old routine of trying to get someone else to "run off" the wires.

If you receive a memo from Steere Mathew and you can't read the signature it might be due to the fact that the Steere is entertaining a Chinese General as a houseguest. Seems they're swapping lessons in Chinese cooking for lessons in English. Excerpt from Hamish McIntosh's "Scrapbook of Satire," "Peg Riebhoff has taken up contract bridge... yep, she made a contract with her partner never to play again."



Another welcome mat is laid out. It's for Jim Connor who has been transferred from Communications into Operations. —Kay Collins

### WNBC

The Modern Farmer has added a co-worker for those early hours—Wally Butterworth, who will supply chatter and entertainment for you early risers, and the program is now known as TOM & WALLY.

The beautiful blonde in the mink, surrounded by song-pluggers at the entrance to WNBC is none other than our gal, Fran Carlson.

Anyone that's interested in knowing what the future holds for him should contact Peggy Ericksen of our Sales Department. There's no charge—just another public service feature of WNBC.

WNBC's newest program, Room 416, played Santa Claus to a host of New York's neediest children. Gifts have been pouring in and on every file cabinet, in every book case, and any leftover space at all you can find the donations of the program's many listeners.

—Marjorie Hutchison

### A. A. DANCE

(Continued from Page 1)

be announced. Tickets for members are selling at \$2.00, while those for guests are going at \$3.50.

Music for dancing in the Grand Ballroom will be furnished by Jimmy Lanin's orchestra and hours will be 5:30 to 8:30 p.m.

The nominating committee, under the chairmanship of William A. Clarke, Room 517, has presented the following slate of officers:

For president: Edward Hitz, Network Sales and Paul Rittenhouse, Guest Relations.

For 1st Vice President: Arch Robb, Program Production and F. A. Wankel, Engineering.

For 2nd Vice President: Corinne Pearson, Personnel and Frances Sprague, Research-General Library.

For Secretary: Jeanne Harrison, General Service and Elaine Simpson, Radio Recording.

For Treasurer: Dan Meissner, General Service and Leslie Vaughn, Controllers.

### OBITUARY

Funeral services for Robert Close, 59, Chief Engineer, Air Conditioning, were conducted at the Meyers Funeral Home, Englewood, N. J., on January 14.

Robert Close was a veteran employee, having joined NBC on January 5, 1928. He will be greatly missed by all who knew him.

Surviving are his wife, and one daughter.

## "Welcome, 1948" "BETH" GAINES



Extending her arms as if to welcome the New Year, is little Miss Mary Elizabeth Gaines, daughter of WNBC's Manager Jim Gaines. Little "Beth" is really celebrating her birthday—she was three months old on January 20th—and we join with her sister, Susan, 3, and her brother, Richard, 5, in expressing their sentiments, "We think she is just bootie-ful."

### PROMOTIONS

Barbara Brady, formerly a cashier in Guest Relations has been promoted to a Record Clerk-Secretary in Television.

Barbara Boyer, now a Secretary in Engineering, from Typist Clerk.

Moacyr Calhelha of International, from Intermediate Writer-Announcer to Senior Writer-Announcer.

Fred Chambers progressed from Regional Expert in the International Department to Head of Section.

Joanne Cottingham, former Clerk in Program promoted to Script Clerk.

Jacob Evans, Advertising and Promotion, from Assistant in Network Sales Promotion to Manager of Audience Promotion.

Leonora Foronda, former Cashier in Guest Relations, to Typist Clerk in Program.

James Graham of General Service has been promoted from P. O. Clerk to Senior Clerk.

Murry Harris, former Field Promotion Supervisor for WNBC has been named Press Manager for the sta.

Patricia Hennessy now Talent and Script Clerk in International, was a cashier in Guest Relations.

Robert Holt, from Correspondent in Information Dept. to Jr. Promotion Assistant.

William Kelley, a former Page in Guest Relations has joined the Television Department as a Clerk.

Walter Law, International's former Acting Assistant Section Chief has been designated as Head of Section.

Robert Liedje, who was Mail Analyst for Information is now a Correspondent.

George Marshall from Messenger to Recording Clerk in Engineering.

Roland McBain, GR Guide to Inter-

national Dept. as a Jr. Writer-Announcer.

Muriel Morgan, from GR Typist Clerk to Station Relations as a Clerk Typist.

Frank Nesbitt, formerly Head of Engineering Section of the International Department has been promoted to the position of Day Program Supervisor.

Rosemary Pfaff from Guest Relations to Information, as a Correspondent.

Casimir M. Rawski, General Service Messenger to P. O. Clerk.

Emil Rohner, former Senior Statistical Clerk in Research advanced to Junior Research Assistant.

Charles Soden was promoted from Jr. Promotion Assistant in Advertising and Promotion to Promotion Assistant in National Spot Sales.

Joseph Vernum of General Service, from Senior Mail Clerk to Senior Clerk.

Richard Welsh, also of GS, from Messenger to Record Clerk.

Edward A. Whitney, International Dept., from Intermediate Writer-Announcer to Senior Writer-Announcer.

The following personnel have received promotions within their respective departments:

Jack Aufricht, Producer Director, of International.

Helen Bishop, Television Sec. Asst.

Alma Brogan, Engineering Exec. Secy.

Margaret Conroy, Engr., Exec. Secy.

Irene Dzikielowski, Executive Secretary of Advertising & Promotion.

Mary McCarthy, Television, Secy.

Patricia Roche, Television, Executive Secretary.

Olga Schoelles, National Spot Sales, Secretary.

Roselle Svensen, Adv. & Promotion, Executive Secretary.



To James Cody, Controllers, his third son, on December 12. Name: Mathew Raymond. Weight: 8 lbs.—4 oz.

To Frank Burnes, Eng, Television a second child and first son, Dec. 30th. Name: Michael Thornton.

To James H. Van Gassbeek, Ticket Division, Guest Relations, a boy, on January 1. Name: James Robert. Weight: 8 lbs.—5 oz.

To George Peters, Studio Engineering, his first child, a son, on December 7.

### NBC DRIVE FOR SAFETY

(Continued from Page 2)

times, too, talks and motion pictures are given.

"Because NBC places such emphasis on SAFETY, we, and I speak for the engineering operation as a whole, have had very few accidents. However, First Aid and Resuscitation must be included just in case one of our number fails to heed his training. We must, in a case like that, be prepared to keep the injured alive until the doctor comes."

I had seen enough in those few hours with Mr. Flynn and with George Graham, Assistant Station Engineer, to have a lesson in Safety driven home to me. There was much more—but it was snowing hard and I had to run. Just as I was saying goodbye, I looked up at the bulletin board to my left. It gave me more food for thought on my trip back to the City. It said: "CARELESS ONE SECOND; SORRY THE NEXT."

—vds



FOR SALE—Electric Mixer (Waring Blender) . . . Brand New. If you won't pay \$39.95—make me an offer. A. W. Rhodes, Research, Ext. 8188.

FOR SALE—Boy's Racing Skates—Unused—Size 8, 11-inch blade. Black shoe . . . \$5.00. M. Barr, Ext. 234.

FOR SALE—Play table, High chair. \$10—also good crib sheets and blankets. Ext. 148.

FOR SALE—Federal Recorder, original price \$100—will sell for \$50. Mike extra. Call Joe Durand, Ext. 211.



# HAPPY HOLIDAY — NBC — 1947



The Christmas Season, 1947, was just as gay, just as colorful as NBC Christmases always are. The Children's Party given in collaboration with ABC was, as usual, a joy to youngsters and grownups alike. The play in 8-H, written and produced by Madge Tucker, and staged by Hugh Rennie, was televised for the benefit of the overflow audience, and Milton Cross, as Santa Claus, again caught "Children's faces looking up, holding wonder like a cup." 1300 gifts were distributed which, under the direction of Em-

ployee Services, had been bought and wrapped for the occasion. The tree in the Plaza was an inspiration and the Rockefeller Center Choristers (five of which are NBC employees) sang twice in concert. Carols were sung at NBC by our own Employee Chorus, under the direction of James Kovach. Production, and festive activities were enjoyed by all at the Open House, held by Mr. Trammell at the Waldorf on December 23rd.