



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

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BEWARE THE IDES OF MARCH!



Anne Middendorf, *Employee Services*, distributes income tax forms to "Bill" Kelly, *Television*; "Ed" Deming, *Purchasing*; Jeanne Harrison, *General Service*, and Vivian Carroll, *Station Relations*.

NBC-TWENTIETH CENTURY-FOX FILM NUPTIALS ANNOUNCED

First Daily Television Newsreel, NBC Show, Courtesy Camels

Television's first daily motion picture newsreel, produced by 20th Century-Fox's Movietone News, and sponsored by Camels will go on the air, Monday, Feb. 16, over the entire East coast network of NBC.

Spyros P. Skouras, President of 20th Century-Fox, stated, "The entire world-wide resources of Movietone News will be placed behind the newsreel so that television audiences—first on the East Coast, later in the mid-West, and finally on the entire coast-to-coast NBC Television network—will see the finest, most up-to-the-minute news of the world."

AA COCKTAIL DANCE TONIGHT AT PLAZA

"... BETTER BE READY 'BOUT HALF PAST FIVE"

Tonight's the night for the triple celebration. In the Plaza's Grand Ballroom, between the hours of 5:30 and 8:30 p.m., all you NBC employees and your friends will have the opportunity to usher in St. Valentine's Day, to hob-nob with the new AA officers and to exude warmth and good fellowship over a cocktail glass or into the ears of the guys or gals you're dancing with to the tunes of Jimmy Lanin's orchestra.

"HORIZONTAL WIPE," is...
...in case you hadn't heard, a new video effect which was introduced on the 9th edition of NBC's "Eye-Witness." This twist peels one scene off the screen to reveal another scene. Got it... "Horizontal Wipe," that is.

The tickets you are holding (\$2.00 for members; \$3.50 for guests) entitle you to admission, dancing, peanuts 'n popcorn, and two beverage checks. Your wraps will be checked and other service given without the usual *pourboire*.

You don't have to be bashful about your dress, for it's an informal occasion. You don't have to be shy if you haven't a special date. With 400 NBC people expected to be there, there won't be much danger of your being lonesome.

See you at the Dance!

BEVILLE, EUGENE GILBERT SIGN YOUTH RESEARCH CONTRACT



Hugh M. Beville, Director of Research, and Eugene Gilbert of Gilbert Youth Research organization sign contract to invade the youthful mind in regard to listening habits, favorite cereals, toothpaste, etc. Program inaugurated to compensate for other poll experts' lack of info concerning juvenile audiences. Early returns indicate kiddies to be loyal listeners—particularly to NBC's Saturday morning programs.

FEBRUARY FEATURE:

NBC Research Dept.

The third in a series of articles written informally to better acquaint NBC employees with the duties and achievements of the company's departmental operations.

Read it! It may interest you! And then again, you may find people you know.

The story, complete with pictures, begins on Page 2, column 3.

NBC "ISAAC WALTONS" BOB TROUT

Former CBS Ace, Sparks New "NBC Television Newsroom."

Bob Trout, 17-year veteran of the radio reporting arena, unqualifiedly an ace, has been weaned away from his mother network, CBS, to NBC assignments for Radio and Television. His first appearance will be on the new Television trailbreaker, "The NBC Television Newsroom," initially heard for the first time Jan. 29 (9:15 P.M., EST.)

Trout comes to NBC with a brilliant record which began as a news writer for CBS in Washington in 1931, and for the next four years served as Presidential announcer for the network.

A transfer to New York, and assignments including the nominating conventions of 1936, 1940 and 1944 established Bob Trout as a top political reporter. In all, his radio reporting has taken him over 250,000 miles, through all of the 48 states, and 20 foreign countries. One of radio's most fluent ad-libbers, he once extemporized for 58 minutes while waiting to describe President Roosevelt's return from a cruise. On D-Day he was on the air 35 times in 48 hours, for a total of two hours and 58 minutes.

FIRST POSTWAR VIDEO TRANSMITTER DELIVERED TO NBC

The first post-war RCA television transmitter to be installed in New York, was delivered to the National Broadcasting Company, it has been announced by O. B. Hanson, NBC vice president and chief engineer. It will replace the present WNBT transmitter atop the Empire State Building.

The transmitter, of multi-unit construction, was disassembled and carried to the 85th floor of the skyscraper for reassembly. It will be in operation as soon as FCC authorization is obtained. There will be no interruption in WNBT's schedule.



CORINNE PEARSON, *Editor*
VIRGINIA D. SMILY, *Managing Editor*

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO: ALL NBC EMPLOYEES DATE: FEBRUARY 13, 1948
FROM: NILES TRAMMELL SUBJECT: THIS BUSINESS OF GETTING AHEAD

In the articles I have read and speeches I have listened to about the advantages of our American system of private enterprise, emphasis is placed on the number of radios, telephones, automobiles, bathtubs, electric refrigerators and mink coats in the United States compared with any other country.

These evidences of prosperity are important, and are tangible proof of the soundness of our economic system. No other system can compare with it. State-controlled economies are being tried out in many parts of the world, and all of them have yet to prove that they can provide people with living standards much above a bare subsistence level.

However, we cannot rest our whole case for the American system on the material comforts within reach of the average American family. By present-day standards our great, great grandparents had few comforts. People in this country 100 or 150 years ago were no better off in material things than the majority of citizens of Europe today. They worked ten or twelve or more hours a day, pumped water into a wooden tub for a Saturday night bath, and depended on the Bible for culture and inspiration. Schools were few and far between, and medical service was primitive.

Yet I do not think those ancestors of ours were an unhappy people. They had a zest for living. They were overcoming obstacles and building a new country. The prosperity of America today is based on their efforts and is the measure of their achievement.

In many ways they had a rugged time of it, and we would not want to swap our lives for theirs. But they were able to satisfy the creative urge with which every human being is endowed. They got their reward, not in money, but in a sense of accomplishment, the pride of work well done.

No matter how much money a person earns, he cannot enjoy his job unless he can get out of it the feeling of doing something worth-while and doing it well. In these days of specialization and group effort, it is easier to earn a good living than in the old days, but it is not so easy to acquire the feeling of craftsmanship and individual achievement. Yet without that feeling, no one's life is complete or satisfied.

First, you should believe in the organization you are a part of. Believe that it is rendering a useful and important service. Believe that its goals are worth striving for. If you cannot believe those things, go out and find yourself another place where you can.

Second, you should realize that your individual job makes a definite contribution to the work of the organization as a whole. And it is simple logic that the better your job is performed, the better for the organization.

Third, you should know that the more expert and cooperative you are in your work, the more pleasurable and less tiring it will be. Skill is fun; incompetence is drudgery. Finding happiness in your job is, I suspect, the basic essential to getting ahead in business.

NBC RESEARCH DEPARTMENT

CIRCULATION

Ken Greene, Manager, was out of his office when I called, but I found Willard Zurflieh, his assistant, very willing to help me.

"This division is primarily concerned," he said, "with problems involving the Station Relations Department, advertising agencies, clients, NBC's owned and operated stations—and our management."

"For instance, a large percentage of our work involves the tabulation of BMB data to obtain audience or circulation figures—by specific stations and networks—for our clients and their agencies."

"What ever does BMB stand for?" I asked, afraid to lose a word when I seemed to be following so well.

"Oh, I'm sorry," he laughed, "BMB means the Broadcast Measurement Bureau. It's an organization created by advertisers, agencies, and broadcasters to conduct periodic nationwide surveys of listening habits on a uniform basis. The first study was made in 1946. Of course, we do a lot of work on these BMB figures before a report on any particular problem can be made. A battery of clerks under Elinor Freitag and Aldona Chase are continually using BMB statistics to answer the numerous requests for information. In many cases maps and diagrams based upon these data are prepared by the Graphic Division to highlight the most important information."

"There's a lot more," he said, as I started on a new page of notes, "but this will give you the idea. Of course, you'll find overlapping in the other divisions. I'll take you down to see Miss Sprague of the library."

GENERAL LIBRARY

I have had many an occasion to call upon the resources of the General Library, ever since I heard that it is considered the most complete radio library in these United States—and perhaps, the world. Frances Sprague, the Librarian who came to NBC in 1930, is largely responsible for the excellent calibre for which it is known. She introduced me to her very able assistants. Namely: Mildred Joy, Ruth Norris, Marge Geddes, and Frances Souza.

"As you know," she said, "we serve every department at NBC as well as outside companies, government departments, students and schools. We have just about everything there is on the historic material on radio, popular works, scientific treatises, and whole sections of business, on mythology, on history and about every conceivable general reference volume."

I looked over Frances Souza's

When I started to write this article, I consulted good old Roget for some vivid words which would more adequately explicate the inner workings of this rather indispensable department. Startlingly enough, he of the Thesaurus came up with a half page of synonyms which tell in single words what it will take me over eight columns to get across. A few of them here might give you a good idea of the stress and strain that is put on those seventy master-minds in 2M-2, as they are constantly being called on by practically every other NBC department; clients; ad agencies; and other outside organizations to: *inquire, search, scan, reconnoiter, explore, sound, rummage, rake, scour, ransack, pry, spy, overhaul, survey, nose out, fish out, ferret out, unearth, trace, pursue, experiment, dissect, leave no stone unturned.*

I had heard previously what a busy man Research Director Hugh Beville is and how hard it is to find a spare moment in his madhouse kind of days to get a look-see... so I decided to start my research on Research with a visit to Barry Rumble's office.

Now Barry, the Manager, is a real expert in all matters relating to the history and overall workings of this department, having come to NBC in 1933 as a statistical clerk. He told me that 'way back in 1930 a man by the name of Paul F. Peter, now a Radio consultant in Washington, started the Statistical Division at NBC and named Hugh Beville his first assistant. At that time the "Division" was a part of the Station Relations Department under Glenn Payne. In 1931 the fostering was taken up by the Treasurers office headed by Mark Wood, now president of ABC. Advertising and Promotion under several different administrations had its turn in nurturing the orphan group, beginning in 1939 with the "fathering" falling on Ken Dyke's able shoulders. In 1942 Charles Brown, now Program Director of KFI, Los Angeles, and Charles Hammond from 1944 to 1945, of A & P, took up the reins.

Finally on October 1, 1945, the Research Department, as we know it today, was given its full departmental status and Executive Vice-President Frank E. Mullen is now its Father Confessor. Hugh Beville has headed the group since 1935 and has been its Director since 1945.

Barry outlined the structure of the department, explaining that there are eight separate divisions, each dependent upon the other, and yet with fairly well-defined duties. He suggested that I talk to each one of the Division heads and learn in a more direct way what their respective jobs consisted of.



The Management Division with Emil Rohner in the foreground.



View of the busy Circulation Div. with Aldona Chase, Ethel Cardi, Frances Reilly and Mary Jane Eberbach in foreground.



Lillian Mongesku and Mildred Schmidt working on a television incidental survey.



The artists at work in Graphic with Eddie Broadhurst in the foreground.



The New Research Division at 10 A.M.



John Lothian of the P&D Division is assisted by Ruth Jeffers, Martin Wilmington and Consuela Roenne.



NBC's all-girl Program Analysis Division headed by Miriam Hoffmeir.



Ratings Division with Ann Mazola, Dwayne Moore, Howard Gardner and June Norman.

the country. The most popular subject now, of course, is television, she pointed out.

Miss Sprague called me to look at the comprehensive file they keep on annual reports for all industries and explained that the information contained therein is useful to many of our departments, particularly to our Sales and Research Depts.

NEW RESEARCH

Bill Reynolds broke his division down into three separate sections or units. "First," he pointed out, "New Research boasts of Ray Maneval, who acts as liaison between NBC and the audience-testing organization, The Schwerin Research Corporation. When our Program, Sales, or Radio Recording departments feel a test is needed on any given show," he explained, "Ray's section is called upon to arrange for it. This section is constantly working with and for writers, directors, producers, and agencies to check audience reaction."

"Ed England is in charge of the second section whose first objective is compiling television statistics, such as how many television sets are owned, where they are, etc. Ed also stages television clinic tests similar to the Schwerin method," Reynolds said.

"As for my responsibilities in the division," he went on, "opinion and attitude surveys seem to be my baby. It is my duty and that of the people who work with me to plan, supervise and analyze special studies having to do with listener habits and reactions."

"Can you give me an example of one of these studies?" I asked.

"The most current example," he said, doodling with the pen which writes under water, "is the work we are doing with the Gilbert Youth Research Organization. It's long been the idea among many of us that in spite of all the factual data we have on Radio, there is little known about children's listening habits—that is, how much they listen, what they like to listen to, what they buy, and so on. So NBC has established a precedent with the signing of a one-year contract with the Gilbert Youth Research Organization just to find out about such things."

"Did you have any specific program in mind?"

"The Saturday morning 'Frank Merriwell Show' was our main concern," he replied. "The findings will come from personal interviews conducted by Gilbert on such questions as: 'How much candy do you eat?'; 'What are your favorite cereals?'"—all these in addition to favorite program types. The full outcome of this survey isn't yet known, but we have been enlightened to this extent: we know now that children are loyal listeners, usually

knowing not only the sponsors on a show, but in many cases, the actors, too."

PROGRAM ANALYSIS

Bill lit another cigarette and was about to continue, but Miriam Hoffmeir came to the door, saying she had only a few minutes before leaving for Washington. I rushed after her into her office which houses the seven girls who make up the Program Analysis Division.

The atmosphere here was quite a bit different than in the other offices. For one thing, I noticed that a radio over in the corner was on full blast—the girls worked on undisturbed.

I also noticed two bright red cans of Savarin coffee on every desk. I thought at first that perhaps the java was a "must" for jangled nerves from excessive radio listening, and said so. Miriam laughingly contradicted me by saying that her girls had won the "Savarin Salute" on the "Hi Jinx" show for sending over 600 packages to the Gouveneur Hospital at Christmastime. She then proceeded to fascinate me for the next fifteen minutes with the story of her division's contributions to this thrilling, but complicated, business of Radio.

"To begin with," she said, "you asked how and why we work so hard with the radio constantly in the background. Well, primarily, that is our first requirement—to do just that. You see, there's not a single department in NBC that we don't serve at one time or another. We keep an extensive cross-indexed file of every program, broken down into personalities, sponsors, guests, and cast changes. These records date back to 1930. We also keep a record of every bit of material broadcast on controversial issues, such as the Marshall Plan, and we actually monitor every special event."

"A good example of this monitoring was our work at the time of President Roosevelt's death. When the flash first came over the air, we immediately grabbed our pencils and started in taking notes of every mention of the tragedy. When they were compiled, we sent them on to the Press Department which, in turn,

(Continued on Page 6, Col. 4)



The General Library with Frances Sprague seated at her desk.

shoulder and asked what she was working at.

"Oh, my job is keeping the Industry File. Although naturally it is of use to many departments, it was really inaugurated by the Research Department, and serves it faithfully."

"What does the file consist of," I asked.

"Just about everything we can dig up on other industries," she said.

"Every clipping from trade publications, writeups by the industries themselves and so on."

Just then Marge Geddes asked a question about her "Survey File on Radio and Television."

She told me that this is a thorough file of all surveys conducted by NBC, and outside organizations on most every imaginable subject—from psychological tests to newspaper readership in specific parts of

ADVERTISING & PROMOTION

"Now is the high tide of the year," was written by the poet Lowell about the month of June. The turbulent activity in this department this month of February, however, offers formidable rebuttal to Mr. Lowell's choice of months. Everyone has been busy: Audience Promotion has turned out a series of kits designed for overall promotion of Wednesday, Friday and Saturday nights with some very impressive work by artist Walter Van Bellen; Art Director Hurlburt and copy writer Jack Snow produced (with a Charles Addams' glint in their eyes) the most recent *It Happened on NBC* ad for the Molle Mystery Theatre; and the whole department points with pride at the Scope ads, written by Messrs. Blake, Gropper and Steel, which appeared in Television Daily. Apart from the daily office activities, however, A&P personnel are working industriously at schools of various sorts. Budget Clerk Marion Stephenson is completing work on a thesis on International Banking Institutions, which will give her an MBA in June. Murlin Hawley studied last Fall with the Art Director of Harper's Bazaar at the New School. And Mary Lou Repult is one character who can sing safely outside the shower. This lyric soprano winner of the *Big Break* program is using her prize money to study operatic roles with her eye on a career as "A No. 1 Singing Actress." When she's looking for an accompanist she need look no further than to Marge Petry who is taking piano lessons... Jean McIntyre and Bob Holt hit a few high notes with their excellent work in Jim Nelson's NBC-Columbia course in Advertising and Promotion... The enrollment at Brooklyn College is about to be increased by Gerry Pearlman who will study advertising... Ev Martocci, Mary Mealia and George Wallace remembered enough to graduate from Dr. Furst's first memory course... And Enid Beaupre remembers the folks back home by broadcasting news of the American Welsh to her homeland via BBC... Jack Montmeat divides his free time between the course given by the Advertising Council and the Tuckahoe hills where his fleet-footed skiing has caused him to be known as the phantom of the golf course.

—Don Foley

ENGINEERING

FACILITIES—The notice of the elevation of Tom Phelan to the position of New York Division Engineer brought feelings of pleasure in his success to the occupants of Room 517. The natural reaction of regret over losing a fellow worker of eighteen years standing only serves to heighten the pleasure by contrast

It happens at NBC

... Joining the Company as a member of a student group in 1929, Tom has always had an important part in the growth and development of broadcasting facilities from New York to San Francisco at all points between. He served in a position of leadership for the last ten years as right hand man to the present manager of Audio and Video Facilities, Chester Rackey. An occupant of Room 517 since before the plaster was dry in 1933 he says he expects to find himself hanging his coat in our closet from force of habit.

—Gordon Strang

TRANSMITTER—Bound Brook certainly has had its share of snow conditions along with other towns and cities. Many thanks to Joe Stemple for keeping the road clear at the Station... Don Hickman recently received his amateur call letters, W2WWX... Art Holden is maintaining a regular schedule on 75 meter phone every Saturday with Boston... Danielson has been DX-ing on the 40-meter band and as to date has contacted 30 countries, 47 states, and all Canadian districts—all this during a period of one year, which is a splendid record.

—Mel Stickles

RADIO RECORDING—The Research and Development Department, under George Nixan, now has Charles Pruzansky, former Recording Engineer, (or Py as we know him). Py has been with us about three years and we will and do miss him. However, we know the R&D Department has gained the services of a very capable young man... This department's newest show is the Damon Runyon Theater, starring Pat O'Brien. It is an ambitious series and a good one. Each half-hour show will dramatize one of Runyon's famous stories. If our readers are interested in hearing about how our department solves all of the intricate problems of doing an ambitious show of this type, we will be delighted to tell you about it in minute detail. Believe us, it has little in common with putting on a live broadcast.

—Mary Bell

GENERAL SERVICE

MAIL ROOM—Room 504 doesn't seem the same somehow since the departure of Bill Denny. Long a mailroom stalwart, he left work for his uncle nearer his home on Long Island. We also regret the exit of Arnie Howard, who has left us to attend Mohawk College in Utica, N. Y.... Welcomed to the mailroom

are Carl Vanvick, who was with us for a while before entering the service and a new member of the staff, one Martin Owens... While on vacation from Oswego College, John Byrne stopped in to say "hello." "Beanie," as he was known, will be remembered as being the instigator of the "Miss Mail Cage" contest of '46... Al Dublin and Bill Cross now join Jim Graham as alumni of the NBC announcing class. Incidentally, Al along with Bill Santhouse, are members of the NBC Basketball team... Although it got off to a shaky start, it is now fighting for a playoff berth in the Rockefeller Center League... Recently, Joe Vernum, Jim Graham, Charles Rawski, Dick Welsh, Ernie White, Bob Guenckel, Dave Bellin, Harry Reinig, Ed Thompson and yours truly took part in a television-telephone survey for the Research Department. We are still chuckling over some of the replies that were given us. They fell into the following types: First there was the uncooperative type. These people would tell you very simply to "drop dead," and not very politely at that. Next there was the suspicious type. This group thought you were somebody they knew. They were sure you were pulling their leg and throughout the entire conversation, kept asking, "Are you sure you're not Hymie's brother?" Then there was the baby-sitter type. She would giggle and want to keep up a long conversation. Very pleasant, but not conducive to a time schedule. Another was the servant type. This category would be able to answer no questions about the set and would give the excuse, "Lawsy, I ain't even 'lowed to lookit the blame thing."... These and others were in the minority as in most cases everything went smoothly, but after our hectic evening, all we can do is pray for poor Mr. Hooper and his side-kicks. We all, however, added to our little black books. Is that bad?

—Cal Wheeler

GUEST RELATIONS

Your reporter being non-partisan and voting an absentee ballot in the AA elections thinks that regardless of the victor in the annual race, a word of compliment should be made to Ralph Barkey who did a splendid job of making posters, displayed in the best interests of one of the presidential candidates... A hand of welcome to the new members of the Guide and Page staffs. Currently David Smith, George Broomfield, Perry Cross, Alan Lewis, Alan White and Frank Carbonara may be seen showing NBC to the out of town guests. Joe Wickham and Wil-

liam Scudder are being kept busy a studio receptionists on the floors one, three, four, six, and eight... A word of encouragement to Jeann Conkey who is running high on the honor roll of the Bridge club... A question for you to think about: What is the use of one taking the Memory Course if he fails to come to his own graduation?

—John Case

INTERNATIONAL

Returning after a month's bout with virus pneumonia, Walter Law philatelist, athlete, English chief and man-about-town, was made welcome with much fanfare. Loudest cheers came from Ed Whitney who had been pinch-hitting!... Other International Casualties: Jean Glynn, felled by mumps; Judith Morley, laryngitis. Judith's treatment is chewing lemons—*whole* that is... Sheepskins to Nancy Fox and Janet Connery, recent graduates of the Thursday Lunch Hour Bridge Class. Janet, cum laude, expects to enter NBC competition soon... Stardust: Nancy Fox' post Christmas sparkle of eye and left hand and Barbara Tillson (Music began the New Year with a new name. The Italian Section was a sparkle, too, when the beautiful Valli of "The Paradine Case" was interviewed by Renzo Nissim... Speaking of guests, Roland McBair, our youngest announcer, had his sister visiting from Wisconsin. We elect her teen-of-the-month... Grand Opening: Adam Riesz is in charge of plans for the opening of a new ballroom in the Bronx. Any thing Adam organizes should be swift-moving and different. Have you ever watched him talking on the telephone? How does he ever manage a 'phone booth?... Commuters: Eighteen below zero temperature and seven-foot snow drifts have dampened George Sayles' enthusiasm for Westchester life... Undeclared by Nature are Jack Carso and Bob La Bour... If their cabbage and tomatoes are as hard some as the eggs laid by Jack's chickens, we'll all bring our market baskets this Spring... Welcome Jean Woodside, Research; Theodor Goodman, English; Andre Eiler Joseph de Chimay and Charles Byron, French.

—Eileen Tobin

NEWS & SPECIAL EVENTS

January 29th was T-Day for this department—the date of the first video program direct from the newsroom's newsroom. Ad Schneider, recently appointed liaison between the Television and News Department, supervised the operation starring W. W. Chaplin, Bob Trout, and John MacVane. Max Jordan, just returned from three years in Europe, had the

honor of being the first person interviewed against the background of tickers, clocks, and general activity . . . Earlier in the day, during the rehearsal, the office took on the atmosphere of a DP camp. The mobile cameras and flood lights took over the newsdesk and pushed the writers and editors into shadowy corners. Art Wakelee spread out his copy and pulled up his typewriter at a table to edit the 6 o'clock news broadcast. As Joe Meyers put it . . . "There's Art, a picture of Francis X. Bushman when Sound came in." The Television Newsroom is regularly scheduled for Thursdays at 9:15 p.m., so tune in and see how telegenic we can be . . . George Thomas Folster dropped in for a few days during his round-the-world trip from his home-base, Tokyo . . . Robert Magidoff came out from behind the Iron Curtain for a short visit, too. We were glad to see Bob, but regretted the occasion of his trip—the death of his Father in New York. *Personals*: If the News at Nine should take on the "Care and Raising of Infants" slant these days, it's because Leonard Allen is preoccupied with his new son, David . . . The first Leap Year victim is the very willing Dick Mannion. Seems that Frances Trudell's lectures on the joys of newly-wedded bliss convinced him that the single life was not for him.

—Agnes R. Sullivan

PRESS

The 3½-year-old daughter of Sam Kaufman—Elisa—shows promise of being a future radio performer. Each day she calls her Daddy on the telephone and, with a little coaxing, sings such tunes as "Oh, Susannah!", "Turkey in the Straw" and "My Darling Clementine" for all of us who listen in . . . If Grace Lynch is getting to work 'specially early these days, it is to dust off and polish her brand new "large-size" desk, her one big wish these past few months . . . Helene Schuck, believe it or no, has become a member of the Y.M.C.A. "Much more interesting," says Helene. And we agree . . . it must be . . . It's difficult to keep up with news of Photo. One day we welcomed Peg McNeany back from a three-week illness. The next, we bade farewell to Syd Desfor, who will spend the next four weeks photographing NBC stars in Hollywood. Oh, for the life of a photo editor! Dwight Worthy, night desk man, will be married on Feb. 28th to Pauline (Polly) McDonald in the Little Church Around the Corner. This will be the second wedding in Press in four months. Some say events like that happen in sets of three???

—Roselle Hubel

PROGRAM

SCRIPT—Meet Peter Martin, new script editor who joins Dick McDonagh and Wade Arnold in the recently-built labyrinth of editorial offices and writers' cubicles which lie beyond Room 266, studio section. Pete, radio and motion picture scripter of long standing, comes to NBC from the position of East Coast Talent Supervisor for Universal Pictures . . . While we're standing by Pete's desk, glance down the corridor and you'll see the partitions which in effect give each writer his own room. Until the opaque glass panels are put in place, however, the scene is reminiscent enough of Hialeah to warrant the calling of a whole flock of new nicknames. As we move along the hall, we have Man O' War on the left, next to him is Armed, and over there is Buzz Fuzz. This is known in the industry as having a stable of writers . . . And down the corridor's end is Bob Saxon. Bob has arrived on staff after some years of free-lancing, with a notable "Stars and Stripes" interlude. Currently, Bob is dramatizing some "World's Great Novels" . . . Now let's backtrack to the boss' outer office and meet Ann Ahles, new Script Division secretary who enters NBC from the Bronx and warmly smiles her surprise at discovering that Script harbors no temperamental authors,—those last two words having been something akin to synonymous in her mind before she stepped into NBC . . . And before you leave, say "hello" and make some pleasant noises in Jane Percival's direction. Jane has the best diamond ring from the best man in her or anyone else's world!

—Tom Adams

PROGRAM

SUPERVISION—Peg Harrington—she of the red hair—waltzed in recently wearing several carats worth of marriage plans on that finger of that hand. Her husband-to-be is a doctor-to-be and the wedding will take place on Easter Sunday . . . Those of you who remember Eileen Healey Titus will be happy to learn that her first-born, a boy, arrived on January 26th . . . Jack Dillon has left the precincts of the Sports Dept. to tackle a new assignment in Television. Jack's successor is Vedder Stevens, who has written newscopy for both ABC and NBC in Chicago, dished-up publicity for several minor league baseball clubs, and reported for the home town paper in Norfolk, Nebraska among other things. He estimates that during his first five weeks with Bill Stern, he travelled 10,000 miles for the sake of five football broadcasts. **STATISTICIANS**: Please Note.

—R. T. O'Connell

RADIO RECORDING

HAIL and FAREWELL—Welcome to Polly Starbuck, our new receptionist and also to Geraldine Merken and Arthur Small who recently joined our Script Department. Farewell to Elise Scott, Ray Hayes, and Phyllis Geesey who have our best wishes for success in their new adventures . . . June Roger's downfall proved to be the lake in Central Park. However, she learned the hard way that *cracked ice* belongs in a large Mint Julep . . . SNOW foolin' it was so cold on the train that Drex Hines rode all the way to Indianapolis in his overcoat—even the water glasses became frosted . . . Ask Pres Fish why he buys a roast beef sandwich before boarding the "you know what" train to Long Island. But, after all, midnight snacks are fashionable these days . . . Wade Barnes must have been tipped off by his local meteorologist before coming to New York, because we noticed he was wearing his "tall" Texan boots . . . Congratulations to Eleanore Barnes, our amateur contender for AFRA union . . . Recently she appeared on a New Jersey station in a play put on by a local group and from all reports she "stole the show." . . . Speaking of running away with the honors: Ad Amor on his last sales trip was interviewed at one of the stations, and by the end of the broadcast, someone offered him a job as a stand-in for Bob Hope. Needless to say, Addie declined—it's "Norm Cloutier or nothing." . . . Hats off to the 24th Streeters. Recently a letter came their way from some English girl asking that her name be given to one of the organizations sending food overseas . . . However, before doing this all members of our downtown plant are pooling their money and the Easter Basket will soon be on its way.

THESAURUSLY yours,

—Marilyn T. Costello

RESEARCH

With the aid of Alice's magic looking glass, Superman's X-ray eyes and H. G. Welles' invisibility, I visited a number of researchers in their homes not so long ago. What I discovered has led to this article and the suggestion that a society of geniuses be organized. I could not visit everyone due to the Big Snow—even Superman had trouble that night—but those places I did case, prove that there's plenty of full-blown talent in Research. Flying about in my helicopter, I discovered several expert musicians: Roy Anderson is a top-notch organist; Ruth Gross plays the piano well enough to be a pro; Jean Collins is not only a pianist, but a professional singer; Joyce Tyrell and Martin Wilming-ton are accordionists and Joyce is an exponent of the modern dance. Eli-

nor Freitag plays the piano and Barry Rumble is quite an expert on the mouth organ. In my flying machine, I visited a number of researchers such as Emmie Hill, who is a professional writer with over 30,000 published words and Mimi Hoffmeir with a number of published poems. Jane Baldwin has entered many contests and has been smart enough to win some of them. I stuffed my 'copter in my o'coat pocket and dropped into Dwayne Moore's apartment to see the wonderful job of interior decorating he has done. Good enough for a feature article. Not too far away was Rosemarie Gordon in her home busily designing clothes. Clever stuff—despite the new look. With a now Kaiser, up Frazer and a ho Tucker, I took the air to find Mary Schlorek busily engaged in another oil painting. She has had several showings. Marian Cooper is adept as a leather worker, making many unusual gifts. And Ruth Lytle as a handicraftist planning someday to open a shop with her own ceramics and baskets. Paul Wandel with his complete workshop, turns out finished woodwork while Joe Bolger and Ed Birsner engage in professional art work. Ken Greene up in Pelham waved me down out of the snow flakes for a viewing of some of his latest color photos. After a warm cup of coffee, I hopped up to visit Frances Sprague in Danbury. Farmer Sprague is not just a "gentleman farmer," she makes the farm pay and is skilled in the use of the cross cut saw and the heavy pick axe. By the time I got to New England, I was nothing but an icicle and decided to quit. I put my 'copter back in my wallet and took the New York Central home. Arriving there to be greeted by wife, daughter, and the Cocker, 'Mr. Jones.' Oh yes, Will Zurflieh has a newly discovered talent: an expert chaper dianger.

—R. E. Search

STATION RELATIONS

Easton Woolley and the entire staff of the Station Relations Department said good-bye to Daisy Abramson the latter part of January. Daisy had been in the Department for almost six years and during that time proved herself to be a competent secretary and an invaluable asset to the Department. She left the Company to take up the twenty-four-hour duties of running a farm. I quote her when I say, "I'm not going to hibernate, I'll be in to see you." We shall all be looking forward to seeing her and in the meantime our best wishes are with her.

Jean Milligen is just glowing and why, because she won ten dollars for her very excellent suggestion which, when submitted to the Suggestion Committee was deemed good

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enough to warrant this award. What was the suggestion? Well, if you will keep your eye on the drinking fountains around the building you'll find out!

—Marion Lucas

TELEVISION

ADMINISTRATION — Finally tracked down Gloria Potter to try and get some news . . . She said that Gus Kettler was going to the Winter Carnival at Dartmouth on Valentine Day, no less.

FILM—John Krumpelbeck, Bob Hulpgren and Gene Goldsmith have joined the swelling ranks of the film division. Almost in the wake of their coming, NBC Film said goodbye to Bob Jacques who left to take over the production of films for television use . . . Something really new has been added to this department—a brand new Buick station wagon for television's film coverage, equipped with radio, two-way telephone, etc. It has everything but velvet-lined seats. Brightest thing at 9th Ave. these days (now that Paul Alley's ties are conservative) are Martin Hoade's red suspenders. These aren't just red—they're red-red.

PRESS—Twice she was locked in the stairway after hours. Twice she did get out. She finally decided that something must be done to keep other people from making the same mistake and to save herself from a third disaster. She thought and thought—finally she knew what she had to do . . . make a suggestion for signs to be put outside all stairwells to the effect that they are locked after six in the p.m.—and that is the story of how Mary Ruiz won a \$5 suggestion award.

PRODUCTION — Leaving the red carpet out, we welcome Otis Riggs, scenic designer, to our group . . . Our good wishes go out to Hugh Graham and ex-NBC-ite Edna Hubbard who by now are Mr. and Mrs. . . . We noticed Helen Bishop window shopping along Fifth Avenue while June Kohart was doing her shopping a little more hurriedly as she skipped down the Avenue to catch her train . . . Ira Skutch recently announced his engagement to a very lovely southern belle . . . Margaret Richards Jacobson has been showing the pictures of her 3½-week-old baby . . . Larry Schwab and George Sweeney have moved into Electric Closet "F" on the 6th floor—or at least that's what the sign read on the door up until a few days ago when Larry and George got a room number . . . Noel Jordan, television's mobile unit Producer-Director, also turned out to be an author. ANTA presented Noel's "Outside of Time" and screen star Geraldine Fitzgerald interviewed

A CHAT WITH CARL SUNDSTROM IN HIS FIFTEENTH YEAR AT NBC

Many times during your busy days at NBC you must have seen at least one out of the five be-blue-denimed men who comprise our Carpenter Shop. Whether he is using hammer and nails to construct a new piece of furniture or merely planing the rough edge of a secretary's desk at the point of nylon contact, the over-all character just has to be either Fred Hoeflich, Shop Foreman; Mike Kopp, Peter Ruhrort, Steve Rosina, or the hero of this story, Carl E. Sundstrom.

Carl came in to Room 512 to fasten a typewriter to its moorings, and thus let himself in for a lot of the "man on the street" type of reportorial interrogation.

We found out that he has been in our Carpenter Shop since 1933, having joined the company family soon after he arrived in the States from his native country, Sweden. He is very proud and happy to work for NBC, he said, but he keeps a hopeful eye out for a chance to move to the WNBC Transmitter, since his home, complete with wife and two daughters (ages 5 and 7) is in Port Washington. Preparedness is his motto, for he went back to the shop at this point to show us his radio-telephone operator's license which he earned by taking RCA's course last year.

His natural trades, carpentry and cabinet making, taught him by his Father, have brought a new accomplishment to the modest and very likeable Carl Sundstrom. He now is the proud possessor of an instruc-

tor's license, awarded by the New York Board of Education, which, when more machinery becomes available, will make him a professor to 15 disabled Vets.

Asked about his homeland, Carl said that he misses his favorite sports more than anything else. "I used to be pretty fair at skiing and ice skating, but here the ice is no good."

His first experience with radio was really exciting, coming as a direct result of his learning the "strange new language" via a program broadcast from Stockholm. The station supplemented its series by sending out textbooks to its listeners and it wasn't long before Carl had a pretty good working knowledge of the subject. When at last he was ready to embark, he wrote a letter to the Mail Order professor and immediately was invited to appear on the program when he passed through Stockholm enroute. He did, thus becoming a real flesh and blood guinea pig for our Mother Tongue.

We asked about Swedish Radio today. He said that the war had slowed things up quite a bit, but that a new station (slated to be one of the most modern in the industry) is now under construction. He explained that all Radio is government-owned and operated and that in order to compensate for the absence of commercials, everyone who owns a set must pay five *kronor* (about \$1.25) a year to the government for his listening privilege.

new deluxe suite on the second floor. It's really terrific. Now in the mornings we can see Joe Milroy's shining face and equally shining ties and Harry Floyd's Jersey-air-reddened cheeks . . . This reporter welcomes with unusual enthusiasm, a new secretary from the old hometown of Yonkers . . . She is Elaine Sutphin, who joined us as secretary to Jack Greene and Joe Milroy . . . Thanks to General Service for a quick and efficient job of moving us!

—Rose Sheeky and Ann Bachner

TREASURERS

There certainly must be some truth to what the travel agencies say when they quote the "Sunny South." Ham Robinson was lured to Florida on his vacation and found it wasn't warm enough so he boarded a plane and found us shivering in the cold . . . Erna Thomas also found

Florida ideal during the cold spell. She motored down with her husband and stopped at NBC in Washington on her way back. The snow to most of us meant shoveling, shoveling and more shoveling, but not to Her Schumm who spent his evening sleigh riding, no less. Sounds like second childhood, but between us "kids," we envy him. When Elle McEntegart goes to a formal, she goes the hard way. She started out all well and good the other night looking "glamorous," but it just so happened that we had the second so-called Blizzard of the year that night—and poor Ellen had quite a time making it home.

—M. Doherty

NBC RESEARCH DEPARTMENT

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used these monitoring notes as a basis for many of its news releases. All spot news is handled like this—and during the war we were on 24 hour duty. Advertising and Promotion issued "The Fourth Chime" written on the basis of the information collected by us and kept in our card file on NBC's war coverage. Other promotion pieces were sent out on D-Day, V-E Day, and V-Day participation.

"Of course, with regularly scheduled programs we make our analyses from the As-Broadcast scripts but there are many of these programs that do not have prepared scripts. So we must listen, listen, listen."

"This is all very interesting," said, practically shouting from the bottom of the old diaphragm in a earnest effort to drown out Pap David and Chi-Chi as they made even a more earnest effort to convince the world that "Life Can Be Beautiful," "but do you girls ever have any time for fun?"

"It's all fun," Miriam said, "for we like our work and we all get along well together. True, a job in this division requires a kind of 'special' personnel. By that, I mean that odd hours cannot be frowned on; a person's nerves must be pretty steady and a spirit of cooperation must prevail at all times. Even when we are at home, there have to be certain of us tuned in to certain programs just to make sure we don't miss anything."

"Do you get calls from the public too?" I asked.

"Sure we do," she said reflectively. "I'll give you one example for your story. One day," she laughed, "a lady 'phoned almost in a tearful state saying that she had been in Florida a part of the Winter and just couldn't seem to pick up the story of Portia where she had left off before leaving New York. Could we please get her up-to-date on the trials and

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Noel. The only reaction we can get from the "boy wonder" is "feels awful funny to be in front of the cameras." Bill Garden, Hal Keith, Eddy Wilbur and Noel Jordan are back from the Boston Fish Pier show—only comment on Boston and the Fish Pier is "Hake and Hake, Pinch Nose." Sight of the week is Roger Muir and his 20 Boy Scouts. Somehow Roger couldn't quite take care of the "boys" and put a show on the air at the same time . . . Now that our shows are to be on and off the air *On Time*, Jack Dillon, Ivan Reiner and Jack Reber have gotten the nicknames of the "Choppers"—we're all sure they push that second hand ahead.

PROMOTION—Bill Webb is sporting that lobster-red look after nine days in the sunny South.

SALES—Well, we finally moved, all eight of us, down to our wonderful

PROMOTIONS

The following NBC employees have received promotions in the past six weeks:

Robert Barnaby from Television Student Engineer to Engineer in the Audio-Video Facilities Group.

David Bellin from a Messenger in General Service to Post Office Clerk in the same department.

Schuyler Chapin from Senior Writer-Announcer in International to Field Promotion Supervisor in WNBC.

Henry Ferens from Post Office Clerk in General Service to Secretary in Television.

Janice Glantz Guide in Guest Relations to Cashier.

Robert Guenckel from Messenger in General Service to Outgoing Mail Clerk in that department.

Harriet Herschkorn from Continuity Typist in General Service to Secretary-Receptionist in Television.

George Knaus from Night Supervisor in General Service to Music Library Clerk in Program.

Dorothy McBride from Script Clerk in Program to Policy Reader in Continuity Acceptance.

LeRoy Moffett from Engineer, Development group to Staff Engineer.

Joan Perales from Messenger-Typist in General Service to Continuity Typist in that department.

Joseph Phillips from Guide to Cashier in Guest Relations.

Malia Pleadwell from Contract Clerk in Network Sales to Executive Order Clerk.

Casimir Rawski from Post Office Clerk to Sr. Mail Clerk in General Service.

Jean B. Richter to a new secretarial spot in Public Affairs.

Edward Steiner from Guide to Assistant Tour Operating Supervisor.

Alan Strong to a new writing-announcing job in International.

Edward Teitelbaum from Packer to Shipper in Engineering.

Robert O. Wilbor from Cashier in Guest Relations to Assistant to Business Manager in Television.

Colonel Smoak, Suh!

Every election year our Ethel Smoak (secretary to Horton Heath, Director of Information, and secretly precinct capt. in charge of recalcitrant South Carolinians in New York) is named an honorary Colonel on the Staff of the Governor of So. Carolina.

Gov. J. Strom Thurmond recently issued an order to that effect, as had his predecessor, former Governor, Ransome Williams.

NBC RESEARCH DEPARTMENT
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tribulations of her serial heroine as she had faced life in the interim.”

“Of course you couldn’t,” I said, wondering just how much people could expect.

“We certainly could—and did!” she answered proudly, as she grabbed her coat and ran to catch her train for Washington.

PLANNING AND DEVELOPMENT

I found that I still had time that afternoon for one more interview before the five o’clock whistle. On a door that led out of Miriam’s office, I saw the words, “John Lothian, Planning and Development.”

Opening the door rather cautiously, I saw that the office was small with only four desks occupied by two men and two women. The man on the right stood up and asked if he could help me. It was John Lothian.

When I told him who I was, he introduced me to the other three people in the division—Martin Wilmington, an economist; Ruth Jeffers, a statistician, and Miss Roenne, secretary.

He then began telling me about the more important phases of the quartet’s work, explaining that this division is primarily concerned with the “economic aspects of Radio from a long-range viewpoint.” In his quiet, dignified way, he said, “Naturally, every business is interested in planning for the future, and Radio is no exception to the rule. You can’t deny that all of us here at NBC are,

or should be, concerned with what our company will look like economically in future years.”

I nodded.

“Well, in order to determine what our future prospects are, we must first approach the problem from the outside—that is, we must try to develop a picture of how our different phases of broadcasting—television, FM, and standard broadcasting fit into the projected plans of American business as a whole.”

“Golly,” I said, “this sounds like a big assignment. How do you find out about such things?”

“We do it in various ways,” he answered. “We study and analyze all trade, economic, and business publications and confer with leading economists. From this information we make up periodic reports, and long-range reports predicting the financial outlook for as long as five years in advance.”

“Who receives these reports?” I asked.

“It all depends,” he said. “Many of them are confidential, done on special assignment for our own Management. Others are prepared for our sales staff. For example, we prepare periodic analyses of the economic situation and prospects of our NBC network clients.”

“Do your prophecies usually come true?” I asked.

“Well, forecasting is a hazardous business but sometimes we come fairly close,” he said. “We estimated that the average annual advertising expenditure for the nation as a whole in the years 1946 to 1955 would be \$3.6 billion and for the year 1947 it

(Continued on Page 8, Col. 1)

“ROCKABY BUTTON”



“Stork Talk” this month is about Phyllis Ann Button, cuddly little Gerber-like baby belonging to Robert Button, NBC Spot Salesman.

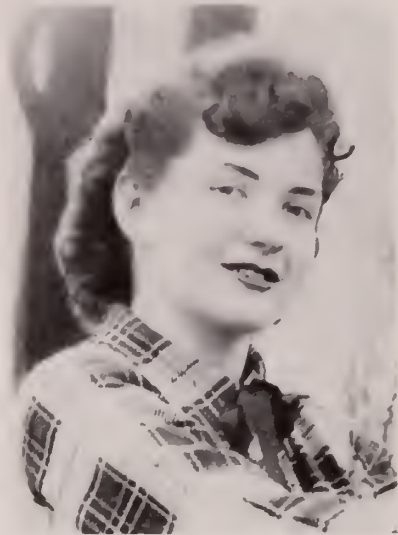
Bob and his talented wife, the former Decima Knight, BBC singing star, are justly proud of their first-born, who will be five months old the 24th of this month, but haven’t as yet decided whether she will follow the parental career road to Radio or not.

AFTER-FIVE DATE



NBC really has just about everything—including beautiful women and handsome men. That’s exactly what the *Woman’s Home Companion* editors seemed to think when they chose Doris Paterson, Secretary to Jim Gaines, WNBC Manager, and “Brinck” Cross, of the Mail Room, to act as models for a picture page illustrating modern means of stepping out of the office into a dinner date without the old “washed out” look.

MEET MURIEL MORGAN



WRITES PIECE ON FAMOUS AUTOGRAPHS—INCLUDING GANDHI’S

We heard just as we were going to press for the last issue that Muriel Morgan of Station Relations had collaborated with her Father, Maynard Morgan, on a magazine article and that it had appeared in the December *Cosmopolitan*. We told you about it, too—that it was concerned with N. Y. Sen. Seymour Halpern’s autograph collection and was entitled, “*Sign Here, Please*.”

Well, we actually got around to reading it on the day when news of Gandhi’s assassination was startling the world. The Morgans wrote about the circumstances which led to Halpern’s finally getting the former Mahatma’s “John Henry.” In their words:

“Mohandas Gandhi, then known as the Mahatma, failed to answer eight straight Halpern letters. Then Halpern read in a newspaper that Gandhi was contemplating a visit to the U. S. He wrote again, offering to put the Mahatma up at his parents’ home. Gandhi immediately wrote to thank him, and that started a correspondence during which Gandhi often addressed Halpern as ‘Brother!’”

About Muriel: This is her fourth year with NBC, and she likes it very much. Of her outside interests, she says: “I am most enthusiastic about horses—and, of course, Riding. I also enjoy Music and the Theatre.

Love Takes A Beating In French Poll!

Happy? How happy? Why? The French Institute of Public Opinion got the following reaction to the happiness question. Women, men, in that order listed: Economic security—33%/50%, Health—22%/21%, Wisdom—8%/9% and love, alas, 1% and 5%. This should cue capable instructors to a deserving field. The good old values are worth restoring.

(—paraphrased from *The Management Review*)

NBC RESEARCH DEPARTMENT

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came to over \$3.4 billion, which isn't far off."

GRAPHIC

I started the conversation with Phil Hirsch by telling him that I had heard about his philosophy on keeping modern with modes of presentation where facts and figures are concerned, and asked for a first-hand description of it.

"Yes," he said, "it's very true that I'm a stickler for keeping things up to date. Maybe it's just a devilish trait, I don't know, but I'm never satisfied until I know what is going on outside in all fields related to ours and then devising means of improving on the current methods."

"What, would you say, are the 'other fields' that have a bearing on your techniques?" I asked.

"Oh, they're really too many to go into now—but a few would be printing, photography, advertising, sales . . . what I'm trying to say is that we must keep abreast of the new developments in these things and put them to good use in our work . . . which amounts to helping our salesmen in selling NBC.

"You see, we do all our work right here in this office. We make most of the maps we use right here—starting from scratch. We make our own plates for the reproduction of our maps, both in black and white and in color. We make analyses of color from a psychological standpoint, invent new devices for showing off our maps, color slides, etc. This is an example of that," he said, picking up a long glass-like stick from alongside his desk. When we were showing our slide films at a meeting of National League baseball owners and managers recently to convince them of the values of television in the world of sports, I found myself having to strain my neck, to say nothing of my eyes, in order to follow the pointer that was being used. After giving it a little thought, I decided that a lucite rod with two flashlight batteries at the one end would provide the answer. It is working out very well."

"As far as actual illustration of the vital selling points is concerned, we have found that people will only buy products which are familiar to them. So we got to work and developed the idea of using symbols instead of the time-worn dots and dashes. For example, when we showed our television slide films, we pointed out such sales factors as the number of television sets owned in Major League cities by using baseballs; if it were a fruitgrower's concern, we would probably revert to oranges or grapefruits. In other words, people have to be given an attractive picture of what they are

NBC BOWLING LEAGUE

SEPTEMBER 25, 1947 THRU JANUARY 22, 1948

	Team	Won	Lost	High Game	High Series	Average
1	Studio Grips	40	20	831	2273	690.89
2	Controllers	38	22	892	2550	800.09
3	Gremlins	37	23	802	2183	659.20
4	Engineers	36	24	895	2583	764.20
5	Traffic	35	25	879	2530	757.38
6	Radio Recording	34	26	859	2373	737.47
7	Recordettes	34	26	662	1844	565.24
8	Research	33	27	836	2238	693.82
9	Construction	30	30	900	2562	755.51
10	Spot Sales	29	31	841	2257	672.22
11	General Service	27	33	823	2345	717.89
12	Accounting	26	34	795	2234	698.11
13	Radio Rogues	24	36	707	2053	634.69
14	Audio Video	21	39	766	2059	630.20
15	Gadgeteers	20	40	827	2258	704.98
16	Set Ups	16	44	686	1826	576.91

Men—160 and Over

Individual Averages

1	Burholt	Controllers	45	173.49
2	Vaughan	Controllers	39	171.23
3	House	Construction	24	167.08
4	Carey	Controllers	45	167.02
5	Protzman	Engineers	17	166.59
6	Frey	Traffic	45	166.27
7	Bork	Gadgeteers	42	165.88
8	McKinnon	General Service	15	165.86
9	Baricak	Studio Grips	36	163.58
10	Hotine	Engineers	39	163.23
11	Buzalski	Engineers	27	162.00
12	Prince	Construction	42	160.45
13	Clarke	Construction	33	160.42

Women—130 and Over

1	DeMott	Gremlins	39	154.95
2	Surowitz	Radio Rogues	42	139.17
3	Ruiz	Gremlins	45	137.82
4	Beebe	Gremlins	45	134.98
5	Riebhoff	Radio Rogues	45	132.82
6	Collins	Radio Rogues	45	132.31
7	Alevizon	Recordettes	39	130.46

buying or selling in terms that are familiar to them. The name of our division—Graphic—is a true one, for it is our job to give graphic interpretation of the statistics worked out in the other divisions and sections of the Research Department."

Truthfully, I spent over two hours with Phil Hirsch that morning and still feel that I haven't covered one-third of what he told me. But for anyone interested in delving deeper, he's a great one to learn from. Go see him someday.

RATINGS

Howard Gardner is in charge of the Ratings Division. He told his division's story briefly by listing the six NBC departments with which he and his little staff work most closely.

"Our fundamental job," he said, "is the analysis and interpretation of program ratings as determined by Hooper, Nielsen, Pulse of New

York and others. Rating histories are compiled on all sponsored programs and various analyses are made.

"Advertising & Promotion uses these analyses in its advertising presentations.

"Our Sales Department uses them as selling tools.

"Our Executive offices are interested in them to determine general listening trends and the relative rank of NBC programs as compared to other network programs.

"Our Spot Sales Department uses this program data to help in selling time on a local basis.

"Our News Department receives periodic reports which give the ratings of our news programs as compared with those of other networks."

"In other words you are really the interpreters of all program rating information," I said.

"Yes, you might say it that way,"

he answered. "We are the ones who in addition to doing a liaison job with the rating services, also trans- pose the ratings submitted by them into a language easily understood by the various departments having need of them in their individual operations."

"That about does it, Mr. Gardner." "Thanks a million!" I started out the door and practically collided with Bob McFadyen, Chief of the Management division.

MANAGEMENT

"The Executive Department is the chief client for the services we have to offer," McFadyen said with his characteristic smile. "The nine of us dig up figures and facts on such things as our stations' power frequencies, expenditures by clients, U. S. radio ownership, AM, FM, and Television set production, rate and discount structures and most anything else that Management has need of.

"Charlie Squires is our Media and Markets expert, contributing most of his findings to Advertising and Promotion. For example, his group recently completed a study of available information on the youth market and its importance to advertisers. And when it comes to keeping tabs on magazines and newspapers this group is right there with facts on rates, lineage costs and other data on trends.

"We have Jack Bard doing writing on special studies of a varied nature. Right now he's at work on the implications of our changing U. S. population. When this study of social trends is complete we expect to have some valuable information to pass along to the Program and Executive departments.

—and lo, THE BUSY BEVILLE!

Masquerading as a "Hooper," I rolled into Hugh Beville's office. He was up to his ears in work, but we chatted for a few minutes about his department and agreed that an article like this, because of space limitations, can only touch on its services. Just then the 'phone rang and as I excused myself, I picked up a clipping which concisely sums up the director's attitude and projected plans for the future. It read: "When we find, as George Gallup did last November, that 60% of the American public had no detailed knowledge of the Marshall Plan and 39% of our population had not even heard of the Taft-Hartley Law, we must recognize that here is a real challenge to all of us. The new media (FM, Television, and facsimile) presents us with unrivalled opportunities to overcome public ignorance and apathy concerning crucial issues of our times."