



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

APRIL • 1948

VOL. 6 NUMBER 2

A. A. PLANS ACTIVE SPRING AND SUMMER

Now—that April's here—is the time for all good A.A. members to get out into the open, and take some "settin'-up" exercises for the activities ahead.

The NBC A.A. has sent out a first call for softball players to hit and run in the Mid-Town Variety Softball League during the 1948 season. Teams in the league this year are NBC, CBS, ABC, Mutual, Newsweek, Paramount, and General Artists. Games will be played in lower Central Park. Cal Wheeler of the Mail Room is team manager, and anyone interested can get in touch with him on Ext. 401.

Rose Sheeky of Television has organized an A.A. swim group which got off to a splashing start at the Hotel Shelton pool on April 7. Regular pool charge is \$1.00, but 25¢ will be refunded to A.A. members after each session. Arrangements may be made for swimming lessons. So here's your opportunity to get in the swim each Wednesday evening at 6:15.

Other A.A. activities coming up soon will be riding and dancing. A local saddle club has invited A.A. members to form an equestrian group—family and friends can join, too. Lessons for beginners, hostel trips and softball polo for the more experienced will be part of the fun.

A New York dance studio has offered to help NBC-ites make the most of their dance personality, and perk up their samba form. For full details on both riding and dancing, watch the Employee Services Bulletin Boards.



Frank Johnson (right) of Orchestra retired on March 31 after nineteen years at NBC. Roy Shield presents Frank with a farewell gift from his fellow-workers.

SUGGESTION WINNERS IN MARCH

Eight NBC employees received a total of \$80 in suggestion awards last month. Heading the list and holding a \$25 bond is Hamish McIntosh of Traffic. He proposed a time-saving routine that our affiliated stations assign to one person the responsibility of refusing or accepting program material after office hours.

Another Traffic man with a winning suggestion is Martin Ford. He won \$10 for the idea that the Television Department wire only changes made in the normal schedule of programs to NBC television outlets, thereby saving the cost of wiring a complete weekly schedule.

Three other suggestions also merited \$10.00 each. From Marjorie Geddes of the Research Library came the idea that "Book-Casting" be included on the mailing list to NBC affiliates. Harvey Gannon, WNBC, suggested a special

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KEY POSTS IN PUBLIC AFFAIRS & EDUCATION REALIGNED

Sterling Fisher, former adviser on Public Affairs and Education for NBC, has been appointed Manager of the Public Affairs and Education Department.

Mr. Fisher joined NBC in 1942 as Assistant Public Service Counselor. He has directed the network's University of the Air and blueprinted and supervised the NBC-United Nations project.

Margaret Cuthbert, who has been Manager of the Public Affairs and Education Department's organiza-

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S.O.S. . . .

Here's your chance to earn some extra money and lend your best telephone voice to the Research Department.

Research is looking for NBC-ites willing to give a free evening or Saturday to telephone interviewing NBC's television audience.

Interviewers will be paid by the hour. If you want to help out, call E. F. England, Ext. 207.

TELEVISION MILESTONES MARKED DURING MARCH

NBC television activities gathered momentum last month and spiraled into "one of the historic and memorable 'firsts' in video . . . the superb production" (Variety, March 24) of the NBC Symphony telecast on March 20.

Hitting the highlights of NBC's television progress, on March 11, WBAL-TV, Baltimore, the fifth station to join the NBC Television East Coast network, officially began operation with a specially scheduled network program. This event marked the first use of the new NBC television relay

network between Philadelphia and Baltimore. With the opening of the relay, NBC became the first video network with access to independent relay facilities between New York, Schenectady, Baltimore and Philadelphia.

On March 12, the first full meeting of NBC Television affiliates was held in New York to discuss plans for operation of their television stations. This brought together for the first time representatives of the 31 NBC television affiliates which will go on the air before the end of the year—the largest number of video stations affiliated with any network.

The first station affiliation contract in the history of television was signed on March 17 by Stanley E. Hubbard, president and general manager of Station KSTP-TV, St. Paul-Minneapolis, and Frank E. Mullen, NBC Executive Vice-President.

Following the lifting of restrictions on television music by the American Federation of Musicians on March 18, the curtain went up on March 20 on an exciting telecast of an all-Wagner concert by Toscanini and the NBC Symphony Orchestra—"a technically fine job" (John Crosby, N.Y. Herald Tribune), wherein "expert camera treatment contributed most toward giving the program historic overtones." (Variety.)

Two days later, the first telecast of a regular commercial NBC musical program was seen when the "Voice of Firestone" was presented on the NBC television network simultaneously with its regular network broadcast.

NORMAN BLACKBURN, WARREN WADE IN NEW TELEVISION POSTS

Norman Blackburn, formerly vice-president of the J. Walter Thompson Hollywood office, has been appointed National Program Director of NBC Television. Warren Wade, of NBC Television, has been named to the post of Production Manager. Both appointments became effective April 1.

Mr. Blackburn has taken charge of the over-all program planning for the rapidly expanding NBC video network. Mr. Wade is supervising program production of NBC's owned-and-operated stations.

During his association with J. Walter Thompson as motion picture supervisor, Mr. Blackburn originated and supervised production of the daily hour-long video program "On the Town" for the Association of Television Dealers of Southern California.

Mr. Wade, a pioneer in the television programming field, has been with NBC since 1930. He joined the Television Department in 1938 and was appointed production head in 1940.

HENRY LADNER PROMOTED

Henry Ladner, Assistant General Counsel of NBC, was appointed Assistant to John H. MacDonald, Administrative Vice-President, on March 15.

Mr. Ladner joined the Legal Department in 1935 and was made Assistant General Counsel in 1943. In his new position he will work with Mr. MacDonald in the supervision of the business management and service operations of the company.



WINIFRED M. CARTER, Editor

STAFF

Don Foley—Adv. & Prom.
 Kay Henderson—Cont. Accept.
 Joan G. DeMott—Controllers
 Hal McConaghy—Engr., Air Cond.
 Gordon Strang—Engr., Aud.-Vid.,
 Facilities
 Ed Watkins—Eng. Empire State
 Vincent Genzardi—Engr. Maint.
 Ed Stolzenberger—Engr. Master
 Control
 Mary Bell—Engr. Recording
 Willard DuBois—Engr. Studio &
 Field
 Mel Stickles—Bound Brook
 Bill Haerer—Port Washington
 Mary Heller—General Service
 Cal Wheeler—Gen. Ser.-Mail Room
 Jo DiMarco—Gen. Ser.-Steno.
 Jeanne Conkey—Guest Relations
 Rosemary Pfaff—Information
 Eileen Tobin—International
 Elizabeth Moloney—Legal

Bud Soden—National Spot Sales
 Fran Barbour—Network Sales
 Agnes Sullivan—News & Sp. Ev.
 Betty Smith—Personnel
 Roselle Hubel—Press
 Robert Wogan—Program — An-
 nouncing & Production
 Phebe Crosby—Music
 Tom Adams—Script
 Frank Loughran—Sound Effects
 Ray O'Connell—Supervision
 Hilda Watson—Public Aff. & Ed.
 Marilyn Costello—Radio Recording
 Willard Zurflieh—Research
 Marion Lucas—Station Relations
 Kay Collins—Traffic
 Anne Bachner, Rose Sheeky—Tele-
 vision
 Margie Doherty—Treasurers
 Betty Michaelis—Treas.—Pur.
 Frances Carlson—WNBC

A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

The management would like to receive more suggestions from employees.
 The management would like to pay out more money for suggestions—
 more in total, and more per suggestion.



Frank E. Mullen

Our friend Pat Kelly won the highest suggestion award in 1947—a \$500 Savings Bond. I hope somebody is going to win a \$1,000 bond in 1948. I hope a lot of people will win \$100 and \$50 bonds.

Are all the methods of handling work in your department as economical and efficient as they can be? I would like to think so, but I would guess that they could be improved here and there. In an organization like ours, some of our ways of doing things just grow like Topsy. We may use too many forms, or make too many carbon copies, or send stuff to too many people, or maintain records that nobody needs—just because it's always been done that way. Can't you suggest a *better way*?

Then too, we want suggestions of ways to build good will with our clients and stations and the public.

Television is brand new and full of possibilities. The Television Department has grown so fast that some of its routine has been improvised as we went along. This department offers a rich field for ideas and suggestions of things to do and better ways to do them.

Everyone is eligible for suggestion awards except members of the Management Committee and the Suggestion Committee. All suggestions are judged strictly on their merits. The name of the suggestor does not appear on the suggestion when it goes to the Suggestion Committee and to others whose opinion may be requested by the committee.

The smallest award for an accepted suggestion is five dollars. There is no maximum. The sky's the limit.

THE SUGGESTION SYSTEM . . . How It Works —



(Left) The beginning. Hamish McIntosh, Traffic, takes advantage of the Suggestion System to submit an idea for improving efficiency of service. (See Suggestion Winners, page 1.) . . . (Right) Mac's suggestion reaches Grace Anderson, Personnel, who acknowledges receiving it, records it in a control book, detaches Mac's name from it and assigns it a number. She routes it to the supervisor of the department concerned for review and comment.



(Left) The suggestion is then sent to the Suggestion Committee, Horton Heath, Director of Information, Ted Thompson, Personnel Manager and Committee Secretary, Clay Morgan, Assistant to the President, and William Hedges, Vice-President in charge of Planning and Development and Committee Chairman, who consider recommendations that it be adopted and grant an award. . . . (Right) The happy ending. Easton Woolley, Director of Stations Departments, congratulates Mac for his winning idea and presents him with a \$25 Savings Bond.

PROMOTIONS

The following NBC employees have recently received promotions.
 Peter, Affe, Television, from Apprentice Film Cutter to Program Assistant.
 Barbara Boyer, Engineering, to a new secretarial position.
 Lewis Brown, Television, from Production Aide to Program Assistant.
 Douglas Butler, Radio Recording, from Promotion Writer to Promotion Manager.
 Norman Cash, from Salesman in Radio Recording, to Station Relations Contact Representative.
 Kenneth Crothwait, Guest Relations, from Page to Main Hall Receptionist.
 Rosemary Curley, from Stenographic Pool to Executive Secretary, Legal.
 Patricia Denham, from Mail Reader in Information to Secretarial Assistant.

Miriam Lacomara, Station Relations, from Secretary to Executive Secretary.
 Jean MacIntyre, from Secretary in Advertising and Promotion to Executive Secretary.
 Evelyn Martocci, Secretary, Advertising and Promotion, to Secretary Executive.
 Anne McGuire, Guest Relations from Guide to Correspondence Clerk.
 Elizabeth McNamara, Station Relations, to Executive Secretary.
 Jean Milligan, from Executive Secretary, Station Relations, to Executive Secretary, Executive.
 Carol Moran, Radio Recording from Secretary-Clerk to Secretary.
 Robert Potter, from Television Student in Engineering to Television Engineer.

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It happens at NBC

ADVERTISING & PROMOTION

Have you heard the song "Saturday Date" which has been featured by a number of bands on the airwaves lately? Then you should know that this song was written originally for NBC's Audience Promotion Division as part of its plan for the over-all promotion of Saturday night programs. The record, as distributed by NBC, features Kay Kyser's orchestra playing the catchy tune and integrates spots from all the Saturday night programs. The idea was developed by Roy Porteous and Jake Evans in cooperation with the Ted Bates Agency and edited by Dick Blake.

The spring moving season brought a promotion for Jean McIntyre who is now established as Roy Porteous' secretary. Her former position in the Audience Promotion Division has been filled by Dorothy Orr, recent Berkeley School graduate from Hasbrouck Heights, N. J.

Newcomers to Room 217, but not to the company, are Doug Butler and Carol Moran from Radio Recording. They are handling promotion for that department.

Over three thousand dollars was raised for the Mountainside Hospital Children's Heart Service Clinic in Montclair, N. J., by a recent concert held there under the auspices of the 200 Club. President of the club is Aneita Cleary, Production Chief, who deserves a dozen Winchell-orchids for her work.

CONTROLLERS

We're back again in *Chimes* after a two months' "leave of absence". Now we are ready to report the following:

First, a young blond curly-haired boy walked into our office one day recently and asked to see Elda Artioli. To our amazement, we discovered it was Ferruccio Burco, the eight-year-old conductor prodigy from Milan, Italy. Miss Artioli arranged to have him taken on an NBC tour.

Second, wedding bells sounded for Marie Trischetti of our Revenue Section, who is now Mrs. Milo. Although her honeymoon has been over for several weeks, Marie is still walking in the clouds.

Third, we had to say farewell to Jackie McKenna. He left the company's employ to take a position with an advertising agency.

ENGINEERING

AIR CONDITIONING — A jolly crowd was on hand aboard the "Queen Elizabeth" one day in March to send Alex Chesnutt on his

way for a visit to his native Scotland.

Evangelo Sangas' recent promotion to Chief Engineer of this department has increased the number of "His Boys" to twenty-four.

Trapper McConaghy wound up the season with 26 muskrats to his credit.

FACILITIES—Alma Brogan, secretary to George McElrath, will be married to Leonard De Menna in May. They have a dream of an apartment, and Alma says "dream" advisedly because it is only a foundation at present.

Audio-Video Facilities announces the addition of Francis Connolly to its installation force. Frank, who was formerly with Maintenance, is well enough known to all to feel right at home.

MAINTENANCE — Waldo MacQueen has a new hobby—photography. It is rumored that as a boy his ambition was to be a crime photographer. He may realize this here at NBC, solving the Mystery of Lost Equipment. Another photography enthusiast is Art Schweiger. Art, we discovered, is also quite an artist. So if you're interested in portraits or photographic prints, look him up.

Bill Irvin is having the time of his life with the new Distortion Meter, trying to make distortionless amplifiers. Einer Johnson has just completed a new buzzer and light signal system for the shop, while Jack Ramsay and Clarence Davis are busy working on a new one line schematic for the Chimes System.

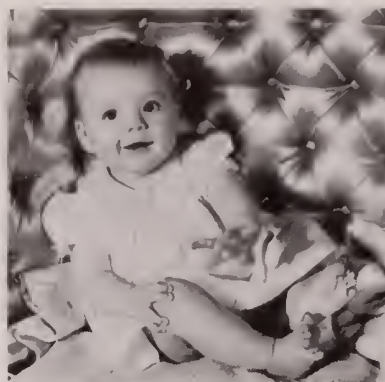
We welcome back to the fold Pete Prinz who has been away from the company for two years. He is now assisting Gordon Windham, our "mike" keeper.

Frank Connolly has been transferred to the Audio-Video group, and Art Hedler, to Television.

GENERAL SERVICE

BUILDING MAINTENANCE—Big doings in PBX. Pauline Kohler was given a tumultuous send-off with great fanfare—dinner at Ding Ho's and all the trimmings. The gals, impartial to what the stork may bring, presented Pauline with a check. Hers will be one newcomer minus the traditional surplus of blue or pink.

What has the White House got that we haven't? Egg-rolling at Easter? So have we! In Room 521. The bunnies were popping up all over when Maude Archer gave her girls a surprise Easter party.



Linda Ann Monahan is the lovely blonde blue-eyed grand-daughter of George Monahan, Protection.

MAIL ROOM — Bob Murray has left the mailroom and now calls Accounting his home . . . Ray Narvydas is back with us after a bout with, of all things, the measles . . . Hysterics are guaranteed if you ever catch Ernie White's impression of singer Rose Murphy . . . Ed Corsi is the newest member of the General Service bowling team . . . Dick Oelschlager is quite a man with a camera. His favorite subjects are empty "el" platforms and pigeons.

Jimmy Graham is going to have a very different vacation this year—a two-week cruise to the Bahamas, all expenses paid and furthermore, he will be paid to go. Jim is in the Naval Reserve and will be taking a training cruise on a destroyer.

STENOGRAPHIC — Almost every girl in 502 depends on Eleanor Rummo's straws for drinking their milk. It started like this. Ellie brought a small box of straws to the office one day. As soon as word got around that she had them, they went like hot cakes. Ellie no longer has a small box of straws in her desk. She replaced it with a jumbo size and a sign which reads "Help yourself".

We welcome Virginia Brown and Barbara O'Neill, newcomers to Stenographic.

GUEST RELATIONS

Many sincere thanks to John Casey for the wonderful job he did with this column in the past months. Mr. Casey has retired in order to get straight "A's" in all his courses at Columbia.

There should have been a shingle hung from atop the door leading into room 253 with large black letters reading "THIS IS JUST THE BEGINNING". When Heraclitus adopted his famous theory of "change is the all" he must have foreseen our department, for change is one thing we have plenty of.

Bernard Martin, former Cashier, has left for the huge open spaces of Texas where he will get his chance to do a bit of announcing. In his place the now retired Guide, David Murray, reigns among the silver coins and green backs.

Edwin Taffe has at last landed the job of his dreams in the Engineering Department.

As you enter Main Hall you can't help but smile back at that tall, cheerful receptionist who makes everyone feel extra welcome to NBC. Who is he? Ken Crosthwait, who has been advanced from the Page Staff to take Ed Taffe's place.

Something new has been added to the Ticket Division—vivacious, redhaired, Anne McGuire, who came to us from the Guide Staff to replace Alice Kennel. Alice has been promoted to the Information Department.

Speaking of the Ticket Division, we bid good-bye to Al Eichen. We're mighty happy that Al has been given his chance to do the one thing he wants most—announcing. The station is WISL in Shamokin, Pa. Bob Fisk moves up the line to take Al's job as Broadcast Ticket Clerk. Jack Hoskins, another ex-Guide, enters Tickets to take over where Bob left off.

Many, many welcomes extended to Eugene McGuane and Vincent Marcle, new members of the Guide Staff, and to Gerard Breiten and William Grainger who recently graced our Page Staff.

We're going to miss our favorite Ticket Division Supervisor, Helen Clarkson, when she leaves us this June to marry her favorite redhead.

Mike Sheremetiew made his radio debut over WNBC with Room 416. It was a great experience for him and he says he got a mighty bad case of mike fright.

INFORMATION

The Information Department bids farewell to Betty Bergen who recently joined the staff of the Television Department. Betty will be missed by her fellow workers here, but her post as secretary to Anita Barnard is being capably filled by glamorous rehired Patricia Denham.

Alice Kennel has come from Guest Relations to join our informative group in 952. We expect great things of Alice as she brings with her a wealth of experience in dealing with our interesting though exacting public as encountered through the Ticket Division.

Don Passante has joined the Information Department as Staff Assistant. His shingle has been hanging in room 732 since early March.

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THE STATIONS DEPARTMENT

When Easton Woolley, Director of NBC Stations Departments, began to discuss the work of his department for *Chimes*, he compared it to that of the circulation department of a newspaper or national magazine. To explain, the broad function of the Stations Departments is to deliver our network programs to their distributing points, NBC's 170 affiliates.

The Stations Departments actually are a group of three other departments: the Station Relations Department, the Cooperative Programs Department and the Traffic Department.

THE STATION RELATIONS DEPARTMENT

The Station Relations Department is the point of contact at NBC to which the affiliated stations bring all their problems. This group is set up to act as liaison between our affiliates and all other departments of the company.

Sheldon B. Hickox, Jr., is Manager of Station Relations. He is assisted by E. B. Lyford, Assistant Manager, and four Station Relations contact men in New York, one in Chicago and another in Hollywood.

The Station Relations men provide the channels through which much of the information on programs, promotion, engineering and all other matters goes out from the company to the affiliates, and conversely, comes back from them to NBC. When the Program Department wants to put on a new network program, when Network Sales wants to clear time, when Promotion sends out a kit on the *Parade of Stars*, the Station Relations men get into immediate con-

tact with the stations affected. On the other hand, when the affiliated stations need any advice from NBC—it may be a question of feeding a program to the network, canceling a program for a local special event, or even hiring a new announcer—they seek out Station Relations, who, if it doesn't have the answer, knows where in the company to find it.

Stations seeking affiliation with NBC knock on the doors of Station Relations for admittance. It is the responsibility of the Department, in particular, of "Buck" Lyford, to screen applicants, see if they are needed on the network, analyze the competitive situation, and then make recommendations to company management. Fitting a new station into the network is comparable to fitting a piece into a jigsaw puzzle. Each piece must fit into place snugly, so that the completed network is able to cover the nation with programs.

In order to facilitate handling the problems of the affiliates, each of the contact men has more or less specialized in one particular phase of the over-all Station Relations job. John Murphy devotes most of his time to looking after their needs as far as commercial programs are concerned. Carl Watson works closely with Advertising & Promotion, selling the *Parade of Stars* to the affiliated stations. He promotes the idea of their using our promotion material, so that our programs will receive proper coverage. A great deal of Norman Cash's work is on Public Affairs and Education programs which are fed to the affiliates.



The Stations Relations secretaries are as charming as they are efficient. Standing l. to r. Marion Lucas, Adrienne Krucher, Elizabeth McNamara, Eileen Auger, Vivian Carrol. Seated, Miriam Lacomara, Barbara Bulger, Muriel Morgan.



Easton Woolley, seated, is the Director of the Stations Depts. Standing, l. to r. are E. B. Lyford, Ass't Manager, Station Relations; Sheldon Hickox, Jr., Manager, Station Relations; H. A. Woodman, Manager, Traffic; and Steere Mathew, Ass't Manager, Traffic.

In Chicago, A. W. Kaney works on all these Station Relations jobs for NBC's Central Division affiliates. Jennings Pierce represents NBC to the Western affiliated stations from Hollywood.

When a station becomes affiliated with NBC, Joseph Merkle, Station Relations Supervisor of Affiliated Contacts, works with the Legal Department, preparing all contractual agreements with the stations. The contracts cover time given to network programs, length of affiliation, manner of payment—all the arrangements with stations necessary for the broadcasting of our programs—and what we, in turn, will do for them.

The contact men are a widely traveled bunch. Last year they covered more than 70,000 miles in these United States. At that rate they could have been around the world almost three times. Besides hurrying off to general radio industry meetings and arranging and attending NBC Workshops and the annual NBC National Convention, they periodically visit every station on the network.

Through all these personal contacts, the Station Relations men get to know the affiliated stations' owners and managers. They find out what the stations like about NBC and what they don't like. They know how the stations feel on basic issues and what their reactions will be toward programs NBC may offer—all of which furthers smooth and harmonious station relations.

And if the station owner wants two tickets to the NBC Symphony on a few hours' notice or decides that autographed photos of NBC executives should decorate his office, well, obtaining these is as much a part of the Stations Relations job as answering "How soon shall I get into television?"



Mary Jo Peterson, receptionist, welcomes stations representatives to Room 510 and to all outside meetings arranged by Station Relations. Standing are Station relations contact men: John Murphy, Carl Watson, Joseph Merkle and Norman Cash.



Steve Flynn and Burton Adams, Manager of Cooperative Programs.

FLASH!

As *Chimes* went to press, it was announced that Easton Woolley would take on the added responsibility of supervising the Station Relations and Traffic operations of the company's television activities.

Charles Bevis, who has been handling these matters in our Television Department, has been temporarily transferred to the Station Relations Department.

THE COOPERATIVE PROGRAMS DEPARTMENT

To clarify any vague ideas you may have about what a cooperative program actually is, here is a definition. A cooperative program is a network show which is sponsored locally on individual stations.

To Burton Adams, Manager of Cooperative Programs, falls the job of promoting and selling these co-ops to our affiliated stations. He must also approve all sponsors of the programs. Sales and audience promotion brochures for the cooperative shows are prepared by Steve Flynn.

The cooperative programs give NBC affiliated stations the opportunity to sell a network produced show to a local business concern.



Posing before the Traffic Operations Board showing station line-up for Mondays are John Hilton, seated, and Walter Wiebel, Charles Kelly, Kay Collins, Russell Strebel and James Connor.

or organization. The programs have a prestige value not only to the stations carrying them but to the local drug or hardware store sponsoring them.

The co-ops may also be bought on a regional basis to serve a wider market or by national accounts on a national spot sales basis. Approximately 175 sponsors use NBC cooperative programs to advertise their products.

At present Burton Adams handles six cooperative programs—five news programs, the daily *World News Round-up*, the Sunday *World News Round-up*, Robert McCormick, H. V. Kaltenborn, and *News of the World*, and Bob Ripley's *Believe It Or Not*.

THE TRAFFIC DEPARTMENT

The Traffic Department, under H. A. Woodman, Manager, and Steere Mathew, Assistant Manager, is concerned with the most efficient and most economical methods of shipment of our programs to our affiliates. It supervises the distribution of programs to the stations over our wire-line facilities, and is

responsible for getting each individual program from its point of origination, or several points of origination, to the particular group of stations which are to broadcast it.

To organize this complex job the Traffic Department is divided into five groups—Traffic Operations, Commercial Traffic, Sustaining Traffic, Communications and Station Reports.

New York Traffic Operations, supervised by John Hilton, is the Network's main traffic control point, with Paul Gale in Hollywood providing a relay and sub-control point for West coast Traffic Operations.

The six members of NY Traffic Operations coordinate and maintain on a Traffic Operations Board which completely covers the wall space in Room 562 all information concerning the operation of the network. Here they have at their fingertips all details received from Program, Sales, News and Special Events, and the other divisions in Traffic. On the Board are shown in 15 minute periods all present and future shows, stations available and not available; regular and special facilities; and service available to stations.

For the entire broadcasting day, from 7:30 a.m. to 1:00 a.m., New York Traffic Operations is in contact with the Communications Companies to secure from them wire and radio facilities necessary to provide a constant flow of programs from points all over the world.

To coordinate the network's 17,500 miles of permanent circuits and temporary long line facilities, Mr. Hilton's group is in constant touch with our affiliated stations to keep them adequately informed on program operation—the exact moment a program will start and on what cue; the exact moment it will conclude and on what cue; cues and timings for the operation of the program while it is in progress, such as switching from point to point and sectional announcements; procedure to be followed in case a program runs short or overtime.

John Boylan supervises the Commercial Traffic group which, as its name indicates, is in daily contact with the Sales Department and affiliated stations on all routine matters concerning commercial programs. When Sales has a new show for the network, Commercial Traffic immediately informs the stations of the format and talent, sponsor and product, finds out if they are available to carry the programs, then reports back to Sales.

Commercial Traffic also arranges for all cut-in announcements, handles notification to stations of contests, talent changes, time changes, different points of origination, and



In the back, l. to r., Gwen Culbertson, John Boylan and Hamish McIntosh of Commercial Traffic. Foreground, Margaret Reibhoff and Bill Forrester of Station Reports.



Foreground, Sandra Needham and Alice Weyrauther complete Stations Reports group. Rear, Elaine Hollywood and A. M. Caramore who handle Sustaining Traffic.

other similar details.

The routine is essentially the same in Sustaining Traffic. For information on sustaining programs, A. M. Caramore is in daily touch with the Program, Special Events, and Public Affairs and Education Departments. This she relays to the affiliated stations.

Quite often the day-to-day schedule is broken with the rush of a special program. On the day that President Truman was to speak before a special session of Congress last month, almost before Miss Caramore had had a chance to check the Traffic Operations Board

and find out the disposition of the network, the affiliated stations were clamoring to know if NBC was covering the speech. From the Board, the stations were lined up and notified of the special program which would cancel any other sustaining or commercial show at that time.

Meanwhile, the affiliated stations report to NBC daily on the network programs which they have carried as contracted or canceled, perhaps, because of power failure or because a local basketball game took precedence. These reports come into Station Reports, which is supervised by Margaret Reibhoff. Her group checks them and prepares a certificate of performance on commercial programs for the Sales Department. A monthly chart made up by the group also reports the picture on sustaining programs.

Most of Traffic's business is carried out by wire. Add other company business handled in the same way, it means that Communications takes care of about 3500 telegrams a day, which according to Louis Zangaro, Chief Dispatcher, is as many as would be handled daily by a city the size of Trenton. The day in Communications begins at 9 a.m., and before it is over at 12 midnight, the operators may have contacted most any point on the globe, from the Music Department at NBC by means of the interdepartmental circuit to Honolulu, Hawaii via RCA Communications.

Looking at the three separate groups which together make up Easton Woolley's Stations Departments, it might be said that Station Relations and Cooperative Programs handle all but the routine matters involved in getting a program to an affiliated station—while Traffic handles the routine. Between them they are in daily contact with all other departments of the com-



Kathleen Godson, Steere Mathew's secretary, and his assistant Al Frey supply cost quotations for facilities, check communications and facilities bills. Margaret Hadley, H. A. Woodman's secretary was absent at time pictures were taken.



The Communications Division: Standing, l. to r. Stephen Kalman, Arthur Artino, Edward Huessler, Robert Rudick, Joseph Branagan, Martin Ford. Seated, Fred Kenworth, Alice Bakmazian, Veronica Ulrich and Louis Zangaro.

pany and with all of NBC's affiliated and owned-and-operated stations. To them go the plaudits for the smooth functioning of the distribution end of NBC's business.

IT HAPPENS AT NBC

(Continued from Page 3)



The Information Department's appointed candid camera man, Bob Tiedje, tries out his flash-bulb technique on his co-workers. Starting from the back are Kathryn Cole, Betty Bergen, Joe Roth- enberger, Pat Dunham, Dick Stahlberger, Rosemary Pfaff and Anita Barnard.

We extend congratulations to Horton Heath on the arrival of his third grandchild, Charles Oliver Wellington II, born March 20 to Mr. Health's daughter and son-in-law, Mr. and Mrs. Roger U. Wellington of Hartsdale.

INTERNATIONAL

Vicariously, anyhow—The Commercial and the Soap Opera have entered International life. Erberto Landi of the Italian section records a commercial in New York for Standard Brands. It's then shipped to the Italian Network to sponsor a series of soap operas.

One last winter anecdote—You can live in the woods and work in the metropolis. So believes French Section Head Fernand Auberjonois. Auberjonois commutes by jeep, a red and grey model, his pride and joy. When the big storm of '47 smothered the East, he plowed his way to work. When the ice storm paralyzed the country, he was delayed, but still his journey come to the end in mind, Radio City. The elements failed to stop him, but a little skunk succeeded. One bright and crisp morning our French language announcer found one of nature's pets parked in the middle of his driveway. Not even the threat of sudden death by jeep tempted the animal to move. No horn-blowing or coaxing could budge him. As the road was just wide enough for the car, and the snowbanks were the size of a Buckingham Palace guardsman, there

seemed no solution. Reinforcements came in the shape of a gardener armed with a BB gun. The whole episode took well over an hour. Auberjonois arrived at the office late and broken in spirit.

Welcome to W. Donald Catterson, receptionist, Nicholas Courtessis of the newsroom, and Joseph de Chima of the French Section.

Overlooked — Pat Hennessy, Frank Nesbitt's secretary, claims that she was never officially welcomed in *Chimes*. This is an apology and a special welcome.

Romance—English Section's Judy Morley came in one Monday with a really sensational ring. By the next Monday she announced tentative wedding plans for the week preceding Easter. Who says women can't make up their minds—just depends on the subject matter!

Out of the saddle — If Alan Strong, NBC's basketball coach and writer-announcer in the English Section, looks wistful at the title "Little Darlin'", it's because he's remembering the days when working for radio meant adjusting his 10-gallon hat, strumming his guitar and lamenting his late horse, "Little Darlin'".

LEGAL

We watched unbelieving as Henry Ladner packed up and left Legal for another part of NBC. Dave Adams takes up where he left off, and both have our best wishes.

Tom Ervin, formerly Chief Deputy to General Taylor and war crimes prosecution, left the drama of the courtroom at Nuremburg, Germany, for the quieter life at NBC.

Just before Bea Horn changed her name to Mrs. Vincent Daily, the entire Legal Department gave her some lovely silver. Bea is mighty proud of both her new name and new silver.

Paul Lynch starts every April by celebrating his birthday on the 1st. With Mr. Denny's on the 11th and Bea Daily's on the 16th, we have to "stagger" our congratulations.

NETWORK SALES

Here's more proof, if any's needed, that NBC programs often do much more than entertain. Ed Hitz and Phil Porterfield were visiting executives of the DuPont Company in Wilmington recently where William Hart, Director of Advertising, disclosed that many schools throughout the country are recommending that their students listen to the *Cavalcade of America* series in connection with their work since the programs deal with historical and scientific subjects in an interesting and informative manner. Mr. Hart said that his organi-

zation was very proud of this, and certainly NBC may rightfully feel a glow of satisfaction for its part in providing programs of such distinction.

NEWS & SPECIAL EVENTS

Spring showered new honors on the News & Special Events Department. Red Mueller received a citation from the Overseas Press Club for best reporting of foreign affairs from abroad by radio. Here at home, John MacVane was elected president of the Association of Radio News Analysts. Morgan Beatty, NBC Washington commentator, received the National Headliners' Club medal for "outstanding assigned radio reporting" during 1947 for his reporting of the Texas City explosion last April. On a special flight to the West Coast, Buck Prince stayed in Tulsa long enough to be made an honorary "brave" in the Osage tribe.

PERSONNEL

The biggest news in Personnel last month was the long anticipated moving. Now the Records and Research Division is located where Employee Services and Ted Thompson used to be. Employee Services is in 512, and Ted is in the former home of Bill Roden, Neil Knox and Eleanor Nadeje. Although for a few days our major job became trying to find belongings that had been moved during the nightly transformations, the temporary hub-bub has resulted in lovely fresh paint and additional space.

Happy Birthday to Eileen Tevlin, and Happy Anniversaries to Ernest de la Ossa and Ann Culbert. Mr. de la Ossa received a baseball autographed by all of Personnel for his six years of service. Annie, who has been here one year, received an Easter basket from her cohorts in the Record Section.

PRESS

Photo Editor Sid Desfor, in Hollywood for several weeks on picture assignments, had much to report about our West Coast associates on his return. He brought "hello's" from Max Bowman, formerly of New York's Accounting Department; Evelyn Hale, one-time secretary to Herbert Muller; Bruce Kamman, who once worked in New York Production; and Jack Lightcap, formerly of New York's Sports and News Departments. In addition, Sid brought personal regards from Dennis Day to Peg McNeany.

Betty Foulk was amazed and amused to find her marriage to David Zingg reported in the *Daily Mirror* on March 8, listed in Edward Zeltner's column, "Over the

River" in the "Monday's Wash" department.

Mary Ruiz, in addition to swimming, bowling and tennis, plays basketball one night a week. A couple of weeks ago, she was jounced by a member of the opposing team to the extent that she landed on the floor with bruises on each arm. Adding insult to injury, the girl who pushed her leaned over and said, "For goodness sakes, don't play so rough!"

PROGRAM

MUSIC—Brahms and Tchaikovsky have given way to Beneke and Krupa in the Record Library. Classically-minded Kirk Willis is on six months' leave to attend to a matter of motherhood; and Jack Beecher of the terrific ties has taken over on the fourth floor.



Ellis Crow has ceased ushering the public into (for example) the Firestone show in order to dig out the music for (for example) the Firestone orchestra. Ellis majored in music at San Diego State College, and studies conducting now with the National Orchestral Association.

Apologos of conducting, Warren Scofield is developing a Masonic Choir out at the Hillside Lodge in Woodhaven, L. I. It is the only group of Masonic singers larger than a quartet in existence in New York City; and, judging from Scof's cheerful expression on Friday mornings, it makes an increasingly nice sound.

Frank Heffer, our Music Buyer, has been out several weeks very ill with pleurisy and pneumonia. Scof has temporarily taken over his desk and phone, and keeps us supplied with music; but we miss Frank's invariable good cheer and bad puns.

Hearty congratulations to Vince Mitchell on his promotion to Operations Assistant to Arch Robb.

Eddie Dunham is scheduled to leave with Bob *Believe It or Not* Ripley on the latter's tour of the Orient.

All our best wishes to Gloria Clyne who takes her wedding vows the early part of May.

SOUND EFFECTS—Clem Walter is off on another trip to Florida...



Arthur Austin was most favorably impressed with the wonderful hospitality afforded him in Charleston, W. Va., during his short visit recently as producer of one of the Orchestra of the Nation broadcasts. He is shown here, second from right, with l. to r. John Phillips, Manager, Station WGKV, Charleston's NBC affiliate; R. C. Andrews, Charleston Mayor; Clarence W. Meadows, Governor of West Virginia; and H. L. Snyder, President, Charleston Symphony Orchestra.

Our No. 1 man Fred Knopfke is getting a "new look", very becoming, on his Hollywood diet . . . Ted Hans of Set-Up is in the market for a soup-and-fish to attend the coming marriage of his only son.

SUPERVISION—Central Booking became less centralized when Mary Cooper and Phyllis Christianson transplanted their typewriters, stencils, and files to room 252, just outside Pat Kelly's door. "Just opening up a branch office", says Walt Ehrgott, Central Booking Supervisor.

If you have trouble extracting information from that little green book published by C. E. Hooper every two weeks, just poke your head into the Program Conference Room, and you'll find it all there on a mammoth chart prepared by the Research Department. Not only does the chart contain rating figures for the four networks, but it shows, by means of color graphs, who's on top of the heap, at any hour of the day, and how NBC gets that way.

Peggy Harrington was married Easter Sunday to Donald E. Kofko in St. Helena's Church, in the Bronx. The couple honeymooned in upper New York State.

PUBLIC AFFAIRS & EDUCATION

With the realignment of the Public Affairs and Education staff, Hilda Watson, former secretary to Sterling Fisher, has become Office Manager. Hilda is one of the foundation pillars of the original NBC Education Department which was under the direction of Dr. Franklin Dunham.

Ellen Breen joins the department as secretary to Mr. Fisher. Ellen

is not new to NBC, however, coming to Public Affairs and Education from Dr. J. R. Angell's office.

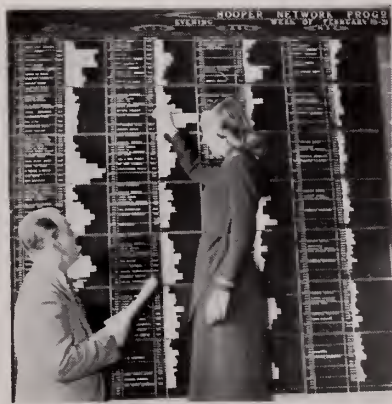
Only veteran secretary in the department now is Mrs. Corwith's Betty Quinn. Come to keep her company are Jean Butterfield, Miss Wagner's new secretary, and Jane Percival, who recently came to us from the Script Division to be secretary to Miss Cuthbert.

Nancyann Woodard who did research on *Home Around the World* for NBC between her Junior and Senior years at Cornell is back with us again in the capacity of Research Specialist for *Living*—1948.

RADIO RECORDING

We were all very glad to see Bob Friedheim walk in the office after a few weeks' illness. George Stevens finally won out in his battle with the flu and is also back among the family.

Don Mercer, fresh in from the southern tip of Canada, gave us a



Howard Gardner and June Norman, Research Ratings Division, post Hooper ratings on new Ratings Board recently installed in the Program Conference Room.

"hello y'all", but the biggest news of all comes from Peg Pollard. When I cornered her in the hall the other day and asked her what was new, the reply was "nothing new—except that in two weeks I'll be off for ARABIA." When I awoke from my faint, the details were related to me. As secretary for an oil firm, Peg plans to be away for two years. Her first assignment was to go on a shopping spree, which is a task any girl would find easy to perform. The list of "necessities" included an evening gown to be worn when she is presented to the Prince, as well as fourteen pairs of walking shoes.

STATIONS

STATION RELATIONS — From 510 to 610! That's what happened to Jean Milligan, who is now taking Mr. Trammell's dictation.

After Jean's departure, Sheldon Hickox acquired Miriam Lacomara as his secretary.

Norman Cash has joined the Station Relations family, stepping into Carl Cannon's shoes. Muriel Morgan assumed secretarial duties in Mr. Cash's office.

It must be love! Barbara Bulger finally finished those argyle socks. Or rather, sock. After many tedious hours of dropped stitches she did manage to complete one sock which she gave to her man, and what do you think he did? He wore it!

TRAFFIC—If you ever are looking for the Traffic Department after five on Thursday nights, walk over to the nearest automat and hiding in the corner you'll find seven or eight of them gouging themselves with food prior to bowling. Marge Hadley walked in one night and was surprised to see Walter Wiebel and Al Frey. On looking a little further she found, all at one time, Jack Hilton, Russ Strebel, Peg Riebhoff, Kay Collins and Elaine Hollywood. While on the subject of bowling, NBC is again in possession of the cup that has been passed back and forth between us and AT&T for the past few years. Every year the two teams get together and bowl three games, with the silver cup going to the winner. On March 18, NBC walked away with it after two games.

If you see Gwen Culbertson walking around with drooping eyelids these days, it is most likely due to the fact that Gwen and her brother get up at 5:30 a.m. to bike ride till seven.

Alice Jacobs had a call one day recently from her husband who told her that there had been a fire in their apartment. Alice came in the next day with the sad story of her furniture being water soaked and

the apartment a complete mess. She and Eddie are industriously working to put it back into shape.

TELEVISION

Miriam Goss donned bridal white on Easter Sunday . . . Ira Skutch is planning on an April wedding to a lovely Dixie belle.

Welcome to the following newcomers: Richard Goode; Bob Rippen; Al Neuman from G.R.; Joyce Olsen from Radio Recording; Marie McDonald, Bob Shelby's new secretary; and Doris Haines, F. A. Wankel's secretary. We're also glad to have Bob Sarnoff join the happy group in 294.

The Television Promotion Department which comprises at the moment, Edith Lisle, Lance Ballou and Bill Webb, have moved to 758, Norm Cloutier's former suite. Nick Kersta and entourage Gus Kettler and Barbara Graham, have moved into Lloyd Egner's former office, 788. You'll find Ray Kelly beaming from behind his desk in 785. Betty Bergen is Ray's new secretary, and Telexploitation boasts of Dick Hooper and his secretary, also a newcomer, Vivian Zingrebe.



Bobby Wade, Jr., the strapping year-old son of Bob Wade, Television. Father maintains son's favorite food is paté de foie gras which may account for his 28 lbs., 32 inches.

PROMOTIONS

(Continued from Page 2, Column 4)

Peter Ratyca, from Helper in Engineering to Technical Assistant.

Patricia Roche, from Secretary in Television to Executive Secretary, Executive.

Andrew Switzer, Television Student in Engineering to Television Engineer.

Orland Tamburri, from Television Student in Engineering to Television Engineer.

Harold Terrell, International, from Intermediate Writer-Announcer to Senior Writer-Announcer.

Hilda Watson, Public Affairs & Education, from Secretary-Assistant to Office & Budget Manager.

THE SYMPHONY INSIDE THE CONTROL BOOTH

The next best thing to a ticket to the NBC symphony was, of course, an armchair by the side of your radio. Now you'll have to buy a television set—but that's a different story. What we really want to talk about is the Symphony as heard in the control booth and the engineer whose task it is to obtain for the radio audience as much of the orchestral quality as is possible—in other words make you feel as if you actually were in Studio 8H.



Charles Grey and Don Gillis in the control room at rehearsal for an NBC Symphony broadcast.

"You'll never get what you're looking for," declared Charlie Grey as he turned several dials on the control board in an effort to find the right combination of microphones and so do full justice to the *Overture* from *Tannhauser* which Toscanini was rehearsing. "If you really want to tear your heart out, you could go out there,"—he pointed to the studio auditorium—"come back here and then just try to reproduce what you've heard."

So Mr. Grey continued to listen and "fiddle", a term supplied to his dial twistings by Don Gillis, the producer who was following the score of each selection for timing.

Both men are qualified musicians

—trombonists. Don Gillis is a composer in his own right, having had his *Symphony for Fun*, No. 5½ conducted by Toscanini a few months ago.

During rehearsals, Charlie Grey tries out several combinations of microphones, picking up sound from different directions with varying degrees of intensity. He listens for perfect orchestral balance, getting all sections at all times so that the radio audience will hear an orchestra not just a collection of instruments. Between numbers he may change the position of the microphones since the dynamic range—the *crescendos* and *diminuendos*—is obtained solely by the placement of the mikes, not by volume control in the booth.

Every number presents different problems for the engineer. Sometimes, however, he can solve them with less difficulty than Toscanini. In one section of the *Bacchanale* from *Tannhauser* a thirteen piece orchestra composed of harp and woodwinds plays offstage with four solo violins playing onstage. A twist of the mike dials can achieve this effect easily. It took several movings, however, before Toscanini found the right spot for his musicians.

At the final rehearsal, Charlie makes up his own score or log sheet from which he will know which mikes and how much of each should be used for the broadcast. After two and one-half hours of rehearsal in an empty studio each Wednesday, Thursday and Friday, along comes Saturday and a full house. What happens? High frequencies are absorbed. But Charlie has taken care of that during rehearsal too, with a floor mike which compensates for the audience. So while you're at home listening to the Symphony, feeling as if you were in Studio 8H, Charlie Grey, who is there, still isn't putting over those mikes what he really wants. And that's what comes of being a perfectionist.

Mrs. Corwith joined NBC in 1941 as assistant to Dr. James R. Angell, NBC's Public Service Counselor. She has visited every state in the union explaining the operations of national broadcasting. Miss Wagner is a leading authority on home economics. She is currently technical adviser for the *Living—1948* documentary series.

SUGGESTION WINNERS IN MARCH

(Continued from Page 1, Column 2)

polishing cloth be used for cleaning all recordings in trial tests. A safety hazard in the Mail Room was eliminated by Joseph Venum's suggestion that the aluminum stripping on the borders of the Mail Room tables be replaced by rubber moulding.

\$5.00 was voted to Mary Ruiz, Press, for her idea that a special masthead be designed for the biography paper used by the Television Department.

In view of NBC employees' high interest in television activities, Ray



Stork Talk

To Howard Firestone, Engineering, his second child, a daughter, Antonia, on February 28.

To Russell Strebel, Traffic, his second child, a daughter, Susan Irene, on March 11.

To Maurice Friedlander, Press Photo, his first child, a daughter, on March 25. Name: Susan Joy.

Levine of Research won \$5.00 for the idea that television releases of "Trade News" be posted on the bulletin boards from time to time.

A third \$5.00 went to Janet Sichel of Personnel. She suggested a change in the heading of forms used in the Personnel office, which would lead to greater efficiency in handling and filing the forms.

NBC BOWLING LEAGUE

On March 25, with seven weeks to go, bowling scores lined up as follows:

Team	Won	Lost	High Game	High Series	Average
1. Controllers	59	33	892	2550	794.68
2. Gremlins	59	33	802	2183	667.74
3. Traffic	58	34	879	2530	764.97
4. Studio Grips	58	34	841	2435	701.93
5. Engineers	55	37	902	2583	778.61
6. Research	54	38	836	2238	698.62
7. Radio Recording	49	43	892	2423	738.55
8. Spot Sales	44	48	841	2257	682.42
9. Construction	43	49	900	2562	756.62
10. General Service	41	51	823	2345	718.45
11. Accounting	40	52	803	2234	701.09
12. Recordettes	40	52	702	1942	566.85
13. Gadgeteers	38	54	827	2288	705.68
14. Radio Rogues	38	54	707	2053	640.36
15. Set Ups	31	61	686	1881	579.22
16. Audio Video	29	63	766	2059	633.62

Individual high game of 267 is held by Neil Knox of Personnel. Robert Burholt of Controllers heads the league in individual averages with 171.94.

Among the women, Joan DeMott of the Gremlin team is tops in game and average, holding 212 and 157.08 respectively.



The Research Bowling Team presents pictorial evidence that the boys have been bowling over their heads in the NBC Bowling League.



FOR SALE—22-jewel Hamilton watch, Army chronometer. Valued at \$120. Will sell to highest bidder. Peg Harrington, Ext. 296.

WANTED—That old ping-pong table that's been gathering dust in your playroom. Dot Reusch, Ext. 8494.

WANTED—A safe, small to medium. If you have an old one and want it carted away, call Agnew Horine, Ext. 264.

WANTED TO EXCHANGE—4-room apartment, 2 flight walk-up, Kew Gardens, cool in summer, plenty of steam in winter, \$75 per mo. for 2½ room apartment in Manhattan. Martha Carlson, Ext. 8436.

KEY POSTS IN PUBLIC AFFAIRS

(Continued from Page 1, Column 2)

tion division, has been named Director of Public Affairs. Doris Corwith, formerly Manager of the talks division of the department, has become Director of Talks and Religious Broadcasts, and Jane Tiffany Wagner, hitherto Assistant Manager of the organizations division, has been appointed Director of Education.

Miss Cuthbert joined WEA (now WNBC) in 1925 as Manager of daytime speakers. She has also directed women's and children's programs for the network.