



# Chimes

## NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JULY • 1948

VOL. 6 NUMBER 5

### TOM McFADDEN WNBC MANAGER AT 31

Started as Page 14 Years Ago

A month ago Tom McFadden became Manager of WNBC after fourteen years with NBC and at the age of thirty-one.

Tom came to NBC one Friday the 13th in 1934—and, so he says, the 13th has been his lucky day ever since. A year in Guest Relations proceeded smoothly except for one event, which he still shudders to recall, when he carried unflinching obedience to orders so far as to keep even NBC's then Executive Vice-President, R. C. Patterson, from entering a studio. Firmness—or maybe it was the date—was rewarded. Along came another 13th and he got his first raise; then another, and he was elevated to copy boy in the newsroom.

With the *Von Hindenburg* disaster came the turning point in Tom's newsroom career. Alone in the newsroom when the flash came, he obtained air time and broadcast the  
(Continued on Page 2, Column 3)

### TELEVISION TRAINING PLANNED FOR NBC AFFILIATED PERSONNEL

On August 2, the first class in NBC's Television Training Program, recently inaugurated for the benefit of its affiliates who are in, or planning entrance into television, will be held here in New York.

The program offers key personnel from the network's affiliated stations an opportunity to learn Program and Engineering techniques which will be of value to them in setting up video activities at their stations. The course is limited to Station Managers, Program and Production Managers, Chief Engineers and their assistants.

Three weeks, totaling 120 hours of instruction will be given in on-the-job training, conferences and classroom lectures. Certificates will be issued to all trainees who complete the course.

(Continued on Page 3, Column 1)

### CHARLES R. DENNY ELECTED NBC EXECUTIVE VICE-PRESIDENT; GUSTAVE B. MARGRAF NAMED VICE-PRESIDENT AND GENERAL ATTORNEY



Charles R. Denny



Gustav B. Margraf

### NBC TELEVISION FEATURES SERVICE FORMED

Russ Johnston, Director

The NBC Television Features Service was created last month as a division of the Television Program Department.

Russ Johnston, formerly a vice-president of McCann-Erickson was appointed Director of the new operation. N. Ray Kelly who has been Administrative Assistant to the Director of Television Operations has been named Assistant to Mr. Johnston.

Mr. Johnston, who assumed his new duties July 1, will serve as liaison between NBC and Jerry Fairbanks, Inc., in the production and procurement of film for television. He will direct the distribution and sale of film features to the NBC affiliated television stations. In addition, the sale of NBC's Live Feature Service programs will be incorporated in the new division under Mr. Johnston's direction. He will also work with the Stations and Sales Departments in expanding and expediting the network's service to its affiliates by means of coaxial cable, radio relay, video-recorder and film.

Joe Milroy, Frank Lepore, Beulah Jarvis, Film Acceptance Editor, Victor Borsodi and Margaret McGlynn have been transferred to the Television Features Service.

### STATE DEPT., NBC ENTER NEW INTERNAT'L PROGRAMMING CONTRACT

On July 1, NBC entered into a contract with the State Department which provides that on October 1, 1948, the Department will take over the international programming functions formerly conducted on its behalf by NBC.

In making the announcement, Niles Trammell, NBC President declared, "This is in accordance with NBC's position that responsibility for 'Voice of America' programming should be centralized in an agency of the Government.

"This contract also provides that during the interim period from July 1 to September 30, 1948, NBC will continue to supply the State Department with programming services for international broadcasts, but the State Department is to be solely and exclusively responsible for the final form and contents of these programs. . . .

"In connection with its plans for staff expansion, the State Department has indicated that it will give prior consideration to the personnel of the companies who have been engaged in programming 'Voice of America' broadcasts.

(Continued on Page 3, Column 3)

Charles R. Denny, Vice-President and General Counsel of NBC since last November 15, was elected Executive Vice-President at the regular monthly meeting of the Board of Directors on July 2.

Mr. Denny takes over one of radio's top posts, that of General Manager of the nation's No. 1 network, at the youthful age of 36.

Gustav B. Margraf, in charge of the Washington office of Cahill, Gordon, Zachry and Reindel and legal representative of NBC in Washington since 1942, has succeeded Mr. Denny as Vice-President and General Attorney. Mr. Margraf, who is 33, has represented NBC at many important hearings before the FCC and other governmental bodies in Washington.

David C. Adams, NBC Assistant General Counsel, has been appointed Vice-President and General Attorney for RCA Communications, Inc.

Mr. Denny joined NBC last fall shortly after resigning as chairman of the Federal Communications Commission. After being graduated from Amherst and Harvard Law School, Mr. Denny practiced law in Washington from 1936 to 1938. For the next four years he was in the Lands Division of the Department of Justice, becoming chief of the appellate section before joining the Federal Communications Commission as assistant general counsel in 1942. He was elevated to general counsel in the same year. In this post he conducted many hearings on questions concerned with radio broadcasting, television and communications. In March, 1945, Mr. Denny was appointed a member of the Federal Communications Commission and served as chairman from February, 1946 to October, 1947.

Mr. Margraf is a graduate of Southeast Missouri State Teachers College and Duke University Law School. He became associated with the law firm of Cahill, Gordon, Zachry and Reindel in 1939 and was placed in charge of the Washington office in 1942.





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—Announcing & Production*  
 Phebe Crosby—*Music*  
 Tom Adams—*Script*  
 Frank Loughran—*Sound Effects*  
 Pat Gormley—*Supervision*  
 Hilda Watson—*Public Aff. & Ed.*  
 Marilyn Costello—*Radio Recording*  
 Willard Zurflieh—*Research*  
 Marion Lucas—*Station Relations*  
 Kay Collins—*Traffic*  
 Rose Sheeky—*Television*  
 Ernestine Thomas—*Treasurers*  
 Betty Michaelis—*Treas.—Pur.*  
 Marjorie Hutchison—*WNBC*



(Left) Turning back to 1934, page Tom McFadden gives a sound effects demonstration for visitors to the new NBC studios. (Right) Tom today, as the recently appointed Manager of WNBC.



### TOM MCFADDEN WNBC MANAGER AT 31

(Continued from Page 1, Column 1)

bulletin. His quick thinking won him the job of covering the story for NBC, and a "scared kid" of nineteen, Tom began his first news assignment with a police escort to Lakehurst.

Perhaps his tightest squeeze came, when alone in the newsroom one evening, an unconfirmed news report, but one from "reliable sources", stated that Edward VIII would abdicate at ten the next morning. The country had been waiting for the news. Tom crossed his fingers and broadcast it. He'll be forever grateful to England's ex-king for abdicating promptly on the dot of ten the next morning.

In 1938 and 1939 Tom served as vacation relief news writer and news caster over WGY, Schenectady, and WRC, Washington. On

Pearl Harbor Day, he entered the Navy as an ensign and was stationed in New York. Contrary to a popular notion about the Navy, Tom had to join the Army to see the world. He resigned his Naval commission, joined the Army as a private, took flight training and was commissioned as pilot—on December 13, 1942. He served in the African and CBI theaters and became a captain before returning home on June 13, 1945.

Tom returned to NBC, resumed his duties in the newsroom until named News and Special Events Director of WNBC in April, 1946. A year later he became Assistant Manager of the station and this year on June 15, Manager. Missed by two days, didn't he? Oh well, the 13th was on a Sunday.

### A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

This space in *Chimes* affords me the welcome opportunity to greet all my associates in NBC and to voice my gratitude for the many expressions of good will I have received from them.



Charles R. Denny

It is a real experience to be part of an enterprise which renders a major social and economic service to the entire nation. Nothing could offer a greater challenge to our minds and hearts, than the great developments we face in television, in the progress of electronics, in the fusion of radio services to bring sight and sound into every American home.

It's good to be on a team which drives towards such inspiring objectives. Apart from the technical knowledge and professional competence of the leaders and members of this team, I find a constant satisfaction in their unfailing spirit of friendly cooperation.

After all, it is not the steel towers and air-conditioned studios and miraculous gadgetry that has given NBC leadership on every front of the broadcasting art and industry. It is *people*. And the better I get to know the people of NBC, the clearer become the reasons for their success.

We are all fortunate to belong to an organization which allows for the expression of so many talents, skills and arts. With all that has been achieved, radio's future is greater than its past. We stand on the threshold of new opportunities. I know how faithfully and with what zeal you will tackle the job that lies ahead. I am proud and happy to be here and to have the chance to work with you.

## THE NBC SALARY PLAN

### II. Keeping Job Classifications Up To Date

To make the Salary Plan live up to its purpose, job classifications and salary ranges for each job in NBC must be kept current, each properly aligned with other jobs in the company and with similar jobs in other companies.

Adjusting the NBC Salary Plan to conditions outside the company is a two-fold job. First, NBC regularly participates in surveys and salary studies which are conducted by other companies and personnel research organizations. Second, NBC itself conducts at least one general survey a year to determine the current salary rates in other companies — the average hiring rate and average maximum salary for the job classification, and the average salary paid for each job. Often special surveys are necessary. For instance, jobs that are peculiar to the radio industry are covered in surveys conducted among the broadcasting companies only.

The Personnel Department is continuously reviewing current sal-

ary surveys to insure that NBC is following its policy of paying salaries equal to or above those paid by other companies for comparable work. When and where the surveys indicate the need, the Personnel Department recommends that job classifications be changed to bring them into line.

Now, what about changing conditions *within* the company. Suppose a job increases in responsibility, in physical effort, or suppose more money or additional confidential data is handled in a job. Such items as these would increase the value of the job to the company. Consequently, it is necessary that jobs within the company be constantly reviewed and studied.

Changes in job classifications may result from, first, a supervisor's request that the Personnel Department restudy certain jobs; second, an employee's request to his supervisor that his job be studied for reclassification; third, the continuing study by the Personnel Department. (Continued on Page 8, Column 4)



## NBC ON THE SCENE AND BEHIND THE SCENES AT THE REPUBLICAN CONVENTION



Ross Miller, Burke Miller, Carleton D. Smith, Dir. of Television Operations; Noel Jordan in control booth at Convention Hall.

For NBC, the Republican National Convention had been the scene "of the most elaborate and thorough reporting job ever devoted to a single event by a single organization," according to William F. Brooks, NBC Vice-President who has been in over-all charge of convention coverage.

To do the job, NBC had shipped to Philadelphia 15 tons of engineering equipment and a staff of 200 specialists, about 75 of whom worked exclusively on television. Big problem had been finding hotel rooms. NBC men were finally scattered all over the city in seven hotels and a U. of P. fraternity house.

Exclusive was the word for NBC television which among many exclusive interviews added to NBC television history the first press conference (Gov. Dewey's) ever televised and the first barber chair political discussion between shaver and shaved (Alex Dreier).

At high point of the convention NBC-Life television engineers, secured with lifelines, scaled the tiled, slanting, wind and rain-swept roof of the Bellevue-Stratford Hotel to rescue a parabolic antenna which had blown over during a severe storm, putting out the micro-wave picture.

All hands and equipment safe, convention weary NBC men had only two weeks' respite before putting the Democrats before mikes and cameras.



Ad Schneider, News, liaison between NBC and Life at the convention, Gov. Dewey, and Niles Trammell, NBC President.



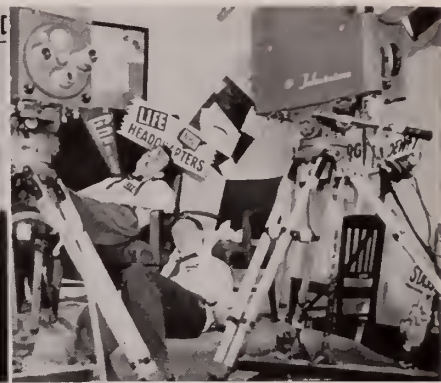
Alfred Jackson, back to camera, who was in charge of all NBC's mobile television crews in Philadelphia, F. A. Wankel, who was responsible for the video engineering installations, and Doug Rodgers, television director.



Working on pre-convention broadcast, Elizabeth Morrison, Television, Agnes Sullivan, News, and the newsmen, Richard Harkness, John Cameron Swayze, Ed Wallace, and, backs to camera, Bob Trout and H. V. Kaltenborn.



Ben Grauer and John Cameron Swayze who, out of the 54 hours NBC devoted to television coverage, appeared on more than 20 hours of programs and provided commentary from the floor for most of the remaining 30.



No nightmare this, but a few minutes of peace and quiet between television programs—time enough for television engineers Allan Henderson and Bob Daniels to catch forty winks.

### ALTON KASTNER HEADS PRESS MAGAZINE DEPARTMENT

Alton Kastner, NBC Press Department Column Editor, has been appointed Magazine Editor. Mr. Kastner will continue as Column Editor, supplying and coordinating NBC information to radio columnists and editors throughout the country. He succeeds Jim McLean who resigned from the company to establish his own publicity office.

Mr. Kastner came to NBC in 1939 as a staff and magazine writer. After serving in the Navy from 1942 to 1946 he rejoined the Press Department in the magazine section and in November last year was appointed Column Editor.

### TELEVISION TRAINING

(Continued from Page 1, Column 1)

The first course will be given from August 2-20, and the second, October 4-22. If sufficient interest is shown, it is planned to give the course at two-month intervals.

### NBC-ARMY SIGNAL RESERVE UNIT BEING FORMED

NBC's former army officers and GI's have been requested by the Department of the Army to form a Mobile Radio Company in the Signal Corps Reserve. The unit which would broadcast information and propaganda is to be made up of 20 officers and 142 enlisted men. As a military group it will have the advantage of being composed of men who know each other and who work together every day at their jobs at NBC.

Bill Buschgen, National Spot Sales, a Captain in the Signal Corps Reserve, has been charged with organizing the reserve unit.

Twelve reserve officers have joined the group, giving it the quota of officers required for it to be recognized as a Type C Unit. Complete officer strength will be obtained as soon as Capt. Buschgen receives authorization to put through several applications for commissions filed by former enlisted men.

### \$150 PAID FOR SUGGESTIONS IN JULY

A total of \$150 was awarded for eleven winning suggestions this month. Louis Zangaro, Traffic, awarded a \$50 bond, was top man.

Three \$15 awards were presented to Laverne Heuer, Research, Gilbert Wohl, General Service, and Samuel Monroe, Program. Joseph Branagan, Traffic, Michael Morreale, Engineering, Jack Barefield, Radio Recording, and Margaret Harrington, Program, were awarded \$10.

David Smith, Guest Relations, Ruth Jeffers, Research and Dorothy Mackie, Research, each won \$5.00.

### STATE DEPARTMENT

(Continued from Page 1, Column 3)

ered by the contract, the volume of international broadcast programming is to be generally curtailed, so that greater emphasis can be placed on supervision and program review."

### OPPORTUNITY KNOCKS TWICE

Twice each year NBC employees not already enrolled in the Blue Cross Hospitalization Plan are given the opportunity to obtain for themselves and their families this protection against medical and surgical expenses.

This week this desirable opportunity is knocking for the second—and last—time this year. Enrollment in the plan has been re-opened for the NBC group. At the same time it is possible for those who have enrolled to make changes for other types of coverage.

Enrollment cards and information about the plan have been distributed to everyone not enrolled. Any questions on hospital and surgical benefits may be answered by a call to Employee Services, Ext. 461.



## ADVERTISING &amp; PROMOTION

For the people in Advertising & Promotion this has been a month of

*Celebration*—For her distinguished thesis, Marion Stephenson was awarded the Marcus Nadler Key at the commencement ceremonies of New York University Graduate School of Business. This is the first time the key, given for outstanding work in the field of finance, has been awarded.

*Conventions* — Lucy Towle has returned from Atlantic City where she represented NBC at the National Convention of Librarians, and where her persuasive salesmanship put NBC on the list of best sellers.

*Coming and Going*—Carol Moran came back from Happy Acres in Connecticut with a case of laughter's cramps. Murlin Hawley is on a month long cross-country trip to California, Washington, and the great Northwest. And Jack Snow, writer of the clever, ingratiating, recently-released promotion piece *How To Cook a Dragon*, hopped on his pogo stick to vacation in his old home town, Dayton.

*Really Going* — is Aneita Cleary who plans to be married next month. Aneita leaves after seven years with NBC, the last four as Manager of A & P's Production Section.

## CONTROLLERS

One of the Joans in our department suffered a few embarrassing moments one day recently. While sitting in the lobby of the 6th floor, talking to Hugh McGeachie, she

## It happens at NBC

happened to glance down at her left foot and noticed that she had on her black suede shoe. "Funny", she thought, "I was sure I'd put on my patent leather shoes today." However, with her mind on the conversation, she thought no more of it. A few minutes later she crossed her feet, and there on her right foot she saw a patent leather shoe. Startled, she viewed both feet together. It was true. She hadn't been seeing things. She was wearing *two different shoes*.

Eleanor Gardella has returned to work minus her appendix. We're glad to see her back.

## ENGINEERING

**AIR CONDITIONING**—After fourteen years on the night watch, Gus Zelios has requested day work. The boys have donated him a pair of sun glasses.

Hal McConaghy has caught two swarms of bees this year, only to be well stung by his pet colony. Result was one closed eye.

**FACILITIES**—A number of stars have been added to the service flag in 517 for people who have gone forth to the Battle of Philadelphia. Among those at the front for the political conventions we list: George McElrath, Overall Commander of Engineering; Frank Connolly, with the shocktroops installing equipment; Bill Resides, Short Wave Specialist; Jerry Hastings, performance of audio equipment; and Dave Moloney, supervision of installation.

While we are mentioning absentees, we note that vacations have taken Don Castle and Mary Cregan.

Other empty chairs belong to Joe Costello who is 5,000 feet in the air working on the FM transmitter in Denver; John Seibert and William Patterson who are also high altitude men working on television and FM transmitters on top of Mt. Wilson near Los Angeles.

**PORT WASHINGTON** — Word from Vincent Barker, former Assistant Station Engineer, now owner and operator of WFRL, Freeport, Ill., indicates that Vince is doing very nicely for himself. He is also active on the "ham" bands.

George Graham, present Assistant Station Engineer, is now enroute to California on vacation. Last heard of in Tulsa. A few days prior to his departure, George achieved the culmination of four long years of very hard work by graduating "cum laude" from Hofstra College with a B.A. in Physics. He has been elected to three honorary fraternities. At the same time his son completed his freshman year at the same college. During the past four years, George's extra-curricular activities consisted of his very ably holding down his duties as a Development Group Engineer, and as an Assistant Station Engineer at this station during the past year. He intends to continue his studies through the Master's Degree and ultimately attain his Ph.D.

**RADIO RECORDING** — Don Axt joined the ranks of happily married men on May 15 when he married Gloria Behrend of Englewood, New Jersey. Don is the boy who can tell us with a glance at his complicated wall chart just where every master is or in what stage of processing it is. Gloria is one of John Roberts Powers' young lovelies. After a simple church ceremony, Don and his bride honeymooned in a cottage on Connecticut Sound. They are living in Tenaflly, N. J.

Virginia Anthony is again spending her weekends on her farm in the Lehigh Valley of Pennsylvania. She comes back each Monday with happy reports about the progress of her vegetable garden or the number of jars of wild strawberry jam that she has put up. The jam sounds wonderful, but sidestepping copperhead snakes while picking the strawberries is not one of our ambitions. Any Monday now we expect to hear that the AC line has been put in and is running up kilowatts. Virginia is a little tired of candle and kerosene lamp light.

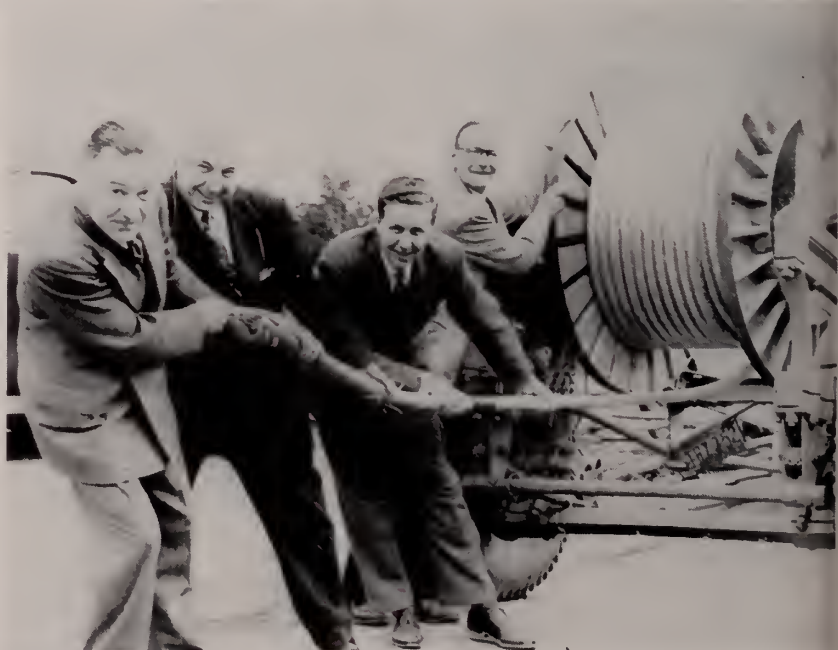
Jerry Schneyer has been loaned to us by Network Studio Engineering to give us a needed hand while Neal McCarroll is in Philadelphia, helping to engineer the many remotes emanating from that spotlighted city.

## GENERAL SERVICE

**MAIL ROOM**—In the last minute rush before vacation, this column was almost forgotten. In fact, it was written "in flight" on a plane enroute to Montreal, Dick Welsh and yours truly Cal Wheeler leaving a few minutes before the cops



During recent weeks O. B. Hanson, Vice-President and Chief Engineer, and Raymond Guy, Manager of Radio & Allocations Engineering, visited several NBC television construction projects. Shown here at KNBH on Mount Wilson, Cal. are A. H. Saxton, Western Division Engineer, John W. Erickson, Austin Company, Alice Tyler, secretary to Sidney Strotz in Hollywood, Mr. Hanson, Mr. Guy and John Seibert, project engineer.



E. B. (Buck) Lyford, left, Ass't Manager of Station Relations and Charles Bevis, third from left, newly appointed Manager of WNBK, Cleveland, help WTVR, Richmond, Station Manager, Wilbur M. Havens and Wilfred F. Woods, WTVR Chief Engineer, unreel last link of the coaxial cable which connects WTVR with NBC television network. WTVR became NBC affiliate on June 1.





*Stenographers Irma Wiitanen, Lily Suarez and Jo Whalen on the beach at Asbury Park one June weekend.*

closed in on the airport. Friendly fellows—just wanted to say good-bye.

Newcomers to 504 include Norman Davis, Joseph Raad and Arnold Becker. Arnie, who was with us last year, is back again for the summer.

Was Evelyn Varian, our Audience Mail Supervisor, surprised when she came across two fan letters for her own nephews who have appeared on the *Howdy Doody* show.

RCA engineers have nothing on Joe Vernum who is building his own television set. Methinks this ambitious undertaking was brought about by overcrowded bars.

**ROOM 508 and PBX**—We welcome Jacquelyn Leary who has taken over Jeanne Harrison's job. Mary Heller has inherited ticket information.

Mrs. Dorothy Davidson is back with us again looking very well and we hope feeling the same.

Helen Lorenz hurriedly left New York PBX to lend her charming telephone voice to those whirl-about-affairs, the Conventions in Philadelphia.

**STENOGRAPHIC** — Milly Long didn't let her vacation in the Catskill Mountains become dull. While there she took part in a jitterbug contest, and to put it as Milly did, she "won a dollar — her carfare home!"

Helen Moore was missed by all the girls during her illness last month.

Steno welcomes five newcomers to NBC—Mary Lyman, Lyda Robinson, Saravette Royster, Phyllis Brown and Mildred Cucciniello.

## GUEST RELATIONS

Summer stock companies all over the U.S.A. are getting underway for another season, and in their preparations they have claimed some of our very talented personnel. James Ramsey, Elaine Decker, Anne Smythe and Bill O'Brien are all planning to face the footlights during the next few months.

Fields other than stock have

beckoned to even more of our lads and lassies. Alan White has left us to do a bit of jiving with a band. Norman Survis can now be found over at CBS where he hopes to find a place for himself in the Television line. David Smith has decided to continue his education by attending summer school. The baseball season gets under everyone's skin, but it really found its mark in Tom McCarthy who has decided to make baseball his career. Wilder Burnap is excited about being awarded a scholarship in music. Our Irish poet, John Casey, is now working for Sesac and reports that he is enjoying every minute of it. George Howardell plans to face the television camera at Dumont, and Bob Asman has landed a wonderful job announcing over an independent station in his home town of Rochester, N. Y.

Ken Crosthwait has been promoted to the Information Department. In Ken's place in the Main Hall is Hugh Teany. Ed Vane has taken over Hugh's job as Desk Clerk in the GR office. Dick Gillaspay will probably cause a slight riot in Main Hall some day soon if the gals don't look at him very closely. He looks more like Robert Walker than Robert Walker does. Dick has taken over as Tour Cashier. Lillian Tierney adds a great deal of feminine grace to Main Hall. She is in the Cashier spot vacated by Bob Asman. Mary Harris is the good-looking receptionist in the Sales Department. She has been promoted from Cashier, a position that Rita Morey now fills. Tony Lefevre has moved up the line from the Page staff to the Control Desk on the mezzanine.

Everyone in GR bids a mighty big welcome to the new people who have just joined the fold. On the Page staff we say "hi" to Fordham students Patrick McGowan and Tom Crowley; Richard Dwyer; Leonard Giarraputo; Charles Duffy, a student at Georgetown University; and Richard Dudnick. Our Guide staff has been increased by



*Helen Clarkson and Jim Van Gaasbeek, GR, celebrate—Helen's wedding and Jim's promotion to her job as Ticket Supervisor.*

Bob Garthwaite; Bill Schwartz who worked for GR back in '42; Ann Teahan; Hunter Norman, a graduate of Louisiana College; Carolyn Cadden who comes from Lansdowne, Pa.; Harriet Fletcher who will graduate from Mary Washington College next June; Ralph Christensen, Wallace Gray, a recent Louisiana College graduate; Bob Howard who was with us in 1945; Bob Barron; Mary McGarry, struggling with summer courses at Fordham; Larry Stein who returns to us after a year of hard work at Fenn College; Don Kivell, Gene Zuber, a student at St. Lawrence University; Bill Totten, Harold MacDonald; Albert Jonker, a graduate of Colgate; and Bob Cook who was with us in 1947.

## INFORMATION

This month brings more changes to the Information Department. Joseph Rothenberger has been promoted to the post of Correspondent.

We welcome Ken Crosthwait to our department as a Mail Analyst.

Ethel Smoak has returned from an early vacation. She spent her two weeks at home in St. Matthew, South Carolina, visiting her mother and father who have recently celebrated their fifty-first wedding anniversary.

## NATIONAL SPOT SALES

With the political conventions making all the news the last few weeks, Jim Gillis went out of his way to keep NBC Spot Sales in the news. He was asked to fill in as extra man at a party, and upon arriving was just a little surprised to find that his blind date was Margaret Truman. We understand that they sang a duet later in the evening that was the sensation of the party.

Bob Button (Lt. Col. Button) has issued orders to his secretary Carol Zimmerman to the effect that he is to be saluted each and every morning upon his arrival in the office. Ever since his trip to the Pentagon Building in Washington, Bob has decided to get back into shape for the army. Uncle Sam is breathing on his neck in no uncertain manner.

The gleam in the assorted eyes of the department may be partly due to the advent of summer but, to a greater extent, it is due to the application of the "Window Gleam" that Bill Buschgen distributed to the staff, courtesy of one of his clients.

Mary Leard came in on Monday morning, June 28, and stunned everyone with the announcement that she was now Mrs. F. Tompkins Harris — had been since her wedding at 4:00 p.m. the Saturday before in the St. Ambrose Chapel of the Cathedral of St. John the Divine. Mary had been fairly burst-

## PROMOTIONS

Ralph Barkey, Guest Relations, from Page to Control Desk Clerk. Howard Bayha, Guest Relations, from Control Desk Clerk to Control Desk Supervisor.

Arthur Bruckman, International, from Messenger-Receptionist, to News Desk Clerk.

Joseph Durand, International, from Traffic Clerk to Assistant Traffic Supervisor.

Richard Gillaspay, Guest Relations, from Guide to Tour Cashier.

Audrey Hanse, Program, from Secretary to Office Supervisor.

Charles Mangano, International, from Assistant Traffic Supervisor to Supervisor.

Joseph Rothenberger, Information, from Mail Analyst to Correspondent.

Eleanor Tarshis, Television, from Executive Secretary to Programming Assistant.

James Van Gaasbeek, Guest Relations, from Typist-Clerk to Broadcast Ticket Supervisor.

Michael Yahia, International, from News Desk Clerk to Traffic Clerk.

ing, keeping the news to herself. Her husband is Public Relations Director of the International Paper Company. Recovering from their surprise and joining in the throng of well-wishers, Jack and Frances DeRussy, Caroline Herbert, Bob Button and Bill Buschgen carried the bride off to the Waldorf for a post-wedding toast and lunch.

## NEWS & SPECIAL EVENTS

Political conventions are upon us but good. Everyone is working hard, and faces wear harried and hurried expressions. The battle cry is "On to Philadelphia".

Then we have Television Newsroom on Thursday evenings. People try to decide if it is Agnes Sullivan or Zena Bier who appears on the screen, come to the conclusion that it is Zena, and find out the next day that it was Agnes who has performed via video.

We welcome Marty Hoade back into the Newsroom. He is working with Ad Schneider on Television.

"Have you seen my ring?" is an oft repeated question from Mildred Bafundo who recently became engaged to Vincent Iocovozzi.

## PERSONNEL

Personnel bid farewell to Corinne Pearson last month. After six years at NBC Corinne left to become second in command in the Trans-Color Corporation. At a party given in her honor Corinne received a wrist watch from the gang in Personnel.

Don Bogert has taken over Corinne's duties. His promotion came just in time to be a birthday present.





The Personnel Department gave Corinne Pearson a gay send-off to her new job. Around the tables, l. to r. are Anne Middendorf — waiting tensely for the flashbulb, Earnest de la Ossa, Corinne, Ted Thompson, Lynn Rittenhouse, Mary Morrison, Betty Smith, Doris Ann, Seth Faison, Bets Haglund, Neil Knox, Bill Roden, Grace Anderson and Winifred Carter.

John Davidson, new member in Employee Services, will handle Personnel Training and Education. A graduate of Yale University, John worked in Real Estate before coming to NBC.

A three weeks' cruise to Guatemala was Eleanor Nadeje's vacation choice. Eleanor is one of those fortunate Ten Year Club members who is putting her third week to bigger and more wonderful vacations.

### PRESS

The Press Department has lost one of its best-loved members. On July 9 Hallie Robitaille McWeeney retired to private life. To say we miss her is a gross understatement. Press Dept.'s loss is husband Tommy's gain.

It was a big day for the Sam Kaufmans on June 18 when three-and-a-half year old daughter Elisa, wearing cap and gown, received her first graduation diploma — from nursery school.

Susan Kalmus, 15-month old daughter of Allen, also came into the spotlight this month when she played a leading role in baby-sitting pictures taken with Henry (Ezra Stone) Aldrich and Homer (Jack Kalk) Brown for NBC's *Aldrich Family* series. Pricilla Campbell, who writes publicity for the show, reports that Susan is a "natural" for pictures.

We're happy to announce that on July 17 photographer Art Selby will be married to Bea Baker and that Press Department secretary Helene Schuck is engaged to Allen Flood.

### PROGRAM

**MUSIC**—Annie Jockwig's engagement provided a happy excuse for another office party — a surprise shower in her honor. Held at the apartment of Phebe Crosby, every-

one contributed to the food, drink and entertainment. The high spots of the latter were Helen Howell's Celeste Holm rendition of Bill Paisley's "Beautiful Dreams"; Dorothy Metcalf's increasingly beautiful singing; and Jean Dickey's devastating imitation of a well-padded opera singer; — and, of course, the lovely shower gifts themselves. Bill Young wrote a new song for the occasion. Called "Bells for Annie", its clever lyrics made for delighted chuckles, and its snappy rhythm made for good dancing. Toward the end of the evening the bridegroom called for his lady, and we all had a chance to meet him and approve. Which we all do, heartily.



**PRODUCTION-ANNOUNCING** — With the acquisition of the book *Songs and Ballads of the American Revolution*, published in 1855, Art Austin's collection on early Americana now numbers an even 210 items. Art points out that the term "items" not only means books, but pictures, pamphlets, broadsides, and catalogues. His special interests are early American songs, both sacred and secular, and material on the

American Indian wars of the West. Art recently sold an article to *Publisher's Weekly* on "Music of the Revolution".

Announcer Dick Dudley and sweetheart Carol Corwin Portugal of Cleveland, Ohio, are now Mr. and Mrs. Dick met Carol on an audition for Drene Shampoo. He asked her the fateful question on, of all days, February 29. They were married in Cleveland and honeymooned in Connecticut, returning to New York to take up residence in Dick's Greenwich Village apartment which, by doing his own decorating, he has turned into a show-place.

Paul Roberts and Adelaide Smolen are engaged. Wedding date depends upon an apartment.

Director and composer Don Gillis is back from the Lone Star State after being awarded a degree of Doctor of Music by Texas Christian University. It was Gillis Day at the University where he was a former teacher, the occasion being marked by a concert made up entirely of Gillis compositions. Don has been commissioned by Efrem Kurtz to compose an orchestral suite on the life of Sam Houston.

Don't miss Eddie Dunham's bulletin board featuring newspaper clippings, pictures, and a Chinese menu with the lowest priced item a single slice of toast for \$30,000. All from his recent Orient trip with "BION" Bob Ripley.

**SCRIPT** — A welcome hand to Van Woodward who joins Script as an editor after a number of years as a Manhattan free lance. Van stoutly refuses to recapitulate, but the record bears out his successes writing for Ethel Barrymore, David Rose, *Studio One*, and what Van refers to as "the usuals". Fresh from a recent contract with the Crosley Broadcasting Company, Van replaces Pete Martin to whom we all wish the best in his new job as script editor for ABC.

**SOUND EFFECTS** — John Powers was seen running up and down Sixth Avenue one Saturday recently, buying up all of the *N. Y. Suns*. His picture appeared in the middle page doing his stuff on the *Mr. District Attorney* program. Johnny must have a lot of relatives.

Jack Anderson, having a wonderful time on his vacation at Virginia Beach, wrote to tell us that he suffered a terrible burn from the RAIN's hitting him on the back.

**SUPERVISION**—408's Nature Boy, Walt Ehr Gott, has returned from a vacation at Miami Beach, and side plane trip to Havana, with a tan that has the girls' hearts a'fluttering. His secretary, Jean Meyers, spent a weekend at the Thousand Islands recently and came back simply glowing—another name for sunburn.



## Stork Talk

To Tom Gannon, Air Conditioning a daughter, Kathleen, 9 lbs., 11 oz. on May 28.

To Bob Smith, Program, his third child, second son, on June 5. Name: Douglas Albert. Weight: 7 lbs., 12 oz.

To Ramos Calhella, International a son, Edward Anthony, on June 7

To Norman Cash, Station Relations his second child, a daughter, Deborah Ann, on June 10. Weight 7 lbs., 2 oz.

To Manny Segal, Sound Effects, a daughter on June 9. Name: Arlynn Carole. Weight: 6 lbs., 1 oz.

Every time Arch Robb hears someone say "four", "for" or "fore" he gets that "How-I'd-love-to-be-playing-golf" gleam in his eye. Speaking of golf, Isabel Finnie is hitting in the low eighties after—how many lessons did you say, Isabel?

We received a pleasant surprise when Winnie Murphy and Mary Lou Forbes, formerly of Program, paid us a visit with their two winsome little girls.

### RADIO RECORDING

No Recording? Now who told you that? The little gang of happy congenial people in 780 spell Recording with a capital R, and don't let anyone fool you — we're still making new records. Hank Gillespie of Syndicated Sales probably does a good 78 RPM in his merry Oldsmobile, and if that isn't making new records we'll eat one turntable.

As for spinning, the head of one



Announcer Bill Malcolm and classmate in Anatomy class.



of our newest secretaries, Marilyn Milesen, was doing just that trying to learn the Recording lingo. When Arey Cotzias asked her to arrange for an engineer in a studio, Marilyn very knowingly identified him by saying "Oh, he's the little man with all the dials!"

And speaking of dialing, we tuned in last week just in time to hear our own Eleanor Barnes receive an award for the best acting job done over her local station, WAAT, Newark.

Connie Bartz who has been revolving about for six months looking for an apartment finally landed one.

Joyce Walsh turned the tables on her fiancé when she went shopping for a movie projector and came back with a Victrola instead—just a one track mind.

So now you know. We're spinning, revolving, turning the tables and making new records, and the offices at the end of the long seventh floor corridor are constantly filled with platter chatter.

## RESEARCH

**Plus & Minus** — The department presented Elinor Freitag with a fountain pen at an all girl farewell luncheon. Elinor accepted a position with the National Association of Transportation Advertisers. John Lothian left to join the Industrial Commodity Corporation of New York as an economic adviser. Martin Wilmington will soon be touring most of Europe as an economist for the Office of International Finance. Ray Levine resigned to become more active in radio and television dramatics. Margie Geddes leaves soon to await the stork and Rosemarie Gordon takes off for California and school. Cal Morris replaces Ray Levine. He comes direct from Teachers College with an M.A. in Psychology.

**All Aboard**—It's join Research and see Inside U.S.A. At long last Ed England is going to California. After two years of thinking about he finally got a car capable of getting out of the Bronx. Heading for the Coast via Maine and Niagara Falls, Ed and family will be on the road about a month. Maybe he'll see Edith Blankmeyer on her honeymoon at Cape Cod and Ruth Norris vacationing in Wells, Maine. And if he passes through Colorado he might get a glimpse of Audrey Edwards jumping over a jump at one of those Howdy Dudey ranches. (There, I've said it.) If he makes a quick trip, he might catch La Verne Heuer who is visiting in California. Back from extended trips are H. M. Beville from the Coast; Elinor Freitag, Frances Sprague, Mildred Joy, and Frances Sousa from Florida; Ruth Gross from Canada, and Jane Baldwin from Iowa. Dwayne Moore is plan-

ning a tour of the deep South. About the only persons left who are thinking about a trip are the Ray Manevals, and they are concerned about the stork's trip sometime in September.

Bill Reynolds of pen fame is proving his point at NYU this summer by teaching a six-weeks course in the Psychology of Attitudes and Public Opinion.

## STATIONS

**STATION RELATIONS** — June is the month for brides—but Adrienne Krucher couldn't quite complete her plans for a June wedding and the date is set for July 25. Plans are going along well. She and her new husband will leave following the wedding for an extended stay in Los Angeles. "SWonderful," she says — "the sad part is watching the line of girls file in for an interview for the job I hate to leave."

The third finger, left hand of Marion Lucas has been newly decorated with a very beautiful engagement ring. Don't fret, Mr. Adams, Marion plans to work after her wedding.

Muriel Morgan represented the Young Republican Club of Queens at the Philadelphia Convention last month.

## TELEVISION

The May-June season ushered in warm weather and rain and Victor Gerson, Stanley Dzielak, Bernard Schmittke, Daniel Durning, Elizabeth Morrison, Eugene Favant and William Little.

Congratulations are in order for Margaret Snider and Al Protzman who will endeavor to see if two can live as cheaply as one in Yonkers.

Sales seems livelier with the addition of Larry Birch and Jack Weir, both formerly Rittenhouse boys.

This reporter is fairly bursting with pride over a brand new nephew, David Michael, who added to the mom and pop-ulation of Yonkers.

Andy Anderson and Jack Greene are comparing notes on their boats harbored in the Sound.

The Bob Sarnoffs recently spent a long weekend in Nantucket, and Mary Alcombrack has entrained for Canada.

## TREASURER'S

On May 7, the cocktail lounge of Louis XIV was graced by the personnel of Room 411 en mass. The occasion was a farewell party for Margie Doherty, now Mrs. Robert G. Van Wert. Margie and Bob have one for Ripley. They found an apartment after only six weeks of hunting.

(Continued on Page 8, Column 2)

## TRAINING SQUAD FINISHES 1947-48 PROGRAM



1947-48 Training Squad graduates. Members are: front row, l. to r., John Lynch, Dick Schneider, Bob Tiedje, Betty Smith, Seth Faison. Second row, Bill Kelley, Arthur Hamilton, Joyce Walsh, Marilyn Costello, Frank Mocarski, Marion Stephenson. Back row, Robert Johnson, Joseph Rothenberger, Dwayne Moore, Tom Adams, Helen Jackson and Dorothy Reusch. Graduates not in picture are Richard Close, Joseph Iaricci, John Chapin, James Van Gaasbeek, Jeannette Kriendler, Agnes Sullivan, John Curran, Peter Zalantis, Edith Blankmeyer, Hamish McIntosh and Doris Terhune.

## Athletic Association

### NBC-AA SOFTBALL SEASON OPENS



NBC softball players who took season's opening game on July 1 against General Artists Corp., 16-4. Back row, l. to r., Ralph Hansen, Eugene Alexey, Ed Steiner, George Dobbs, Ed Thompson. Front, l. to r., Matt Governali, Hugh Taney, Joe Iaricci, Bob Smith, Charles Mangano. Thompson and Smith hit 4th inning home-runs.



Ed Thompson, pitcher.



Joe Iaricci, team captain, at bat.



## Howdy Friend—



They're both pretty happy about the whole thing—NBC, because it's always glad to meet friends of its employees, and that young friend of yours, because he's proud that you've referred him to your company.

So if you know of anyone looking for his first job, send him in to Room 505 or have him call Ext. 363 for an interview. Beginners' jobs include typists, junior secretaries, pages, guides and guides.

(Continued from Page 7, Column 2)

The echoes of our farewell to Margie had hardly faded when we were bidding hello to Jennie Boccone, our new cashier.

In spite of the inclement weather over the past weekends, Ham Robinson is sporting a pre-vacation tan acquired while working on his sailboat. Ham spends his weekends at Cutchogue on Piconic Bay.

Bill Williams is looking mighty proud these days as his son Roger was appointed editor of the Iona Prep School paper.

For most of us school days are quite some years back, and thoughts of final exams and mean hours of cramming no longer worry us, but Gene Alexy and Herb Schumm are looking much happier since exams are over and "school is out" until the fall term. Gene attends night classes at NYU and Herb, Pace, both studying accounting.

Doris Johnston's hope chest is nearing completion with her plans for a Fall wedding to Bill Doherty, Margie's brother.

## WNBC

Envy reigned at WNBC this month. The people left in the office envied those on vacation; then those who returned were envious of the others who still were looking forward to vacations. Joan Reckleff of the WNBC Farm Department "Went Down To Virginia"; Peggy Breese, Slaughter Beach, Delaware; Marge Hutchison, Wisconsin; and Lois Cole, the "Old Homestead" in Putnam County, N. Y. Now that they're back at the old grind, perhaps they can find some consolation in the fact that they were missed in 416.

Other news from the un-air-conditioned section of NBC includes the Betty Jacobs wedding. She is Don Norman's secretary and Bob Kochenthal's wife.

Norman Brokenshire threw a party for the entire staff at his country place at Lake Ronkonkoma. The home, the food and the new swimming pool were wonderful! And, according to "Broke", it can all be repaired for less than a thousand dollars.



**FOR SALE**—Silver fox furpiece. Two furs. Two years old, like new. Price, \$150. Polly Ruyl, Ext. 275.

**FOR RENT**—Greenwich Village apartment, 8 Jones St., New York City. Two weeks sub-lease starting Aug. 21. \$50 cash in advance, includes linen, china, etc. Mercedes Luks, Ext. 727.

**FOR SALE**—GE portable self-charging radio. Make me an offer. R. Kuehn, Ext. 342.

## SALARY PLAN

(Continued from Page 2, Column 4) partment of all jobs and classifications. Every effort is made to study each job in the company at least once a year. Where it is apparent that job classifications are out of line with the scope of the job, the job is reclassified.

A future *Chimes* article will discuss the annual review and merit rating phases of the Salary Plan.

## AT THE NBC FAREWELL PARTY FOR FRANK E. MULLEN



Left: Frank E. Mullen, guest of honor, and Niles Trammell, NBC president. Mr. Trammell presented Mr. Mullen with a large album containing portraits of the Management Committee and other close associates.

Right: In a group looking at Mr. Mullen's gift are Rudy Teichner, Treasurer's, and Joan DiMiceli, Vera Larson, Eleanor Gardella, and Marie Perez of Controllers.



NBC turned out en masse to wish Mr. Mullen farewell, filling the Wedgewood and Sert Rooms at the Waldorf-Astoria. Here is a group from the Research Department. L. to r., Elinor Freitag, Phil Hirsch, Jack Bard, Howard Gardner, June Norman, Billie Huber and Alice Greenstein.

Eight men and a girl. The girl is Helen Bishop, Television. The men are, l. to r., Bill Waterbury, Michael Pirozek, Frank McArdle, Jack Irving, Henry Albert of Engineering. Standing: John Rooney, Engineering, Walter O'Meara, Sound Effects, and Frank Burns, Engineering.

Joining the girls from Network Sales are Stockton Helffrich, Jane Crowley and Alys Rees of Continuity Acceptance. Around the table are Fran Barbour, Alice Matheis, Barbara Wood, Mildred Dugan, Mercedes Poyntz, Martha Carlson and Janet Keller, all of Network Sales.