



# Chronicles

## NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

AUGUST • 1948

VOL. 6 NUMBER 6

### CHARLES BEVIS NAMED MANAGER OF WNBK CLEVELAND

When Charles Bevis took a job at NBC in 1936 as a Page in Guest Relations, he was planning to become a doctor. But the fascinating world of radio and television cast

its spell, and about a month ago, twelve years later, Charlie found himself Manager of WNBK, NBC's Cleveland Television Station.



Charles Bevis

For five years, from 1936 to 1941, Charlie worked for NBC by night, going from Guest Relations to News and Special Events, and from there to the Night Program Manager's office — and studied medicine at New York University during the day.

(Continued on Page 8, Column 1)

### WILLIAM WEBB, JACOB EVANS PROMOTED IN TV EXPANSION

NBC further expanded its television operation last month by the creation of new television and radio promotion units in the Advertising and Promotion and National Spot Sales Departments.

The new post of Manager of Network Audience Promotion for both television and radio has been filled by William Webb, former Manager of Television Audience and Institutional Advertising.

New Manager of Advertising and Promotion of National Spot Sales for both television and radio is Jacob A. Evans, former Manager of Radio Audience Promotion.

Mr. Webb has been at NBC since 1932. He initiated NBC's first audience promotion. Mr. Webb served two years in the U.S. Navy as a lieutenant commander.

Mr. Evans came to NBC in October, 1946, as Promotion Assistant in the Advertising and Promotion Department. Early in 1947 he was made Assistant to the Manager of Network Sales Promotion and later, Audience Promotion Manager.

### NEW APPOINTMENTS FOR J. ROBERT MYERS, JOHN TIEDEMAN

J. Robert Myers, Budget Officer of NBC, has been appointed Administrative Assistant to Carleton D. Smith, Director of Television Operations. Mr. Myers will assume his new duties Sept. 1. He will be succeeded by John C. Tiedeman.

Mr. Myers joined the Research Division of NBC in 1936, resigning after three years to become assistant director of research for the NAB. In 1942 he rejoined NBC as Budget Officer.

Mr. Tiedeman came to the company in 1940 as a Page in Guest Relations. From 1941 to 1946 he served in the Army Air Force and was discharged with the rank of captain. Returning to NBC as a budget clerk in the General Service Department, he was named Assistant to Mr. Myers in January, 1947.

### HEIGH-HO — JOIN THE AA — COME TO THE OUTING!

Paul Rittenhouse, AA President, and Al Walker, Outing Chairman extraordinaire, forecast that the sun'll be a'shining to welcome September 9, the day of the NBC-AA Outing. Once again the Crescent Club in Huntington, L. I., will be the setting for sportive NBC-ites, who've locked up their desks, to spend a whole day at play.

### WALTER EHGGOTT BECOMES ASSOCIATE DIRECTOR

Walter Ehrgott, formerly Manager of Program Booking, has been promoted to Associate Director in the Operations Division of the Program Department. Mr. Ehrgott, who is twenty-five years old, started at NBC seven years ago as a script typist.

Serving almost three years in the Army Signal Corps, Mr. Ehrgott returned to NBC as night secretary of the Announcing Division. He later became Assistant Manager of Production Operations.

And there'll be plenty of play— golf, tennis, softball, swimming in the pool or at the beach, or just the fun of relaxing in a lovely spot. There'll be plenty of prizes for tournament winners and lucky door prize winners. There'll be plenty to eat — a refreshing buffet luncheon at noon and a super de luxe dinner in the evening. Jimmy Lanin's orchestra will set the mood for dancing till the end of the day.

The cost for the whole day which includes transportation, lunch, dinner, use of the tennis courts, green fees, bathing facilities, is \$4.00 for AA members. Non-members will be charged \$10.00. AA membership cards and Outing tickets may be bought from Employee Services, Room 512 or from your department Outing Captains who are listed below:

Advertising & Promotion — Roselle Swenson; Continuity Acceptance — Kay Henderson; Controllers — Anne Surowitz; Engineering — Michael Morreale, William Haerer, John Gullans, Barbara Boyer, Mary Beebe; Executive — Jeanne Buckey; General Service — Jacqueline Leary, Inge Witschas, Cal Wheeler, Tom Leonard; Guest Relations — Eleanor Gallagher, Julia Dougherty, Jeanne Conkey; Information — Alice Kennell; International — Pat Hennessy; Legal — Elizabeth Moloney; National Spot Sales — Marion Sheehan; Network Sales — Rose Sheehan; News — Agnes Sullivan; Personnel — Lorraine McCue; Press — Violet Young; Program — Flora D'Avanzo; Jean Mitchell, Frank Heffer, Audrey Hanse, Jean Bishop, Caroline Doll; Public Affairs — Ellen Breen; Radio Recording — Florence Meyföhrt; Research — John Marsich; Station Relations — Barbara Bulger; Television — Mary McCarthy, Adrienne Luraschi; Traffic — Margaret Hadley; Treasurers' — Doris Johnston; Purchasing — Betty Michaelis; WNBC — Michele Les-cure.

Join the AA!



The first television training course for NBC affiliates got underway August 2 with fourteen engineers and program managers attending— Monte Kleban and Charles Jeffers from WOAI, San Antonio; Jack Kerrigan, WHO, Des Moines; Herbert P. Kauffman, WSMB, New Orleans; Robert Spencer, WTAM, Cleveland; R. Von Albrecht, WMAQ, Chicago; Byron A. Carlisle, WDAF, Kansas City, Mo.; Franklin McPeak, KCRA, Sacramento; Sydney Head, WIOD, Miami, Fla.; Wilson Mount, WMC, Memphis; F. Herendeen, WOC, Davenport, Iowa; Martin Campbell and Raymond Collins of WFAA, Dallas, and Frederic D. Merrill, RCA Institutes, Inc. On a tour of the television studios, the group is shown here in Studio 3H with Noah Sprecher of the Engineering Department.





WINIFRED M. CARTER, Editor

#### STAFF

Don Foley—Adv. & Prom.  
 Kay Henderson—Cont. Accept.  
 Joan G. DeMott—Controllors  
 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  
 Pat Gormley—Supervision  
 Hilda Watson—Public Aff. & Ed.  
 Marilyn Costello—Radio Recording  
 John Marsich—Research  
 Marion Lucas—Station Relations  
 Kay Collins—Traffic  
 Rose Sheeky—Television  
 Ernestine Thomas—Treasurers  
 Betty Michaelis—Treas.—Pur.  
 Marjorie Hutchison—WNBC

## A MESSAGE FROM THE PRESIDENT PUBLIC RELATIONS



Niles Trammell

Each year about a million and a half people take the guided tour or attend broadcast performances in our studios. In an informal talk to the pages and guides recently I said that each of them was an important public relations representative of the company. The feeling about NBC that our million and a half visitors take away with them largely depends on the impression made by our Guest Relations staff. They are a very able group of people, and I am tremendously proud of their contributions to NBC's reputation with the public.

We have quite a few other departments which have contacts of one kind or another with the public, including our telephone operators, our salesmen, our Station Relations staff, our Press, Advertising and Information Departments. Every individual in these departments has an NBC public relations responsibility—is a custodian of the company's most valuable asset, the good-will of the public.

There are many definitions of public relations, and I especially like the one suggested by Arthur W. Page, a former Vice-president of the American Telephone and Telegraph Company. "Public relations," he said, "is what everybody in business from top to bottom says and does when in contact with the public."

That puts it up to each of us, even though we may occupy positions that do not call for contacts with the public during office hours. The personal impression we make on people outside the office is just as much a part of NBC's public relations as any contact made in line of duty.

And in the long run, the kind of public relations a company enjoys can be measured by the kind of people who work for it.

I frequently hear nice things said about this or that person in NBC, just on a personal basis, from acquaintances who have no connection whatever with our business. Such comments do not surprise me, but they are always good to hear, for every compliment paid to a member of our organization is a compliment to the company. NBC is fortunate to have so many competent ambassadors of good-will in circulation.

## THE NBC SALARY PLAN

### III. Annual Review and Merit Rating

From the first two *Chimes* articles on the NBC Salary Plan, you have learned how the plan was put into effect and made a continuous operation of the Personnel Department; how each job in the company was analyzed and evaluated and a salary range established for it and how these job classifications and salary ranges may change with changing job conditions within and without the company.

One very important phase of the Salary Plan provides for an annual review of the performance of each employee's job, and a merit rating system by which an employee whose work has been commendable may have his salary increased within the salary range for his job.

Under these provisions, twelve months from the date of your last increase (your anniversary date) your supervisor makes a complete analysis of the way in which you have performed your job during the year. He considers the quality of your work, whether you have a thorough knowledge of your job and are accurate in completing details. He notes your attitude toward your job, whether you are eager to learn and work well with other employees. He takes into account your initiative, your ability to assume responsibility and make sound judgments. He estimates your capacity for further development and the possible lines for your advancement.

Based on the combined rating given the items considered in the annual review of your job, your supervisor may or may not recommend an increase in your salary. If an increase is recommended it is usually computed at 10% of the salary you are receiving, provided that this percentage falls within the salary range established for your job classification.

When your supervisor has completed the merit rating, he will discuss with you his rating of your job performance, pointing out the duties you do well and those which need improvement. If he has felt that a salary increase is not warranted, he will tell you why, show you how you may improve your rating, and will set a date within a reasonable length of time when he will again review your job.

In cases of outstanding job performance where an employee's work has been noticeably superior to the standards for the job, the Department Head may recommend a special merit increase, instead of waiting for the employee's anniversary date. This special merit rating gives a certain flexibility to the annual job review plan, which in the fullest sense provides the means for compensating employees for meritorious service.

### CITATION

1948

awarded to

National Broadcasting Company, Inc.  
for distinguished

achievement in

ANNUAL REPORTING

## HIGHEST MERIT AWARD

Issued by the Financial World in recognition of the Excellence of its 1947 Annual Report to Shareholders

To certify that the 1947 financial statements of the above company were judged as among the most modern from the standpoint of content, typography and format of the 2000 annual reports examined during 1948.

W. D. Smith

W. D. Smith

ATTESTED JULY 1, 1948

Reproduced above is the "Highest Merit Award" presented to NBC by Financial World in recognition of the "excellence of NBC's 1947 annual report to shareholders". The report was written by Horton Heath, Director of Information and the format and typography were planned by Allen Hurlburt, Art Director.

## COLUMBIA UNIVERSITY-NBC OFFER 27 COURSES IN RADIO

Three new courses in radio will be offered by Columbia University in cooperation with NBC this fall, bringing the number of radio courses offered during the 1948-49 academic year to twenty-seven.

Seventeen of the 21 instructors will be NBC staff members, and 17 of the courses will be given in the studios here at NBC.

One of the new courses will be in *Radio Audience Research* and will be conducted by Hugh Beville; another will treat *Radio in International Relations*, and will be taught by Fred Bate; the third will be a *Documentary Workshop* under the direction of Frank Papp. (Continued on Page 8, Column 2)

## SEPTEMBER BRINGS SCHOOL BELLS

If you're planning classroom evenings come September, don't forget the NBC-Tuition Plan. Perhaps the course you'll be taking will be one that NBC will feel warrants an advance on your tuition fee. Under the Tuition Plan employees will be advanced tuition fees up to a maximum of \$50 a semester for courses which are approved by the Department Head and the Personnel Department.

Further information and application blanks may be obtained from Jack Davidson, Employee Services, Room 512.



## ADVERTISING &amp; PROMOTION

*While the cat is away*—A clever memo from Roy Porteous on this subject invited the A & P mice to play at a cocktail party after work July 15 while Jim Nelson sunned himself at the shore. Guests of honor at the pseudo-surreptitious shindig held in the RCA Exhibition Hall Lounge were Aneita Cleary and Jake Evans. Aneita left NBC the next day to prepare for her August wedding and Jake Evans left his Audience Promotion Manager's job to become Promotion Manager of Spot Sales. Squeaks of mouselike happiness were loud as the folks munched cheese sandwiches and drank whatever mice drink.

*It never rains* — But it certainly showered earlier the same week when all the girls in the department honored Aneita at a farewell luncheon and shower at The Alexandra. The department's gift to Aneita was a silver vegetable dish.

*And speaking of gifts*—The A & P kitty was raided this month for two worthy charities. Ten dollars was sent to the Crusade for Children to provide European kids with some much needed extra food, and eighteen dollars, given to the Herald Tribune Fresh Air Fund, will help some city youngsters to enjoy a week at camp this summer. To Lucy Towle goes the credit for suggesting these worthwhile projects.

*Putting on the Dog* — Doug Butler, Lance Ballou and Jack Montmeat should now be added to the list of happy home dwellers. Doug and Lance are nearly neighbors in the Levitt development on Long Island, and Jack has just moved into his new home in Radburn, New Jersey. The three are busting their buttons with pride and breaking their backs with work.

*While on the subject of pride* — Let's give a roar of approval for the clever book, *How to Cook a Dragon*, written by Jack Snow and illustrated by Walter Van Bellen. This charming, decorative booklet does much to help the over-all promotion of Saturday morning kid shows.

## CONTROLLERS

Controllers will be sorry to say good-bye to Ruth Duffy Kean at the end of this month, but will send her off with a multitude of best wishes. Ruth is leaving the company to await the arrival of the stork.

THE CONTROLLERS DEPARTMENT HAS HUNG ITS SHINGLE IN ROOM 410.

## It happens at NBC

## ENGINEERING

**FACILITIES** — Pete House has left NBC after many years of turning out fine designs for the Engineering Department. He was given a farewell luncheon by many of his friends to bid him good-bye and good luck.

Bill Howard has joined the Audio-Video Group to work on television engineering designs for Cleveland.

The Radio-Facilities Group has almost deserted us. With some on vacations and others working in Chicago, Denver and Hollywood, the group is represented here by only two people — Mary Cregan and Fred Smith, a newcomer to the group.

**RADIO RECORDING** — On June 30, Radio Recording lost Fred Bayer to "New York's Finest". To wish him luck in his new undertaking, the members of the department pooled their dollars and sent Don Axt off to purchase a few gifts

—which turned out to be a lot of fascinating objects. Among the many queerly shaped packages which Fred had a fine time opening were a night stick, a billy, holster and gun belt (left-handed, of course), nippers (handcuffs to you), whistles, white gloves, ties, tie clasp, brass buttons for his eventual regulation uniform and a belt.

Another one of our young eligibles to leave us was Noel Warwick who was transferred to Television Engineering on July 15.

**TELEVISION FIELD**—Alfie Jackson and his wife have returned from an 18 day fishing expedition in the wilds of Newfoundland. They began their trip by flying from New York to Sydney, Nova Scotia, then took an overnight boat to Port-Aux-Basques, then a narrow gauge railroad to Curling. At Curling they set out on the last lap of the journey by chartering a boat to Torrent River on the north-

west coast of Newfoundland, about fifty miles from Labrador. As you can probably understand Torrent River sees few fishermen, and the Jackson's pulled out quite a number of salmon and trout.

Carlos Clark and Ed Costello both have their boats in the water for their simultaneous vacations this month.

Tiny Carson, who speaks from the majestic height of 6 feet, 7 inches, was a little disconcerted one day recently in Studio 6B—but not for long—when one of the shorter set-up men whom Tiny had asked a question climbed up on a stool to give him equal height before answering Tiny. "If you worked harder you wouldn't have all that energy," was Carson's classic comment.

Jack Burrell is off to Hollywood this month as field supervisor and Cort Snell is scheduled to become field supervisor in Chicago this fall.

As told by returning veterans of the Philadelphia conventions, the set-up at the Phi Delta Theta fraternity house at the University of Pennsylvania was ideal for men working 12 to 18 hours a day. Breakfast was served at the house, and beer and sandwiches always in the ice box after hot hours in Convention Hall.

## GENERAL SERVICE

**ROOM 508 and PBX**—Capt. Charlie Egelhofer's charming 10-month old granddaughter Gale was the subject of a full page of cute and interesting photographs which appeared in the NY Journal-American on July 8. When Gale was left on her own in her carriage outside a store in the Bronx where her mother was shopping, she exhibited her most winsome charms to invoke the assistance of several passersby to pick up and return her toys which she had gaily tossed to the side-walk. Her antics caught the attention of a newspaper photographer.

We welcome Irene Kenny to PBX.

Peggy Fahey was given a gala party at Garrison's by the PBX girls and presented with luggage in anticipation of wedding bells in the near future.

Replacing Bill Thompson who has been transferred to Engineering is Walter Giebelhaus. Walter, a former NBC-ite, has just returned from Hawaii.

Both Don Meissner and George Monahan have returned from their vacations in the New England States. Don tells us he's had the most interesting vacation he ever had—ten days at the Trapp Family Music Camp near Stowe, Vermont. A singing vacation was just the

(Continued on Page 6)

INTEREST IN BASEBALL AND BOYS GIVES  
LLOYD CAMPBELL USEFUL HOBBY

When Hal McConaghy, *Chimes* staff reporter for Air Conditioning, reported that Lloyd Campbell's baseball team was fair competition for the Brooklyn Dodgers, it was decided that here was a matter which would bear looking into.

Lloyd, an NBC-ite for six years, is manager of the Laurelton Seahawks, ages 13-17, and undefeated division champions in the Gertz Department Store (Jamaica) League. Could be that Hal wasn't too far wrong.

Lloyd has always had a yen for baseball, having played semi-pro ball and managed two youthful teams prior to taking on the Seahawks. A kids' game in the street was always "worth a ten-minute stop".

It was because of one of these "ten-minute stops" that the Seahawk Baseball Club was created. While watching a game between a group of boys in his town of Laurelton, L. I., Lloyd offered some advice to one of the boys who was having trouble with his batting. The advice proved sound, and the boys were so impressed that they asked Lloyd to coach them.

That was a year and a half ago and only the beginning of what turned out for Lloyd to be a very satisfactory hobby. Combining sports with juvenile delinquency

prevention, Lloyd has interested the town in keeping the boys off the streets by offering them a planned recreational program. The local Lions Club is sponsoring the Seahawks, which number 36, not only in baseball, but in basketball and football, helping them obtain uniforms and equipment. From time to time the local theaters invite the boys to a free movie, one of Lloyd's choosing, with both entertainment and educational value.

Lloyd has made it a point to get acquainted with his boys' parents, all of whom are enthusiastic Seahawk fans. On one occasion, however, when a father decided that baseball was kid-stuff, and that his sixteen year old son, a poor student in school, should work after school and on Saturdays, Lloyd convinced him that "all work and no play made Jack a dull boy". The boy played ball, his marks improved, and his father has even sent a friend's son to join the Seahawks.

Learning of Lloyd's work with the team, the Lions Club in a neighboring town has undertaken to sponsor a similar athletic program for its boys. Lloyd himself has been named Athletic Director of Laurelton. The Seahawks an established team, he is now bringing up their younger brothers, ages 8-11, the Grums.



## THE CORRESPONDENCE DIVISION

### An Inquiring Public Gets Prompt and Accurate Information About NBC

In Room 952, away from the madding crowd, are eight NBC-ites who answer, in behalf of the Company, all inquiries of a general nature addressed to NBC. These eight "answer men and women" are the Correspondence Division of the Information Department. They handle an average of 600 letters daily. About 80% are re-routed to other NBC departments. The remaining 20% are individually answered — and pronto. There are some 2,000 of these a month.

Whether pertaining to the company's policies, operations or history or whether pertaining to the talent, material or general production of programs, the concise and approved facts must be obtained for

relay to the inquirer. But all is not said and done until a detailed analysis of the letters received each month is prepared in order that other operations in the Company can be advised of public reaction toward those operations or programs with which each may be concerned. Thus NBC keeps faith with itself and its public by taking full cognizance of everything that letters from its listeners have to say.

The pictures on these pages trace the various steps required to answer a single letter containing typical requests from the time the letter is received until a reply is dispatched.



Mrs. X, an ardent listener to NBC, has some questions to ask the network about its programs and does so in a brief letter to NBC.

National Broadcasting Company  
Radio City  
New York, N. Y.  
Dear Sirs:

I hope you won't mind my writing to ask you a couple of questions that I have had on my mind regarding a few of your wonderful programs.

First, just before the 6 PM news comes on, I listened to the Front Page Farrell program, and the theme song is one which has been haunting me. I know the name but I can't for the life of me recall its title. Could you please tell me the name of it and also the publisher so that I may get a copy of it?

About two weeks ago, on the 11 PM news program, I heard an item mentioned concerning a wealthy actor who died and left all his money to an organization who is to begin a fund for the establishment of an old age actors' home in upper New York State. I'm sure I have heard of this man and his plans and I'm sure that he has been on NBC several times. Could you please tell me his name and the programs he has appeared on?

Thank you ever so much for your taking time to answer these questions, as they mean so much to me.

Gratefully yours,  
Mrs. (X)



Mrs. X's letter is received in the Information Department. Alice Kennell and Ken Crosthwait, Mail Reader and Mail Analyst respectively, decide that it will be answered by the Correspondence Division.



Kathryn Cole, Department Supervisor, classifies and records Mrs. X's letter on the mail charts and refers it with other letters of the day to the Correspondents, Rosemary Pfaff, Joe Rothenberger, and Bob Tiedje.



Mrs. X's letter goes to Bob Tiedje. He decides what research he must do to find the answers to Mrs. X's questions. Searching for answers to listeners' questions takes Correspondents to several departments.



First, with the help of Grace O'Donnell in the NBC Newsroom, Bob checks back over the 11:00 p.m. news programs to find the one on which the death of the wealthy actor and the actors' home was mentioned.





Equipped with the name of the actor, Bob wends his way to Research, where Ruth Lytle of Program Analysis, looks up the programs on which the actor had appeared.



In the Music Library Division, Bob makes his final stop. There Ruth Ost gives him the title, composer and publisher of the *Front Page Farrell* theme music for Mrs. X.



All facts assembled, Bob dictates his answer to Mrs. X. Rosemary Pfaff is similarly engaged. All letters received by the Correspondence Division are answered in this way.



In the Stenographic Department, Kathleen Hughes is assigned the dictaphone cylinder containing Bob's answer to Mrs. X. After typing the letter from the playback machine, she returns it to Bob.



Before signing the letter, Anita Barnard, Manager of the Correspondence Division, checks it for accuracy and form, making sure that all of the information Mrs. X requested has been included.



Carmen Corsi makes the day's final mail pick-up. Bob's letter is on its way to the NBC Mailroom and Mrs. X. Carmen is well equipped for carrying any load of mail the Correspondence Division may have.



Facts from Mrs. X's letter are added to those from some 2,000 other letters which each month constitute the detailed report prepared by Anita Barnard for Horton Heath, Director of Information.



## IT HAPPENS AT NBC

(Continued from Page 3)

thing for tenor Don. After two and a half hours of singing every morning, he was just in the mood for a climb up Mt. Mansfield in the afternoon. He highly recommends the place.

**STENO** — Steno welcomes the following new girls—Elizabeth Murphy, Alice Pons, Gertrude Murphy, and Evelyn Sabotka.

A recent snapshot from Amie Chilleen, one of our former stenographers, discloses that Arizona is doing well by her.

## GUEST RELATIONS

The Guest Relations agenda is filled with items calling for much sunshine, boats, bathing suit, as vacation days have descended upon us once again, and very much appreciated they are too!

Elly Gallagher came merrily back to us after spending a week at Great Barrington. Tony Lefevre spent his vacation wallowing in the sands of his native state of Florida, after being away from home-cookin' for a whole year. Judy Dougherty is going to take up where Tony left off 'way down South. Jack Mills and George Dobbs are off for the north country—Jack to Lake George, and George to tour the countryside with a few of his pals.

GR bids a hearty welcome to Ralph Hansen who has joined our Page staff. Ralph worked for NBC in days gone by, but more recently has been hitting the books at Brigham Young College. George Meyer, a welcome newcomer to our Page staff, has spent the past year at Syracuse University. Elizabeth Cox is a talented addition to the Guide staff. She is a recent graduate of the University of North Carolina where she majored in radio. Among her many accomplishments she produced, wrote and sold original program ideas to WRNO in Orangeburg, South Carolina.

Claire Trainor, GR Cashier, has just been promoted to the Program Department as receptionist.

Harriet Taylor and Elly Gallagher have become avid tennis players. Every night at 5:00 p.m.



## Stork Talk

To Charles Mangano, International, his first child, a son, on July 3. Name: Charles Jr. Weight, 7 lbs., 10 oz.

To Roger Muir, Television, a daughter, on July 4: Name: Nancy. Weight: 8½ lbs.

To Robert Long, Engineering, a 6 lb., 5 oz. daughter on July 6. Name: Judith Ann.

they dash madly out of the office in order to keep their date with the tennis pro. For any of you who are interested in this sport, Tony Fasolina makes a beautiful racket. Elly will be glad to display hers.

## INFORMATION

The Information Department welcomed Bob Tiedje back from his Bermuda honeymoon. On June 26 Bob married the former Joyce Mott in the First Congregational Church of Westfield, N. J. Kathryn Cole, Alice Kennell and Rosemary Pfaff attended the wedding.

Ken Crosssthaite has returned from his home town of Paducah, Ky., where he extols with glistening eyes, "Fishing was good". While this is coming off the press, Joe Rothenberger and his wife are headed "down East" to Bar Harbor and then to the Finger Lakes.

Mrs. Irene Kuhn and her daughter Rene are motoring to Seattle, Washington.

## INTERNATIONAL

**Moving Vans** — The lull of mid-summer was not for us. Our moving to new quarters in the Flint-Horner Building was accomplished with a minimum of casualties, however. Even Edith Roth's records arrived, slightly shuffled, but intact.

**Vacations** — Bud McBain returned from Wisconsin with a North Woods' tan. Betty Rapp did the Connecticut Chamber of Commerce little good by publicizing hereabouts her encounter with a five-and-a-half foot rattler near Portland. The intruder which boasted eleven rattles was killed, but not by Betty who had sprinted clear to Hartford. Beverly Krostich, who is on her first job, is bearing up under her very first summer in New York's heat. Camp life, however, calls her to the Poconos for 2 weeks. Nancy Fox Terry's honeymoon-vacation was just perfect. Now she's back at what's been her favorite pastime since last fall — apartment hunting.

**Newcomers** — Anne Segal to Production and Helene Firestone as Script Control Clerk; Robert Ruffer and Edward Sleaf, as Messenger Clerks; Guy Hickok and Alan Rogers to Program Supervision, and Constance Harper to Music.

**Witch Doctor** — Mercedes Luks has adopted the magic charms of a black cat to ward off burglars. The witch doctor of Lecuona's song "Babalou" lived in Guanabacoa, Cuba. Mercedes once lived there, too, so the cat has been christened "Babalou".

## LEGAL

The welcome sign hangs high for Gustav B. Margraf, our new Vice-President and General Attorney.

After the lightning involving top

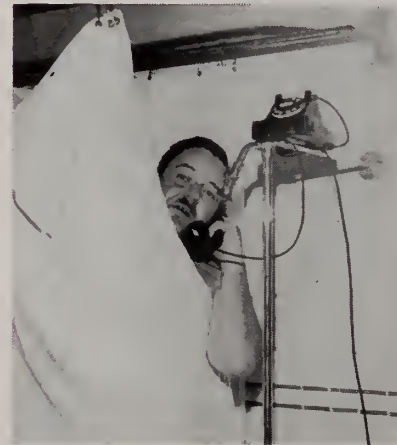
management reorganization struck Legal last month, Doris Crooker left for the Thousand Islands to vacation and forget, and did such a thorough job of both, that she would like a return visit to the other 999.

Pat Roche leaves Bob Myers for a spot in Television.

Speaking of changes, we say an official hello to Marilyn Dengler and Grace Richardson, secretaries to Messrs. Pat King and Paul Lynch, respectively.

## NEWS & SPECIAL EVENTS

With the close of three political conventions, those who had weathered the expeditions to Philadelphia as well as those who had held the fort in Radio City eagerly attacked the problem of vacations. High on the preferred list were spots sans radio, television and telephone. Buck Prince and John MacVane led the exodus, followed by Bill Brooks, Frank McCall and



The above picture of Frank McCall shows that no detail was overlooked to keep News and Special Events men up to the minute on developments at the Democratic Convention.

Irwin Welpen. The rest of the staff is quietly marking off the days until they too can escape the political echoes.

Zena Bier, Frank McCall's secretary, has moved next door to the Press Department to take up where Hallie Robitaille left off. We're very glad she has not strayed so far that we will be cut off from the Bier sense of humor.

When Ethel Mae Barker decided to transfer her interest from radio to linen importing, it was only fitting that Bettilou Crossan should take her place. Surprisingly, neither of these dual-named gals hails from the South.

## PERSONNEL

We welcome Joan Mooney who is working in the Records Section for the summer. Joan is attending Woods Secretarial School, and will return there in the fall for her final year.

## EXCHANGE CORNER

**FOR SALE**—Cocker Spaniel puppy. Blonde, male. Registered American Kennel Association. Call Joan DeMott, Ext. 602.

**FOR SALE**—Kodak Duaflex Camera with leather case, flash equipment, and other accessories. Ernest White, Ext. 240.

**FOR SALE**—Easy Whirldry Washer, 2-3 lbs. capacity. Two months old. Excellent washer. \$45. Walter Wiebel. Ext. 681. Last two weeks in August, HA 9-7412.

One of the most exciting vacations taken by Personnel personnel was Eleanor Nadeje's cruise to Guatemala. Eleanor had much to talk about when she returned, and one tale we thought very interesting was about her tour of the broadcasting studios in Guatemala City. Eleanor's escort was a local dignitary who had formerly worked for NBC. Her visit included a quiz program broadcast (yep, they even have them south of the border). Seeing these representatives of NBC in the audience, the MC called both to the platform and asked Eleanor to make a speech. She obliged — in Spanish.

Another vacation tale came from Helen Korday who one day on a shopping tour in New York, had her path temporarily blocked by a crowd in front of the Hotel Roosevelt. Trying to get through, she suddenly found herself shaking hands and exchanging greetings with Governor Dewey for whom the crowd was waiting.

## PRESS

Dorothy Collins has left the Press Department to join the Woman's Home Companion as Publicity Director.



Press's Roy Battersby (left) and Jack Slocum, Marine buddies in Hawaii during the war met again last month when Jack was appointed Magazine Editor.



Vacation notes—Priscilla Campbell is roaming New England and Canada with her parents . . . Arthur Selby is honeymooning, place unknown . . . Louise Hanley, with her sister and brother-in-law, was last sighted off Gloucester in a sailboat . . . Teletypist Bill McCardell is spending a never-a-dull-moment vacation in the company of his four-year-old son, Mike.

Jesse Birnbaum is the office's new errand boy in charge of losing rush copy somewhere between the fourth and fifth floors. He replaces Eddie Starr, now a staff writer.

## PROGRAM

**MUSIC** — To wind up the vital statistics on a story whose public aspects we have been reporting with considerable delight for several months — Ann Jockwig and Richard Muller were married at high noon in City Hall, Brooklyn, on Monday, June 21. They honeymooned for a week on a farm near Lancaster, Pennsylvania, and are now living in Brooklyn.

Samuel Chotzinoff has returned from Italy, where he accompanied the Toscaninis to Milan. He is several pounds lighter in spite of the spaghetti, and looks very fit indeed.

We regret that Warren Scofield, Assistant Director of the Music Library, is on sick leave. He is regaining strength slowly at his summer home in Westport, Connecticut.

For years and years, music and telegrams and letters have gone back and forth between our office and Mary Kathleen Moore, Director of the NBC Music Library in San Francisco. The other day she walked in en route to a convention, and we all met her for the first time. The lady is charming, and the comparison of our two libraries which differ greatly in size, facilities and responsibility was most interesting.

Thanks to two musical summer replacement shows (*Jack Pearl* and *Jane Pickens*), Bill Paisley's arranging-copying staff has grown

to something like its former proportions. Leo Kempinski and Red Bone have rejoined Paul Burke on the arranging end, and Walter Dorfuss is working with George Zevitas and H. H. Thomas on extracting the parts that go on the music stands.

**SCRIPT**—In this, the busiest time of Script's deadline-filled year, we cornered Dick McDonagh, Script Manager, for comment on the new *Radio City Playhouse* series that takes its place with such NBC winners as *Living—1948* and *The World's Great Novels*.

After two broadcasts of *Radio City Playhouse*, dozens of telephone calls and nearly 300 letters of congratulations poured in from nationwide listeners. Dick's comment concerned not the praise but an offer to you in NBC. Below are the highlights of a report of his needs for *Radio City Playhouse*, and he wants you to know that if you meet his needs with top-notch one-shot scripts, you may find yourself with a show on the air.

"Beginning July 3, 1948, NBC has broadcast from New York a weekly series called *Radio City Playhouse*. If you have a half hour script that is unusual, important, wonderful — a script on which you would be willing to stake your reputation as a writer—we'd like to have a look at it . . .

Plays should be of 30 minutes duration and *must* be original—not adaptations . . . no crime or horror scripts, but this does not rule out every type of mystery or suspense play . . . no 'propaganda' plays when designed as such.

Payment, \$210, script being licensed under terms of the Radio Writers Guild-Networks Basic Agreement.

Each script submitted must be accompanied by the NBC release form (available in Dick McDonagh's office), and be addressed to Richard McDonagh, Room 266, NBC, prominently labeled for: *Radio City Playhouse*."

Meanwhile, listen to *Radio City Playhouse* on Saturday nights, 10:30-11:00 p.m. and hear what staffer Ernest Kinoy, director Harry Junkin, and others have written in their own top dramatic styles.

**SOUND EFFECTS** — Jack Anderson is back from a two-weeks sailing trip, and Bob Jacquinot has returned from three weeks in the North Woods where among many adventures he acted as guide for two lost deer that had followed him to his lodge.

Clem Walters is proudly showing off that 1949 Ford of his by taking passengers back and forth to Ebbets Field.

Our No. 1 man Fred Knopfke goes in for adventure. On a dare



Susan Strelbel, three and a half months. Proud father of this wide-eyed beauty is Russ Strelbel of the Traffic Department.

he drove a new truck to North Carolina—no roof, no mud guards, and, we hear, no hands.

**SUPERVISION** — We waved a tearful farewell to Walt Ehrgott, who is rapidly climbing the ladder of success and has become an Associate Director. Vince Mitchell is ably filling his post as Supervisor of Central Booking. Vince started his NBC career seven years ago in Guest Relations.

Flora D'Avanzo was using her left hand for just everything one morning, and no wonder! She became engaged to Alfred Halikias and has a lovely solitaire diamond set in gold.

## PUBLIC AFFAIRS & EDUCATION

When Hilda Watson, Office Manager of the Public Affairs & Education Department, sailed on the *America* for a five weeks visit to England, the land of her birth, she was seen off by Ellen Breen, Sterling Fisher's secretary, Nancy Ann



Mr. and Mrs. George Sangas shortly after their recent wedding. The lovely Mrs. Sangas is Penny Drossos of Research.



Traffic had its quota of new fathers this spring. Here Walter Wiebel shows off his son Wayne who was one month old when picture was taken.

Woodard, researcher for *Living—1948*, and Edith Lisle, William Webb's secretary. The girls found time to present Hilda with a corsage, help settle her in her cabin, and still managed to get acquainted with some of the Olympic team who were sailing on the same ship. Ellen, Nancy Ann, and Edie had their pictures taken with Fortune Gordien, discus thrower for the team. Hilda was too busy being seen off by the big gang who showed up to surprise her and wish her bon voyage.

At a luncheon on June 15 given by Niles Trammell, President of NBC, for Dr. Frank Goodman on his retirement as Radio Director of the Federal Council of the Churches of Christ in America, Doris Corwith assisted Mr. Trammell in making arrangements for the luncheon and greeting the guests. Among those honoring Dr. Goodman from NBC were Ken R. Dyke, Sterling Fisher, Sydney Eiges, Dr. James R. Angell, Mr. Trammell and Miss Corwith. At the conclusion of the luncheon, Mr. Trammell presented an RCA television set to Dr. Goodman.

## RESEARCH

We in Research are interested in population shifts, so we did a little research on Research, and here are our findings. Of the 63 Researchers, 30 hail from New York; 8 from New Jersey; 5 from Pennsylvania; 3 from Massachusetts; two from California, Michigan and Texas; and one each from Iowa, Washington, D. C., West Virginia, Indiana, Ohio, Georgia, North Carolina, Oklahoma, Connecticut, Canada, and Puerto Rico.

While on the subject of geography, we noticed Whit Rhodes looking for England on a map of the U.S. He wasn't crazy with the heat, but was looking for the town from which Ed England had sent a (Continued on Page 8, Column 2)





## Athletic Association

### NBC-AA SOFTBALL TEAM UNDEFEATED IN FIRST THREE GAMES

By Cal Wheeler

As *Chimes* goes to press, the NBC-AA Softball team under the leadership of field captain Joe Iaricci heads the Midtown Variety League with three wins and nary a loss. With the superb pitching of Ed Thompson and the hitting power of Bob Smith, Fred McKinnon and Ed Steiner, the team has rolled to fairly easy victories. The scores were NBC 16—GAC 4; NBC 5—ABC 3; NBC 21—Paramount 2.

Ed, or "Tex", as he likes to be called, has allowed eight hits in three games, which is about par for the course. He has struck out 17. He's also helped his own cause by batting in eight runs on hits that included a home run and two doubles.

Bob Smith, with an average of .571, has hit two home runs, a double and five RBI's. Ed Steiner with an average of .700 has the

largest number of hits on the team. "Red" McKinnon, who has played in one game, hit two home runs, a triple and batted in six runs. Home run honors also go to Lloyd Trafford and Joe Raad. Other high average holders are Charles Mangano, .750; Hugh Teaney, .500; and Tom Flanagan, .444.

Although the team got underway with very little practice with many of the men playing together for the first time, it has done exceptionally well. Barring injury to key players, it has a more than good chance to cop the league championship.

The team's roster includes Gene Alexy, George Dobbs, Tom Flanagan, Jim Gaines, Matt Governali, Ralph Hansen, Ed Heussler, Joe Iaricci, captain, Walter Law, Charles Mangano, Fred McKinnon, Joe Raad, Bob Smith, Ed Steiner, Hugh Teaney, Ed Thompson, Lloyd Trafford, Cal Wheeler, manager.

### CHARLES BEVIS NAMED MANAGER OF WNBK CLEVELAND

(Continued from Page 1)

Then came the war, and he had a twenty-four hour job in the Naval Air Force for four and a half years. As a dive bomber pilot serving aboard the carriers Ranger, Bunker Hill and Essex, Charlie flew the seven seas, from Africa to the Arctic, and South China and the Philippines to Japan. He was with the only carrier group in combat north of the Arctic Circle, and took part in the first Allied invasion in the European theater and the first carrier attack on Japan.

In 1946 Charlie returned to NBC as a member of the Television Department as Executive Assistant to Vice-President John Royal. Since March of this year, he has been handling television matters for the Station Relations Department.

Charlie has been in Cleveland since August 1. With him from New York are Andy Hammer-schmidt who has been appointed Television Engineering Operations Supervisor of WNBK, and Milton Kitchen, Field Supervisor. WNBK is scheduled to begin operations this fall.

### COLUMBIA UNIVERSITY-NBC OFFER 27 COURSES IN RADIO

(Continued from Page 2)

Other NBC professors are Sterling Fisher and Doris Corwith who will conduct a *Basic Course in Radio Broadcasting*; Robert Adams, *Advanced Radio Directing*; Wade Arnold, *Advanced Dramatic Radio Writing*; Tom Bennett, *Music in Radio*; Sydney Eiges, *Radio Publicity*; James Harvey, *Acting in Radio*; Edward King, *Advanced Radio Acting*; Patrick Kelly, *Radio Announcing*; Frederick Knopfke, *Sound Effects*; Walter McGraw, *Producing and Directing Radio Drama*; James Nelson, *Radio Promotion*; Adolph Schneider, *Script Writing for Radio and Television News Services*; Ferdinand Wankel, *Uses of Broadcast and Television Equipment*.

### IT HAPPENS AT NBC

(Continued from Page 7)

postcard on his "California or Bust" trip. Ed's back in New York—busted. He got as far as eastern Nebraska in the record breaking time of twelve days. And we do mean breaking—he broke down in every state.

For a first hand eyewitness account of California, we suggest that Ed see LaVerne Heuer who

has just returned from the Golden State.

Rosemarie Gordon is leaving for California to study.

We reluctantly said goodbye to Charlie Squires who has left us to join the Fletcher D. Richards Agency. In turn we welcome Jean Woodside, formerly of International, to the Library, and Betty Herkert, just out of Adelphi College, to Circulation.

Our thanks to Willard Zurflied, who is bowing out as Research Columnist, for doing such an excellent job.

### STATIONS

**STATION RELATIONS** — A loss and a gain. Our loss was Adrienne Krucher, secretary to E. B. Lyford; our gain was Saravette Royster, a charming Raleigh, North Carolina gal who is proof that the South has a right to be proud of its pretty girls.

The flurry seen around this department one week last month was just Adrienne running around bidding good-bye to everyone. She claims that she was treated so elegantly at all her farewell parties that she'd get married more often just "for the fun of all those luncheons."

Speaking of gleams, Bill Kelly had a very noticeable one in his eyes, possibly the forerunner of a howl, when he heard that he was to escort one of our stations' beauty contest winners around town. Bill is all in favor of bigger and better Station Relations.

Understand Norm Cash is having a bit of Chanel allocation trouble since his young daughter Cammy drank a bottle of No. 5. **TRAFFIC**—We have a new addition to our group. Joan Duggan, who hails from Westwood, N. J., has taken over Kay Godson's job as secretary to Steere Mathew. Kay has moved into Matt Boylan's group.

Bob Rudick, formerly of Communications, has been transferred to Engineering. Francis Trudell, formerly of News and Special Events, has taken over Bob's job.

Bill Forrester of the Reports Division has joined the National Guard.

### TELEVISION

Telengineering welcomes Louis Peduto, Anthony Romeo, John Lake, Walter Van Gieson and Matthew Bracic. Production Fax welcomes Sally Meehan, new secretary to Bob Brunton, and Mildred Diefenbach, Daniel Durney, Arthur Ross, Lester McGregory and effervescent Bill Farrington from GR.

Teleprogram was glad to see John Gaunt before he left for the Coast, and welcomes Burke Miller's secretary, Betty Morrison.

Telesales welcomes Mary Harris, a former guidette, as receptionist. Andy and Ann Anderson have been

## PROMOTIONS

Dorothy Alexander, Controllers, to a new clerical position.

Joan Bacco, Controllers, from Typist-Clerk to Payroll Clerk.

Ruth Berg, Research, from Statistical Clerk to Sr. Statistical Clerk.

Elizabeth Dilworth, Television, from Report Clerk to Programming Assistant.

Vsevolod Kondratiev, International, from Writer-Announcer to Sr. Writer-Announcer.

Anthony Lefevre, Guest Relations, from Page to Control Desk Clerk. Rita Morey, Guest Relations, from Guide to Tour Cashier.

George Neumann, Engineering, from Video Control Engineer to Technical Director.

Mary Jane Orth, International, from Senior Music Clerk to Recorded Program Builder.

Henry Rudick, General Service, from Electrician to Assistant Chief Electrician.

Eugene Saerchinger, International, from Writer-Announcer to Sr. Writer-Announcer.

John L. Siebert, Engineering, to Staff Engineer.

Courtney Snell, Engineer, from Video Control Engineer to Assistant Field Supervisor.

Frances Souza, Research, from Trade Magazine Assistant to Survey Assistant.

Edward Starr, Press, from Copy Boy to Staff Writer.

Hugh Teaney, Guest Relations, from Desk Clerk to Main Hall Receptionist.

Lillian Tierney, Guest Relations, from Guide to Tour Cashier.

Emilio de Torre, International, from Senior Writer-Announcer to Acting Regional Supervisor.

Edwin Vane, Guest Relations, from Page to Desk Clerk.

sailing up and down the coast for three weeks.

### WNBK

Vacation plans are the main topic of conversation in Room 416 these days. By fall, we should be the best travelled group in NBC. Marge Hutchison was in northern Wisconsin for two weeks in June; Don Norman and his family have left for two weeks in Arkansas; Dick Stahlberger is in Canada and Tom Page in Connecticut. We even have a representative to foreign soil. Murry Harris has gone to England for three weeks and will enjoy the Olympics while there.

One of the biggest events of the season was a party that the staff gave for Jim Gaines and Tom McFadden. Our clever creative writers in WNBK wrote a 15 minute script for radio presentation which they recorded, portraying the rise of the two men to their present positions in NBC.