



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

OCTOBER • 1948

VOL. 6 NUMBER 8

LUNCHEON SESSION AT SUN VALLEY



Seated are Vice Presidents Ken R. Dyke, Harry C. Kopf and President Trammell. Charles R. Denny, Executive Vice President, is the speaker.

NBC NEWSROOM TRANSFERS TO STUDIO-THEATER, ELECTION DAY

To cover America's biggest political story of the year, NBC's Studio 8-H will be transformed into a special election news center, Nov. 2, it was announced by Vice President William Brooks, at Sun Valley. For the first time, both radio and television networks of NBC will broadcast and telecast up-to-the-minute reports on election returns.

Life Magazine and NBC Television will again unite their news-covering facilities, continuing their successful collaboration begun at the national political conventions.

Television cameras will be trained upon a giant election chart on the stage. Below the charts there will be a battery of news tickers specially installed, and facing the charts will be the control desk, copy table, tabulators, monitoring tables and press desks.

Elevated and facing the entire setup will be the radio commentators' table, with H. V. Kaltenborn and Robert Trout acting as supervisors of the radio operation. Ben

(Continued on Page 8)

NBC-ites To Preview Film Documentary Here in Oct.

Behind Your Radio Dial, film documentary of the people, organization and operations of NBC, will be shown to NBC personnel here, in October.

Brainchild of NBC Vice President Charles P. Hammond, the picture was shot on location at NBC through June, July and early August, by RKO Pathe. Acting as producer for NBC was Roy C. Porteous, Manager of Advertising and Promotion and for RKO, Phillips Brooks Nichols.

Jack Snow and Richard Blake of A&P worked on the script.

Billboard, Oct. 2, acclaimed the film "a high-powered public relations job."

FIRST AUDIO-VIDEO CODE ANNOUNCED AT SUN VALLEY

New Standards Presented at NBC
Convention by President Trammell

Opening the second annual NBC Convention, at Sun Valley, Niles Trammell announced the revision of the NBC code, incorporating all provisions of the recently adopted NAB code and initiating the industry's first set of standards for television. The code, which becomes operative Jan. 1, 1949, includes a number of rules for the operation of the NBC network and the six stations owned and operated by the network.

Describing the code as "an inventory of today's general measure of acceptability, presented, not as negative or arbitrary rules, but as a positive framework of attitudes governing NBC's service in the public interest," Vice President Ken R. Dyke explained the provisions to the 350 NBC and affiliate officials assembled for the convention.

In a review of the economic future of sound broadcasting and television, Mr. Trammell stated that the radio industry is in a "generally healthy state. There has been a substantial increase in radio revenue this year. More people are listening to sound radio than ever before, and sets are in use more hours per day than at any time in broadcasting history."

Radio, he pointed out, did not increase its revenue at the expense of other media, but rather increased the total advertising dollar. Television can be expected to follow the same pattern, he said. The challenge to radio, today, he declared, is to hold the increase in sound broadcasting revenues and develop new money for television. In 1953, barring unforeseen developments, he predicted, there will be approximately 11½ million television receivers in operation.

The current outlook on television was discussed by Executive Vice President Charles R. Denny, who told station representatives that the NBC television network may reach a total of 33 stations during 1948. At the end of 1949, he estimated that there would be 2½ million television sets in operation, as contrasted with 870,000, at the end of 1948.

Mr. Denny outlined NBC's new plan for network station affiliation, designed to provide a minimum of 28 hours' television network service a week, 5-6 p.m. and 7:30-10:30 p.m., New York time, seven days a week.

Present plans are to link into the network, by coaxial cable or radio, NBC television stations in the fol-

(Continued on Page 8)

UNITED NATIONS WEEK SCHEDULED, OCT. 17-24

United Nations themes will be featured in special radio programs, and folk dancing, concerts and choral programs in Rockefeller Plaza, for the third annual NBC celebration of UN Week.

Originated in 1945 as a public service feature of NBC by Sterling Fisher, Manager of the Public Affairs and Education Department, UN Week has become an outstanding annual event.

On the air, the following programs will incorporate UN themes into their broadcasts, in the week Oct. 17-24: Living 1948, Chicago Roundtable, Public Affairs, NBC Symphony, and many other sustaining and commercial programs.

Activities for Rockefeller Plaza will be coordinated by Jane Tiffany Wagner, Director of Education, and include a Folk Dance Festival and concert by the Rockefeller choristers, Sunday, Oct. 17; concerts by N. Y. City bands, the Salvation Army band, Reader's Digest and the N. Y. Naval Shipyard Choruses.

Doris Corwith, Director of Talks, is in charge of all speeches both in the Plaza and on the air. Margaret Cuthbert, Director of Public Affairs, is liaison for outside organizations participating in the celebration, and Lucy Towle of A&P and Art Oppenheim, of Press Relations are handling promotion.



ELLEN RYAN, *Editor*

STAFF

Don Foley— <i>Adv. & Prom.</i>	Elaine Simpson— <i>National Spot Sales</i>
Kay Henderson— <i>Cont. Accept.</i>	Helen Lampros— <i>Network Sales</i>
Joan G. DeMott— <i>Controllers</i>	Agnes Sullivan— <i>News & Sp. Ev.</i>
Hal McConaghy— <i>Engr., Air Cond.</i>	George Swisshelm— <i>News</i>
Jane Kenney, Mary Cregan— <i>Engr., Aud.-Vid., Facilities</i>	Betty Smith— <i>Personnel</i>
Ed Watkins— <i>Eng. Empire State</i>	Roselle Hubel— <i>Press</i>
Vincent Genzardi— <i>Engr. Maint.</i>	Robert Wogan— <i>Program—Announcing & Production</i>
Ed Stolzenberger— <i>Engr. Master Control</i>	Phebe Crosby— <i>Music</i>
Mary Bell— <i>Engr. Recording</i>	Ann Kramer— <i>Script</i>
Willard DuBois— <i>Engr. Studio & Field</i>	Frank Loughran— <i>Sound Effects</i>
Mel Stickles— <i>Bound Brook</i>	Pat Gormley— <i>Supervision</i>
Bill Haerer— <i>Port Washington</i>	Hilda Watson— <i>Public Aff. & Ed.</i>
Mary Heller— <i>General Service</i>	Marilyn Costello— <i>Radio Recording</i>
Ed Williams— <i>Gen. Ser.</i>	John Marsich— <i>Research</i>
Charlie Atlee— <i>Duplicating</i>	Marion Lucas— <i>Station Relations</i>
Cal Wheeler— <i>Gen. Ser.-Mail Room</i>	Kay Collins— <i>Traffic</i>
Jo DiMarco— <i>Gen. Steno.</i>	Terry Gurbach— <i>Television</i>
Elizabeth Cox— <i>Guest Relations</i>	Rose Sheeky— <i>Television</i>
Eileen Tobin— <i>Information</i>	Ernestine Thomas— <i>Treasurers</i>
Elizabeth Moloney— <i>Legal</i>	Betty Michaelis— <i>Treas.—Pur.</i>
	Marjorie Hutchison— <i>WNBC</i>
	Photographers—Art Selby, Sy Friedman

OUR AFFILIATED STATIONS

Your president has been cautioned by friends outside of NBC that he was "sticking his neck out" to gather the representatives of all our affiliated stations in one room at one time, and then stand up in front of them and invite them to tell him all their troubles.

I would like to report that I have done just that, my neck feels fine, and the relations between NBC and its affiliates were never more cordial.

Needless to say, the reason I can make such a report is because of the splendid work done by the entire NBC organization during the past year, and in particular by our front-line troops in the Sales, Program and Stations Departments.

The constructive accomplishments at the Second Annual Convention of Affiliates are mentioned elsewhere in this issue of *Chimes*. What no factual record can show, however, is how closely tied together we are with our affiliated stations in terms of mutual respect, interest and understanding.



Niles Trammell

Of the 170 standard broadcasting stations comprising our network, six are owned by NBC and 164 belong to other people. These 164 stations include some of the oldest in the United States—quite a few were on the air before NBC was established. Thirteen of our present network stations carried the inaugural NBC program on November 15, 1926, and have been with us from that day to this. The combined broadcasting experience of all our stations adds up to a total of 3,000 years!

These facts indicate what a treasure of experience and prestige we have in our affiliated stations. Their officers and personnel include a goodly proportion of the best broadcasting brains in the country. Each station represents an investment of many thousands of dollars, and each is an important, highly respected organization in its home city. It should be remembered that what we call "the NBC audience" in each station area has been built up not only by our network programs, but also by the excellent local program service which the station itself creates and delivers to its community during many hours of the day.

It is both a privilege and a pleasure to be associated in the broadcasting business with the high calibre of men, women and organizations comprising the stations affiliated with our network.

Personnel Director Presides

Ernest de la Ossa, Chairman of the N. Y. Personnel Management Association, presided at a joint luncheon session of the N. Y. personnel group and American Management Association, at the Hotel Pennsylvania, Sept. 23.

Mr. de la Ossa is a member of AMA Personnel Division Planning Council.

AA Bridge Group

First session of the Bridge Group was held Tuesday, Oct. 5, opening the Fall Duplicate Bridge Tournament, which will end Dec. 7.

Partners will be determined by lot, and it is necessary to play in five sessions to be eligible for a prize.

The group meets on the following Tuesdays: Oct. 5, 19, 26, Nov. 9, 23, and Dec. 7.

NBC-COLUMBIA BOOK SERIES

Television Production Problems, by Vice President John F. Royal, has just been published by the McGraw-Hill Book Company as part of the NBC-Columbia University Broadcasting Series.

Among NBC contributors to the book are Frederick Coe, N. Ray Kelly, Reynold R. Kraft, Richard McDonagh, Edward Sobol, Robert J. Wade and Ferdinand A. Wankel.

Mr. Royal's book is the third in the series. *Music in Radio Broadcasting*, by Gilbert Chase was the first, published in 1946, and *Radio Newswriting*, by William F. Brooks, 1948, was the second. Copies of the books are available in the General Library.

Library's Winter Schedule

On Oct. 4, the General Library resumed its winter schedule of hours, 9 a.m. to 6 p.m., Monday through Friday.

FRENCH CLASSES RESUMED

Classes in conversational French were resumed Monday, Oct. 4. Miss Simone France, whose method of instruction in practical French has received editorial recognition in *The N. Y. Times*, is conducting the class, for her fifth year at NBC. Miss France stresses phrases most needed by tourists in France.

Instruction is at intermediate level, and classes meet 5:15-6:15 p.m., in Room 694. Tuition fee is \$1.00 an hour payable monthly, and arrangements to join the class may be made through Employee Services, Room 512.

PAT KELLY'S CLASS

NBC Announcing Classes began Wednesday, Sept. 29, at 10 a.m. in Studio 8F, under the direction of Patrick J. Kelly, NBC Chief of Announcers.

Winners of the auditions held Sept. 15 were Dave Bellin, Ralph Bennett, Ira Cavallo, William Clotworthy, Edward Cosgrove, Jim Gaines, Robert Garthwaite, Denis King, Walter Kravetz, Vincent Marcle, Andrew McCulloch, John Naughton, James Orre, Kenneth Reed, William Schwartav and Leon Takatyan.

An article by Mr. Kelly on the "Art of Announcing" appeared in *The New York Times*, Sept. 19.

NEW CHIMES EDITOR

With the departure of Winifred Carter for a tour of Western countries of Europe,

Ellen Ryan joins NBC as *Chimes* editor. After 3 years in the Army—a year in New Guinea and the Philippines—she was with World Bank in Paris, and came to NBC from the staff of *Tracks*, Chesapeake and Ohio magazine.



Ellen Ryan

ARMY THANKS NBC

In a letter addressed to Niles Trammell, Maj. Gen. S. B. Akin, Chief Signal Officer of the Army, recently thanked NBC for sponsorship of the Mobile Radio Broadcasting Company being organized here. General Akin said:

"The Signal Corps is justifiably proud of the contributions made by National Broadcasting Company to our defense efforts and is very grateful for your continued support. The patriotic spirit indicated by the voluntary and enthusiastic participation of National Broadcasting Company is worthy of commendation and exemplifies the democratic principles upon which the defense of our country is established."

The unit, under command of Capt. William B. Buschgen, of Spot Sales, has a potential mission in psychological warfare, broadcasting propaganda and counter-propaganda. NBC Reserve officers tentatively assigned to the unit are Ted Thompson, Bob Potter, Ralph Lovell, Pierre Boucheron, Carl Lindemann, Robert Barnaby, Aaron Neuman, Jack Paine, Ed Starr, Norman Cash and Nevin Price.

The NBC unit is the only Reserve unit of its type being organized in

(Continued on Page 8)

ADVERTISING & PROMOTION

A little grey house in the north has been added to the Dick Blake family possessions. Copy Chief Dick has just bought a house in Barton, Vt., neither antique nor modern, but old, whither he and his family will secede at every opportunity.

The vacant chair in 217 is no longer vacant. The job of Manager of Promotion Production has been taken by Ed Antonioli, formerly of the Cairns Advertising Agency. Ed's home is Mount Vernon.

Messrs. Metro, Goldwyn, and Mayer are all bidding for the services of Roy Porteous now that the NBC film, *Behind Your Radio Dial*, has been released for public showings. Roy arranged the shooting schedule, supervised the script, and, in short, saw the film through from start to finish.

Three men on a horse didn't get as much attention as Edie Lisle when she appeared last month in the rodeo at Madison Square Garden. Edie represented a Pennsylvania dude ranch in a riding competition and acquitted herself right well, podnuh.

CONTINUITY ACCEPTANCE

On one of those hot, hot nights when the temperature hovered around 100°, members of the Continuity Acceptance Department, in relays, boarded a steaming subway express for Brooklyn. The occasion was a farewell party given by Helen Miller for our author, Carl Bottume. Carl has left to finish his second novel at his Branford, Conn., home. We all had a wonderful time, and Helen is certainly to be congratulated for the delicious supper she prepared, in spite of the terrible heat.

Joining us as Carl's replacement is Elwyn Walshe, formerly of the Controllers Department. We extend him a hearty welcome.

We had a visit from Bob Guilbert, of our Chicago office, and Don Honrath and Rouen Westcott, of Hollywood. They were in New York for the yearly Continuity Acceptance Department meetings.

Alyce Reese has finally had an airplane flight! After about a month of calling air lines for a reservation, she managed to fly to Burlington, Vt., on her vacation.

Everybody attending the outing had a wonderful time and agreed it was the best outing we've ever had. A round of thanks should be extended to those who made the outing such a success.

CONTROLLERS

We have quite a lot of sporting blood in this office. If you happened to pass the payroll office some

Monday morning, you might hear Ted Zaer, Payroll Supervisor, and Artie Nelson, Assistant Payroll Supervisor telling some tall fish stories about the mackerel or salmon they caught over the weekend. If you should meet up with John DeMaio, Disbursement Supervisor, you'll hear about a good game of golf that he almost had in the eighties. One of the Disbursement girls, Anne Surowitz, is almost persuaded to take golf lessons. She made out so well bowling that she shouldn't have any trouble golfing.

And now that the bowling season has opened, practically three-quarters of the people in this office belong to the NBC Bowling League. Joan Bacco just started last month, and after bowling three games decided to take instructions immediately. She can't understand why all the pins don't go down every time.

Grace Johnson is all excited this week over the return of her brother, who has been overseas with the Marines for the past two



Martin Meaney, of Engineering, at office celebration of his marriage to Patricia Lawlor.

years. She's been making preparations all week for his homecoming.

We were disappointed at the outing that Lou Newman, Revenue Supervisor, and Michael Boland, Special Accountant, didn't receive golf prizes, because we think anyone who can play 18 holes of golf with one club is very good.

Rose D'Amico, Rose Breglia, Joan Bacco, Evelyn Wulff, Shirley Backhus, Marie Perez and Vera Larson made quite a bevy of bathing beauties at the outing.

Joe Fuller, Bob Burholt, Leslie Vaughan, Bob Murray, Frank Donnelly, Thomas Turner, Arthur Nelson and James Cody also went to the outing and spent most of their time either playing softball or swimming in the pool.

Joan DeMott and Helen Walker also attended the outing, and Controllers was well represented.

It happens at NBC

ENGINEERING

FACILITIES—Rick Caro was married Sept. 10 to Gloria Green. Ann Downing, secretary to Chester Rackey, has announced her engagement to Ben Franklin, former army correspondent, who recently returned from occupied Germany. Congratulations to both members of Audio-Video.

Vacations being over, everyone is busy getting into the swing of things again. Dave Moloney is busy pushing TV installations at 106th Street. Ted Nolen is in Hollywood, but Larry Lockwood is having a tough time getting back to good old 517. Joe Arnone and Eric Berglund have just returned from Cleveland and Chicago, where they were working on plans for TV studios.

"Who's bowling tonight?" This old familiar refrain is echoing through 517 every Thursday. Bowling teams in 517 are Engineering, Construction and Audio-Video. They all got off to a good start and expect good scores for the rest of the season.

We notice Don Castle is in a wind-blown condition these mornings. This may be partially due to the L. I. railroad, but we hear that he has purchased a jeep and has been bouncing to the station in it every morning.

The Audio-Video annual picnic at Bob Keowen's home in Glen Head, L. I., on Sept. 5, was a wonderful get-together for all members of the group. Swimming at Bayville, delicious food and hilarious entertainment all made it a day long to be remembered.

Ed Piller of Radio and Allocations has purchased a new car and a sailboat.

Lester Looney, Ray Guy and Bill Duttera have just returned from trips to Washington.



Engineer Arthur Schweiger's wife and 13-month old baby, Naomi, smile at the camera.

Gus Bosler has returned to work after two months' absence due to a serious operation.

Congratulations to Technical Service's triplets — Bill Marquis, Murray Compert and Carolyn Granzow, who celebrated their birthdays on Sept. 13, 14 and 15.

A hearty welcome to Ray Narvydas, transferred to Technical Services from the Mail Room.

The fall term claims several members of 517 — Bill Marquis, Murray Compert, Mike Morreale, John O'Mara, Bob Bielli, Joe Gilligan, and Ray Narvydas — who are going to night school, studying engineering.

MAINTENANCE — Gordon Windham and his family went to Thousand Islands on a camping trip and had a most enjoyable time fishing, boating and camping in the great outdoors. (Note: Junior caught the biggest fish up there.)

Einer Johnson found a few changes at the roof transmitter, when he returned from vacation. A new low-powered transmitter had been installed, and is operating on a new frequency because the old one was interfering with Connecticut police calls.

Stan Krainin is busy with turntables. The latest tables completed are now in operation at the new Bob Smith studio.

Paul Roder, newcomer to Maintenance, is working with Mel Lewis and Al Neu.

Art Schweiger has completed construction of a mahogany switching box for the Bob Smith studio.

BOUND BROOK — Among those recently transferred to Empire State are Bernard Isbitsky and Paul Turner. BB is well represented over there now.

Ed Morrel has been transferred from Empire State to Chicago television, in Group 15.

Jack Braverman is with BB temporarily from Engineering, Radio City, getting up at the crack of dawn to make train connections.

Les Whitehead is vacationing in New England, and Ken Moore is also on vacation.

John Gullan spent his vacation at the Jersey shore, but says the fishing has been very poor there this year.

PORT WASHINGTON—Word has been received from Jack Flynn, vacationing in Canada, that the fishing is fine if you have a hatchet to chop through the ice. He reports temperatures down to 30° up there.

Charlie Francis has returned after his summer at Point Lookout.

Matt Bracic, now at the WTAM transmitter, says that the boys there must "double in brass" as police car dispatchers. With the

(Continued on Page 6)



Truck and crew on location in Times Square. Jack Irving setting up ladder, on left. Note line on pole for telephone communication.



The telecast is *In Town Today*. Announcer Radcliffe Hall is at the mike.

CONTROL ROOM ON WHEELS

There's more truth than poetry in the saying "All the world's a stage," since NBC's Television Mobile Unit went into operation five years ago. The "control room on wheels" was the answer to television's first problem—how to get on-the-spot coverage with the new dynamic medium. For, in addition to its function in the entertainment field, television has an important mission in covering events while they're happening, says Bill Garden, Producer-Director of Field Programs. Figuratively speaking, the mobile unit gave television cameras a range of operation of 35 miles for line-of-sight transmission to the RCA Building.

NBC's television truck, described by one authority as the "gold-plated ultimate" in mobile equipment, is multiple-purpose and serves both as carry-all for the portable field equipment and as a self-contained telecasting unit.

When the truck is used as control room, compactly arranged inside are viewing screens, master monitor, shading controls, generators, synchronizers, amplifiers, switching unit, lap-dissolve unit and audio set-up.

Crew for a telecast consists of a program director, technical director, sound engineer, shading and switching engineers inside the truck, and two or more cameramen, stage manager and transmitter man outside the truck. In addition, there are the usual announcers, analysts and spotters for the audio phase.

Setting up the equipment is an involved and lengthy affair. A power source of 60-cycle alternating current, preferably 3-phase 4-wire, must be located within reach of the truck's cables. The parabolic transmitter-antenna must be installed, or lines run to the coaxial or telephone lead, and wires and cables strung so as to be out of the way and pass fire inspection. Cameras must be set up and their cables (containing telephone connections) connected to the truck.

Besides covering conventions, inaugurations, premieres and parades, with the mobile unit Television goes to baseball games, tennis matches, basketball games, and even to sea, as it did on the *U.S.S. Leyte* this summer. Currently the unit covers Saturday football games and a weekly show from the Village Barn. This winter, it will telecast two boxing programs a week, outstanding basketball games and wrestling matches.

Mobile unit equipment is also brought into the studios to cover telecasts not staged in Studios 8-G or 3-H. It was used on the Toscanini television premiere from 8-H and will be installed again in 8-H to cover the presidential election.

NBC has seven mobile units, two in New York, one in Cleveland, two in Washington, one in Chicago and one in Philadelphia.

Assigned to the New York unit as Assistant Directors of Field Programs are Hal Keith, Doug Rodgers and Lew Brown. On the engineering staff are Ed Wilbur, Tel. Eng. Field Supervisor, Alfred Jackson, O. Bowman, assistant Supervisor, Ed Kahn, Relief Assistant Supervisor, William Carson, Carlos Clark, Walter Mullaney, and a staff of 18 cameramen, field engineers and technicians.



Monitoring the telecast from inside the truck, Alfie Jackson checks with the main control room while Courtney Snell operates shading controls for Camera No. 1.



NBC Television attends the *Arch of Triumph* premiere. Power cables are strung from the marquee to the truck.



Among those present — you were expecting, maybe — Miss Ingrid Bergman, the star of the film.



Bill Garden, Producer-Director, beside camera at LaGuardia Field.



Crew goes on stilts to cover the Louis-Conn fight at Yankee Stadium.



Parabolic transmitter, popularly called the "dish," reflects microwaves to the RCA Building in the distance.



Checking cameras on top of truck before American Legion Parade. Coaxial cable is strung alongside the ladder.



Assistant Director Lew Brown, Announcer Bob Stanton, Football Analyst Bob Meyer at West Point.



Army-Villanova game at West Point.



Les Shaw with the image orthicon camera, on board the U.S.S. *Leyte*—a milestone in television.



Jo DiMarco and Ellie Rummo, of Steno, on vacation in the tranquil Pocono Mountains.

IT HAPPENS AT NBC

(Continued from Page 3, Column 4)

police transmitter located at WTAM also, every time Mrs. Murphy's cat has kittens, or like emergencies, the boys call the police car or cars, as required.

Danny Murphy is home on vacation, having a good time doing the chores that eventually catch up with you around the house.

GENERAL SERVICE

ROOM 508 and PBX — Welcome to our newcomers: Jeanette Price and Charles Marks in Building Maintenance, and Virginia Rothwell in PBX.

PBX's recent bride, Margaret Fahey, has returned.

Charlotte Fenn has acquired a reputation as a prophet. When Pauline Kohler retired to await the stork, Charlotte predicted the new heir would be born Aug. 26, Charlotte's birthday, and sure enough, little Christine arrived on precisely that date.

Sven Ersson and Nicholas Cirabisi have been on the sick list.

The bowling team went into action Sept. 16, with everyone, including Capt. Anderson, in the full spirit of the game.

Lt. Clancy celebrated his birthday in 508, Sept. 29, when he discovered a birthday cake waiting for him.

Don Meissner sent his regards to everyone from Stowe, Vt.

DUPLICATING — Vacations are all over now, and another well-tanned group of NBC-ites are settling down to normal operations again.

We welcome to our midst Michael Connors, a New Jersey boy turned Brooklyn, and at the same time say goodbye to Bill McMurray, who has gone to work in NBC's Model Shop.

Only half of the department attended the outing, but from all reports, they must have had enough fun for the whole department. Bill Leary won a door prize, a leather-bound memorandum pad.

Congratulations to Jim Orre, who has been chosen for the NBC Announcing Class.

MAIL ROOM — Welcome to our newcomers: Cal Brodhead, Malcolm Laing, John Sutton, Ted Everett and Bruce Wilson.

Cal Wheeler transferred to Controllers the last week of September, and Dick Welch returned from his vacation just in time to break in as Cal's replacement.

There are now two "Tex's" in the Mail Room, plus a rumor that both of them are planning to enter the rodeo, plus information from a reliable source that one of them is only joking.

STENO — Gloria Kraus and Joe Iaricci, Assistant Mail Room Supervisor, were married in June. Gloria has left NBC for a new job. Best wishes to Gloria and Joe.

Jo Whalen again spent her vacation in Texas. Jo Di Marco and Ellie Rummo spent their vacation in the Poconos.

Welcome to our newcomers — Nancy Kamps and Joyce Higbee.

GUEST RELATIONS

A hearty welcome to the new members of the Guide and Page staff. Those recently inducted into the "tour-taking tribe" included Portia Sabin, wife of ABC Announcer Bob Sabin. Other new guides are Marie Miller, Walter Kravetz, Bland Ware, Kenneth Brighton, Barbara Hansen, Denis King, Patricia Howard and David Huenergardt.

The pages welcome Richard Spittel, Thomas McCarthy, Robert Garber, William Clotworthy and Hurlburt Hardin.

Venny Marcley, George Dobbs, Joe Phillips, Andy McCulloch and Bob Barron attended the outing.

Annette Simmons is back minus a couple of tonsils and living solely on cream of wheat.

INFORMATION

Rosemary Pfaff has ceded the job of *Chimes* reporter to Eileen Tobin, who has come in from International. To welcome Eileen, the staff promptly handed her a *Chimes* deadline.

Pat Denham has returned from a vacation, motoring through New England and Canada.

Ken Crosswaith is going home to the South, where he will continue in radio work.

Ken's replacement is Michel Yahia, from International.

Alice Kennell, Rosemary Pfaff and Eileen Tobin represented the department at the outing.

LEGAL

Legal was represented at the outing by Robert T. (Bob) Myers, Tom Ervin, Ed Souhami and Don Clancy. Mrs. Souhami also attended the outing.

NETWORK SALES

This month we bid farewell to the effervescent Rose Sheeky, who returns to the television fold as secretary to Fred Coe.

Television Sales has an interesting collection of vacation postcards adorning the bulletin board.

Alice Matheis is spending a week in Wisconsin.

SPOT SALES — Welcome to our two new members — Jacob A. Evans, from A & P, and Adelaide Smolen, from Production. Jake is our new Promotion Manager, and Adelaide works for Frank Bowes.

The Spot Sales boys are "bowling them over" at the alleys again. Messrs. Close, Gillis, Buschgen, Evans, Soden and Plummer are in the line-up this season, so opposing teams, beware!

Reluctantly, we all said goodbye to Mary Leard, who has been with NBC for 16 years. Mary's giving up her duties as Traffic Manager for those of housekeeping. She was guest of honor at a surprise luncheon, and was presented with a farewell gift.

If you're looking for that Dodger fan, just call Ext. 8079. The hoarse voice which answers belongs to Florence Hunter, a really enthusiastic Dodger rooter.

POLITICAL SALES—Located in Room 462, this is a special department reactivated every four years to handle the complicated programming and bookkeeping involved in commercial political broadcasts.

Walter Myers, head of this section, is covering his fourth presidential election this year. His first was the 1936 election. He is assisted by Allin G. Robinson.

The department completes contracts with political parties, reimburses commercial sponsors for time ceded to commercial political programs, and coordinates program changes with studios, engineers and production.

Other members of Political Sales are Barbara Wood, Ann Fox, Gloria Tillman, Freddie Millet and Grace Bonaccorso.

The department gave "Robbie" a pipe shower, recently, adding numerous corncocks to his fine collection.

NEWS & SPECIAL EVENTS

John MacVane, veteran war correspondent of ETO is back in Europe. He has been sent to Berlin to cover the air-lift, East-West disputes and border incidents. He went over as soon as H. V. Kaltenborn returned from his tour of Europe.

Richard Harkness dropped in from Washington last Thursday and did his 7:45 news show from our N. Y. studios.

The news room's newest secretary, Bettilou Crossan and Copy Clerk George Swisshelm have discovered they are both alumni of William Cullen Bryant High School in Queens. Bettilou's history teacher gave senior class some old question sheets for review one day last spring, and Bettilou's copy had George's name on it. The last time George saw Bryant was 1941, so he's beginning to doubt stories he hears about progressive education in our school system.

PERSONNEL

Welcome to a new member of the Record Section, Janice Havens. Before coming to NBC, Janice spent two years at Wilson College and two at William Smith, where she was graduated in June.

Ted Thompson's brother, Bob, is being telecast as a comedian on another network.

At a party given in her honor, Freddie Carter, European-bound *Chimes* editor, discovered that her friends had thought of almost everything she might need on her trip. Among her gifts were a make-up kit filled with Elizabeth Arden cosmetics, and a sizable collection of such small but necessary items as seasick pills.

PRESS

Roselle Hubel will be married at the Ft. Washington Presbyterian Church, Oct. 9. Violet Young will be maid of honor.

Roy Battersby collected \$500 Oct. 13, when NBC's "Big Story" program dramatized his experience as a *Herald Trib* police reporter, when he uncovered clues which led to the capture of a murderer. Roy, a conscientious pilot, will use the prize money for a down payment on a plane.

After winning a cigaret lighter at the outing, Sam Kaufman modestly admitted he had been a matchless personality all the time.

PROGRAM

MUSIC—A partition has been built in Room 293, slightly changing the location of Jane Roane, Phebe Crosby, Frank Heffer and a lot of file cases. But the partition provides privacy for our new colleagues of Television Music: Maggie Snider, Nelle Rahm and Mimi Wines.

Thomas Belviso, Manager of the Music Library Division, is at home in Pelham Manor, recovering from pneumonia.

We bid a reluctant farewell to our six-foot-two, deep-voiced librarian and cartoonist, George Knaus. He is going to attend Music School in Hartford until the Army calls him.

SCRIPT—Wade Arnold, Supervisor of the documentary, *Marriage in Distress*, has received 10,000 requests for the program script.

Evelyn Heithaus has announced her engagement to Harry Westfall, of Grace Line.

Prize for one of the most active vacations should go to June Locke, who visited her family in Pittsburgh. While there, she not only helped paint a wall, but also took a lesson at her mother's dancing school. The only thing she didn't do was take a vacation.

Welcome to our newest arrival, Mary Lyman, the gal with the pleasant manner and the Southern accent (she hails from southern N. J., son.)

SOUND EFFECTS — Frank McBrien has returned after two months in Ireland.

Roy Denny is looking for volunteers to help him paint his new apartment.

Max Russell is recuperating from a siege of illness, at Montauk Point, L. I. Max drives around Long Island in a late 1927 Maxwell, which runs on batteries.

Agnew Horine returned to work after spending two weeks back home in the hills of Kentucky.

SUPERVISION—Outings are such fun! — said Dolores Dillon, Isabel Finnie, Grace Sniffin and Arch Robb, 408's representatives at the Crescent Club.

Phyllis Kindgen returned suntanned and happy from Point Pleasant where she had clear skies and sunshine for 14 days.

Peg Harrington spent her vacation at home.

PUBLIC AFFAIRS & EDUCATION

Public Affairs adds a new name to its secretarial roster with Betty Chapin, former executive secretary to the President of Pan American Airlines, now Margaret Cuthbert's secretary.

Betty holds a pilot's license and flew her own plane.

Doris Corwith, NBC's Director of Talks and Religious Broadcasts, has been appointed N. Y. State Chairman of the Association of Women Broadcasters, distaff side of N.A.B. At the Second District Conference, in Rochester, Oct. 2, she will preside over a panel discussion on the subject, "Are Day-time Programs Keeping Up With Listeners?"

Mrs. Corwith is also a past national president of the American Legion Auxiliary, and will attend the Legion's National Convention in Miami, the week of Oct. 18.

Hilda Watson, Office Manager of Public Affairs, has returned from a trip to England. After sailing on the *America* with the Olympic team, she spent a day at the Olym-

pic finals at Wembley. She also punted on the Thames, visited the art galleries where Winston Churchill's painting of the Gold Fish was on exhibit, saw the blitzed sites, and dined and danced at the Piccadilly. Since the British now are on stricter rations than during the war, she says that packages from America, especially those containing canned meat, give them a new lease on life. Their weekly meat ration is 25c worth per person.

RADIO RECORDING

Room 780 is buzzing with the news of Connie Bartz's engagement to Steve Riddleberger. They worked side by side in Recording not so long ago, but it wasn't until late September that the surprise was sprung. Best wishes to both.

Frank McMahon, who recently joined our department, was fully initiated by our sports-conscious group at the outing. After two hours on the courts with Hank Gillespie, Frank had only a short breather when one by one Lynn Milesen, Pat Richer and Florence Meyfohrt took him out on the dance floor to rhumba, waltz and foxtrot.

We bid farewell to Joyce Walsh who will soon become a bride, and welcome from her honeymoon Mrs. Nathan Glaser, the former Corinne Ermant.

Arety Cotzias writes from Miami that the Florida climate agrees with her.

Don Mercer has one foot out the door, ready to start his car for a vacation in upper New England and Canada.

With the World Series in view, our ace picker, Addison Amor, who has never been wrong in five years, has one for the book—put your money on Chicago in both leagues!

RESEARCH

NBC Researchers were reminiscing about unusual experiences not so long ago. Mimi Hoffmeir reported she once had an irate parent call and demand immediate delivery of a Tom Mix hat offered over the air. To emphasize the need for

haste, he held his crying child to the telephone. "Do you hear that?" he asked. "I've put up with that for three days. Please send it soon."

Billie Huber uncovered a new wrinkle, doing a television survey. When she asked her subject if she had her set on, the woman replied, "No, I never have it on on Tuesday nights. I have an arrangement with a radio ham down the street. Since his signals interfere with my reception, he operates on Tuesdays and I do my ironing."

Two of her favorite inquiries, said Frances Sprague were, "Who wrote Dante's *Inferno*?" and "When did Jenny Lind come to the U. S. and when was she on NBC?"

Ray Maneval's favorite inquiry, this month, is "Is it a girl or a boy?" It was a girl, the Manevals' first child, born Sept. 20. Research quietly arranged a shower for Ray, and he walked in one morning to find all the necessary equipment for the baby strung signal-halyard fashion over his desk.

STATIONS

Messrs. Woolley, Hickox, Adams and Cash are all back at their desks after the Sun Valley convention.

Bill Kelly has returned from a vacation at Lake George.

Wedding bells rang out for Lillian Svenningston Sept. 25, when she exchanged vows with Robert Borst. Hearty congratulations to both.

TELEVISION

Biggest news in Television this month is the engagement of Bill Garden and Terry Gurbach. All our best wishes.

Helen Rachel moves upstairs to join Carleton Smith, and Vicki Firestone, formerly of International, takes her place.

Art Bruckman joins the Film Division, Marie Finnegan moves in with J. Robert Myers, and Vivian Zingrebe has joined the department.

Alex Alexander has departed, and Al Reibling takes over as business manager. Pat Roche is back in Television as Russ Johnston's secretary.

Garry Simpson finally made a trip to San Jose, Calif., after an absence of 10 years and found the place so changed he almost got lost.

Hal Keith took some time off to go to Connecticut and practice his golf, and Doug Rodgers went off to the wilds of the Indianhead section of Northern Wisconsin.

The happiest man in Television these days is Ray Kelly, after winning the golf prize at the outing.

Au revoir to Noel Jordan, who has left NBC after 10 years, to live in Denver. Bill Garden took over his spot.

Farewell, too, to Jack Burrell, who has left Telengineering to take up a new post in Hollywood, to Bob Clark "gone-Hollywood," to Charlie Townsend and Courtney Snell, who moved out to Chicago, and to Miriam Goss, who has also departed these hallowed walls for a home and husband.

Noel and Alex were presented with engraved gold watches, conveying the sentiments of the whole Television Department.

TREASURER'S

School days have begun again, and Gene Alexy has resumed his accounting studies at N.Y.U., and Herb Shumm a similar course at Pace. Rudy Teichner and Bill Williams are back at their desks after their vacations in New England and Niagara Falls.

Herb Schumm and Gloria Bagge were married at a quiet ceremony in Chicago, Sept. 7. Sincere congratulations and best wishes to both.

Treasurer's Department was represented at the outing by Ham Robinson, Gene Alexy and Erna Thomas.

Jennie Boccone and Doris Johnston have spent their lunch hours of late hurrying in and out of nearby stores shopping for Doris' trousseau. Doris and Bill Doherty will be married on Oct. 23.

PURCHASING — On Oct. 2, the staff saw Vicki Mack wed to Walter Galvin. The first of Purchasing's single gals to change her name, Vicki wants to be known as "Mrs. Galvin" from now on.

We were sorry to say goodbye to Edna Kane, who left NBC on Sept. 30.

At last vacations are over, and from all reports, good times were enjoyed by everyone. Bill Bloxham visited Florida, Ed Deming stayed at his summer place in Conn., Vicki Galvin visited the Poconos, B. J. Michaelis went off to Nantucket, and Mary McNulty and Henry Martin vacationed on Long Island.

(Continued on Page 8)

World Series Fans: To Note



—Reprinted from Collier's

—Per Ruse

IT HAPPENS AT NBC

(Cont'd from Page 7)

WNBC

Doris Paterson enjoyed the second week of her vacation by taking a flying trip to Ohio to visit relatives and friends.

Jim Gaines and Tom McFadden went to Sun Valley, and then on to White Sulphur, but upon their return, WNBC will have its full staff once again.

Ivan Sanderson and his secretary, Ruth Loftus, are now members of our office.

Wedding bells will ring in October for Kay Clarke, our Assistant Sales and Program Traffic Manager. She and Eugene Fromickella will exchange vows on Oct. 16. Michele Lescure, Tom McFadden's secretary, will be Kay's honor attendant. Good luck and happiness to Kay and Gene.

MANAGEMENT CONFERENCE

The annual conference of the NBC Management Committee was held at The Greenbrier, White Sulphur Springs, W. Va., Oct. 2-4. Forty-four officers and executives met to discuss plans in all fields of company operation for the coming year.

NBC ELECTION COVERAGE

(Continued from Page 1)

Grauer and John Cameron Swayze will be chief commentators on the television network.

They will be assisted by an augmented staff of over 300 announcers, analysts, rewrite men, tabulators, editors, engineers, cameramen and technicians assembled to handle teletype news and direct reports of key stations of radio and television networks.

Besides the announcement of election returns, both networks will carry on-the-spot broadcasts from major party headquarters in New York and Washington, local color at the homes of the candidates, interviews with national chairmen, and coverage of such other points of interest as Times Square.

It is expected that radio and television coverage will start at 8 p.m. EST, with both networks staying on the air until the complete election story has been told. After the returns are in, and one or the other party has conceded victory, top NBC commentators will be heard in a special round table discussion.

Television stations linked with WNBT, New York in the NBC network will be WPTZ Philadelphia, WTVR Richmond, WNBW Washington, WRGB Schenectady, WBAL Baltimore and WBZ Boston.

Midwestern television audiences will witness special coverage over the newly-formed NBC midwestern television network.

NBC CONVENTION

(Continued from Page 1)

lowing cities: Boston, Providence, Hartford, New York, Schenectady; Wilkes-Barre, Allentown, Philadelphia, Lancaster, Johnstown and Pittsburgh, Pa.; Trenton, N. J.; Wilmington, Del.; Richmond and Norfolk, Va.; Cleveland, Toledo, Columbus, Dayton and Cincinnati, Ohio; Buffalo, Rochester and Syracuse, N. Y.; Detroit, Mich.; Chicago, Ill.; Milwaukee, Wis.; St. Louis, Mo.; Louisville, Ky.; Fort Wayne and Indianapolis, Ind.; and Peoria, Ill.

Many of these stations are already on the air, and many are already operating as part of NBC's eastern and midwestern networks, he said.

On Sept. 23, delegates previewed *Behind Your Radio Dial*, NBC's institutional film documentary. James H. Nelson, NBC Director of Advertising and Promotion, announced that all NBC affiliated stations will be given first opportunity to show the film in their own areas. To assist them, his department has prepared kits with suggestions for distribution to local groups, giving the entire story of the film, the final shooting script and other promotion aids.

Other topics discussed were:

"Want to Buy an Audience?" T. C. McCray, "College by Radio," Sterling Fisher, "Election Coverage," William F. Brooks, "Reports on Daylight Saving Time Operation and AM-FM Duplication," Easton C. Woolley, "Research Activities," Hugh M. Beville, Jr., and "Radio and Improving Public Relations," Sydney H. Eiges.

"Development of the NBC Television Network" was discussed by S. N. Strotz, W. S. Hedges, H. C. Kopf, Noran E. Kersta and O. B. Hanson.

NBC delegates to the convention included Thomas E. Knode, Charles P. Hammond, Clay Morgan, John F. Royal, I. E. Showerman, James F. Gaines, Carleton D. Smith, Gustav B. Margraf, Lloyd E. Yoder, Thomas B. McFadden, John McCormick, J. Robert Meyers, Homer Canfield, Howard Wiley, William R. McAndrew, John W. Elwood, Lewis Frost, Russ Johnston, Sheldon B. Hickox, Jr., Burton M. Adams, E. B. Lyford, John T. Murphy, Carl M. Watson, A. W. Kaney, Jennings Pierce, S. H. Coons, Sidney Desfor, Roy Norr, Al Walker, Jerry Fairbanks and Miss Alice Tyler.

ARMY THANKS NBC

(Continued from Page 2)

the First Army area. Upon activation of the unit, a complement of 140 enlisted men will be authorized. Membership in the unit does not constitute draft exemption.

Seventeen applications for Reserve commissions and assignment in the unit, from NBC former enlisted personnel, are being processed through regular channels.

Macy's Told Gimbel's
In Three-Quarter Time

NBC made merchandising history on the *Tex and Jinx* show, Sept. 29, when Macy's was persuaded to tell Gimbel's in song.

As finale of the show presenting a "Billion-Dollar Chorus"—F. L. Andrews of the Hotel New Yorker, Dean Carpenter of Hotel Roosevelt, E. S. Friendly of *The Sun*, C. E. Hooper and others, Jack Straus of Macy's sang, accompanied at the piano by Bernard Gimbel of Gimbel's.

Press Club Author

Henry Cassidy, NBC's European News Director, is one of the authors of *As We See It*, a book written by members of the Overseas Press Club who have had long assignments in the U.S.S.R.

FIRST CALL FOR
BASKETBALL TEAM

Basketball players are signing up this week for NBC's team in the Advertising League. Practice sessions began Oct. 4 at 7 p.m.

Last year, the team played a busy schedule against teams from Eastern Air Lines, Time & Life, RKO, American Cyanamid, ABC and Campbell-Ewald.

ED SOBOL, C. O'MEARA
JOIN KNBH IN HOLLYWOOD

Edward Sobol, NBC producer-director, has joined KNBH in Hollywood as Television Production Manager. Mr. Sobol joined NBC in April, 1939, after a long association with Max Gordon, Broadway producer. He directed the NBC *Texaco Star Theater*, acclaimed by critics as the best video program on the air.

Also joining the KNBH staff is Carroll O'Meara, as Television Director.

LAW JOINS WNBC

Walter Law has joined the staff of WNBC as a producer. Formerly Chief of the English section of NBC International, Mr. Law joined NBC as a page in 1940, became a junior writer and later commentator in International.

PROMOTIONS

Anne Ahles, to Secretarial Assistant, Program.

Louis A. Anderson, to Building Services Supervisor, General Services.

Donald Axt, to Assistant Order Supervisor, Engineering.

Jeanne Bishop, to Executive Officer's Secretary, Legal.

Richard Close, to Assistant Building Maintenance Manager, General Service.

Doris Crooker, to Office Manager, Legal.

Stephen Flynn, to Junior Station Relations Contact Representative, Station Relations.

William Garden, to Producer-Director, Television.

Arthur Hamilton, to Senior Accountant, Radio Recording.

William Kelly, to Promotion Assistant, Station Relations.

Ann Kramer, to Executive Secretary, Program.

Vincent Marcle, to Tour Cashier, Guest Relations.

Frank Mocarski, to Communications Supervisor, General Service.

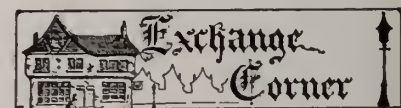
David Moloney, to Acting Construction Superintendent, Engineering.

Roger Muir, to Producer-Director, Television.

Albert Reibling, to Program Business Manager, Television.

William Santhouse, to Outgoing Mail Clerk, General Service.

Alfred G. Weber, to Master File Clerk, Engineering.



FOR SALE—Lot 60x180 on Paterson Road, Fanwood, N. J., residential section. 8 minutes away from Central R.R. of N. J. station, about 1 hour to office. If interested, call Kenworth, Ext. 650.

FOR SALE—Collapsible WEAREVER baby carriage and mattress. Used 10 months. Price, \$15.00 Call Ext. 333.

WANTED — 1941-42 Chevrolet or Chrysler Coupe. Call Ext. 333.

LOST—At the outing, dark green tortoise-shell glasses and silver Thorens lighter with initial P. Priscilla Campbell, Press.

FOR SALE — 15½-foot Sailboat, Snipe class, registered #3715. Excellent condition. Reasonable. Call D. Bogert, Ext. 461.