



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

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ELECTION SCENES AT NBC HEADQUARTERS



Inside Studio 8-H, in an uninterrupted 16-hour session, a staff of 300 editors, analysts, announcers, cameramen and technicians joined forces to report country-wide election returns on a split-second basis; while outside, in Rockefeller Plaza, a crowd estimated at 5,000 gathered to watch the first outdoor demonstration of giant-screen television in history. At left, tabulators and analysts are hard at work; right is shown some of the television equipment.

TELEVISION SIGNS NEW ADVERTISERS

Over 60% of NBC's sponsored network television time has been bought by advertisers not currently using NBC's sound broadcasting facilities, President Niles Trammell announced in a speech before the 39th annual meeting of the Association of National Advertisers, here, Oct. 26.

Describing television as a selling medium with few products or services that cannot be presented with maximum impact on television, Mr. Trammell pointed out that it is effective for both large and small advertisers, and that new advertisers are coming into television almost daily. "At NBC," he said, "we have more than doubled our network sponsors during the past 90 days."

Discussing programming, he said that audience acceptance of feature films and film shorts is declining. Most popular type of program on the air last spring, latest ratings show them in fifth place, following variety, drama, sports and audience participation programs.

WNBC-WNBT LED ON ELECTION NEWS

NBC led the field with its up-to-the-minute coverage of election returns, by supplementing wire reports with independent tabulations, and Hooper reports show that NBC won the largest audiences in both radio and television, with NBC at 15.8 and WNBT at 32.3.

McFADDEN TO HEAD WNBC AM-FM, WNBT

Operations of NBC's three New York stations, WNBC, WNBC-FM and WNBT, have been integrated under the direction of Thomas B. McFadden, Manager.

John H. Reber, Assistant to the Television Production Manager, has been appointed Program Manager of WNBT.

Sarnoff Appointed

Robert Sarnoff has been appointed Assistant to Norman Blackburn, National Program Director. Among other duties, he will act as coordinator between the Sales Department and television program operations.

ELECTION TELECAST DRAWS CROWD TO PLAZA

Rockefeller Plaza rivalled Times Square Election Night, Nov. 2, as crowds formed to watch the first outdoor demonstration of television in history.

To stage the experimental demonstration two tons of equipment, including a huge 15x20 foot projector-type television receiver, were hauled into place. The television screen was mounted over the canopy of the building, with the projector on a platform 40 feet away, in the Plaza.

Highlights of the telecast were visits to party headquarters, interviews with candidates, and balloting developments throughout the country.

The new RCA-Victor projector is the only one of its kind in existence, and is greatly reduced in size and weight compared to those used in demonstrations of theatre television.

NBC in New York used 11 cameras in election coverage, located

in Studio 8-H, interview "Room 22," and at Republican and Democratic headquarters in the Roosevelt and Biltmore Hotels. Pickups were also made from Washington, Philadelphia and Baltimore.

A video camera was also located in the Plaza to televise the crowd.

The new projector was developed after perfection of a 7-inch kinescope or picture tube for operating at 80 kilovolts. The smallest kinescope previously designed to operate at the high voltage required for large screen image reproduction had a picture face 12 inches in diameter. In operation, pictures appearing on the face of the picture tube are caught by a saucer-shaped mirror and reflected through a correcting lens directly to the viewing screen.

Three years ago, NBC Television also made headline news with the first exclusive telecast of the ac-

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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>
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Jane Kenney, Mary Cregan— <i>Engr., Aud.-Vid., Facilities</i>	Janet Dugan— <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>
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Charlie Atlee— <i>Duplicating</i>	Marion Lucas— <i>Station Relations</i>
David Bellin— <i>Gen. Ser.-Mail Room</i>	Bill Forrester— <i>Traffic</i>
Jo DiMarco— <i>Gen. Ser.-Steno.</i>	Terry Gurbach— <i>Television</i>
Larry Terry— <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

A Message from Niles Trammell

Telephone surveys on Election Night showed that, all across the nation, more people were listening to the returns over NBC than over any other network, while at the same time WNBT was attracting more than twice as large an audience as any other television station in New York City.

Hundreds of men and women in our organization, both in New York and at NBC stations in other cities, contributed to these results. To report one of the closest presidential elections in American history, many members of our news, press, television, engineering and other departments worked hard all Tuesday night and well into the following day.



Niles Trammell

I wish it were possible for me personally to thank every individual who took part in what I consider was the finest example of teamwork in the history of our company, and I am glad to have the opportunity to express my thanks in this issue of CHIMES. The management takes pride in its Election Night Hooper ratings, but it is much more proud of the efficient, tireless and cheerful cooperation of the large staff that made those ratings possible.

Our Election Night performance was the climax of a job that lasted five months. It commenced with the party conventions in June and July. It continued through the election campaigns, and during this period the Sales and Stations Departments had to take on an avalanche of extra duties. The entire job was splendidly handled from beginning to end, and the appreciation I have expressed concerning Election Night extends to every person in NBC who took part in the five-months operation.

VIDEO NETWORKS TO BE JOINED, JAN. 12

NBC's eastern and midwestern television networks will be joined on Jan. 12, it has been announced by Jules Herbubeaux, Television Manager of NBC Central Division.

Service by the American Telephone and Telegraph Company's coaxial cable between New York and Chicago will be available on that date. The last link is between Philadelphia and Cleveland, and union of the two regional nets will make it possible for an NBC telecast to be seen simultaneously from Boston to St. Louis.

The presidential inauguration in Washington, Jan. 20, will probably be the first major event to be televised on the inter-connected networks.

NBC's Chicago television station, WNBQ, will begin full program operations on Jan. 8, but field telecasts will make up the bulk of live

programming until completion of Chicago television studios in February.

The midwest network at present includes Stations WNBQ Chicago, WNBK Cleveland, WTMJ-TV Milwaukee, WWJ-TV Detroit, WSPD-TV Toledo, WBEN-TV Buffalo and KSD-TV St. Louis.

The new cable, together with its initial line and terminal equipment, was constructed at an estimated cost of \$12,500,000 and is a joint undertaking of Bell Telephone Co. of Pennsylvania, Ohio Bell Telephone Co. and the long lines department of A.T.&T.

The coaxial cable is about the thickness of a rolling pin, contains eight coaxial tubes, a pair of which, when fully equipped, can carry 600 simultaneous telephone conversations, or two television programs.

Midwest Television

Reports from Cleveland estimate that 650,000 people saw the election telecast over NBC's midwestern television network.

Station Breaks

On October 18, WNBC inaugurated sale of station break spot announcements for daytime radio hours.

Horizon-bound

The television test pattern of Station WNBQ, Chicago, has been reported received at Green Bay, Wis., 190 miles from Chicago, and at Neenah, Wis., 170 miles north of the station's transmitter. These distances are more than triple the expected range.

Home Set Ownership

In the month of September, 28,500 new television sets were sold to home owners in the New York metropolitan area.

International Mail

WNBC is sponsoring an International Friendship Letter program promoting exchange of transatlantic correspondence between Americans and citizens of western Europe.

A special address in Summit, N. J., has been designated for outgoing letters.

Video Network Coverage

The NBC television network covers 29 per cent of the total population of the country now, and by the end of the year it will serve approximately 44 per cent of the total national population.

FILM DIVISION

The Television Feature Service Division of the Television Program Department has been renamed the Film Division.

Russ Johnston will be Director of the division and N. Ray Kelly, Assistant Director.

The Film Division will handle all operations relative to the production of film features and the acquisition, sale, distribution, storage and handling of NBC film properties. In addition, this division will also be responsible for the overall administration of the NBC Kinescope Recording Service.

TV or Not TV

The question as to whether or not television sets would operate on trains was answered when the Baltimore & Ohio Railroad successfully demonstrated television reception of a World Series game, in its lounge car, on the run between Washington and Jersey City.

Fashion-Wise

Not only is TV color blind, reports a recent issue of *Time Magazine*, but it can make the most modish gown or the nattiest waistcoat look like something spilled on the carpet.

In self-defense, says *Time*, televiewers have devised a fashion code. For men's formal evening wear, bright blue is preferred, since black and navy blue develop fuzzy edges. For women, blue and purple are best, registering off-white, grey and black.

Horizontal stripes and prints are taboo because they have a tendency to wriggle.

Lucy Nocella Marries

Lucy Nocella, of Controllers, and Vincent Di Stefano were married at Sacred Heart Church, Glendale, L. I., Nov. 14. The wedding was followed by a reception at the Boulevard Tavern, Rego Park, L. I. Marie Perez, Joan DiMiceli, Eleanor Gardella, Carol Rohde, Reggie Dunn and Joan Bacco, all of Controllers, attended the wedding.

Jim McCarthy, of Maintenance, and Bob Fraser, of Development, have joined the Audio-Video Group of Engineering Facilities, and Bill McMurray and Rudy Weisenbach joined the Technical Services Group.

Anne Surowitz Valenzano, of Controllers, has bought a house in Garden City.

Continuity Acceptance Party

Members of the Continuity Acceptance Department recently spent the day at the home of Kathleen Henderson, at White Plains.

George Townsend, of Engineering Facilities Model Shop, recently spent two weeks serving his Naval Reserve training period.

Carl Watson, formerly of Station Relations, has joined Continuity Acceptance, for editorial duties.

Doris Minor, Catherine O'Hara, Cal Wheeler, Robert Johnson, Regina Dunn and Catherine Provenzano have joined Controllers.

Attend RCA-Victor Concert

Pat Nixon, Ann Downing and Carolyn Granzow, of Engineering Facilities, attended the RCA-Victor preview concert at Carnegie Hall, Wednesday, Oct. 13.

DIVISION ENGINEERS MEET

The Division Engineers arrived in New York the week of Oct. 11, for their annual meeting. They went to Lancaster, Pa., Monday and spent Tuesday inspecting the new RCA tube plant there. Tuesday night they stayed in Philadelphia, and they spent Wednesday at the RCA Manufacturing Company plant in Camden, N. J., where they were shown new developments in TV and sound broadcasting.

Wednesday afternoon they returned to New York to complete a schedule of engineering conferences.

Helen Davis and Joseph Durand, formerly of International, and William Hoyle, Robert Hanretty, Joseph Esposito and Ernest Oesterling have joined General Service.

Eric Berglund, of Engineering Facilities, has returned to his desk in 517, after a siege of several weeks' illness.

NBC People

Miss Community Chest

Jean Butterfield, of Public Affairs, is Miss Community Chest of West Orange, N. J. If her town reaches its quota first in the current drive, she will hold the title for the Oranges and Maplewood.

Jack Flynn, Station Engineer at Port Washington, has been ill.

Bob Ruffer, from International, has joined Duplicating.

Vi Sparks, of Duplicating, has returned to duty after an illness.

Joe Venum, of the Mail Room, has transferred to Engineering.

George Graham, of Port Washington, is rebuilding his home.

Walter Brown, of Maintenance

Engineering, and Herb Muller fished Fire Island Inlet the other day, and "Brownie" ended up the day with the pool fish, a two and a quarter pound king.

Hoskins-Sloat

Jack Hoskins, of Guest Relations, and Joan Sloat were married Oct. 2. They will live in Larchmont.

Lenore Bayles, of Steno, flew to Boston to spend a weekend recently.

Elizabeth Cox has resigned from the Guide Staff to prepare for her marriage to Joseph Phillips, Assistant Supervisor of the Guide Staff.

NBC's Annual Communion Breakfast

The First Annual Communion Breakfast, sponsored by Catholic employees of NBC, was held Sunday, Oct. 31, at the Biltmore Hotel.

The breakfast followed a special mass celebrated for NBC-ites at St. Agnes Church, 43rd Street, at 9 a.m. Two hundred guests were present.

Speakers at the breakfast were Rev. Aloysius V. Coogan, Moderator of the Catholic Institute of the Press, and Professor Samuel Telfair, of Fordham University.

James V. McConnell and Thomas B. McFadden served as honorary chairman and vice chairman of the Breakfast committee headed by Joseph E. Sheehan.

Announcer Jack Costello was

toastmaster. A musical program was offered by the DeMarco sisters, of the Fred Allen program, and by Bobby White, son of Joe White, the well-known "Silver Mask" tenor.

Claire Trainor and Joan Tito served as co-chairmen of the Program and Ticket Committee, Helene M. Schuck as chairman of publicity, and Margaret Barry as chairman of entertainment.

Members of the ticket committee were John Lynch, Joseph Fuller, Cal Wheeler, Thomas Tart, George Monahan, Elizabeth McNamara, Grace Anderson, Winifred Mullen, Mary Beebe, Ann Culbert, Sally Meehan, Marion Sheehan and Kay Keenan.

BREAKFAST COMMITTEE

Standing: Claire Trainor and Joseph Sheehan. Seated are Helene M. Schuck, Joan Tito and Margaret Barry, assistants on arrangements.

Don Gogarty, Jim Orre and Bill McMurray, of Duplicating, went on an excursion to Bear Mountain recently.

Bob Milos, of Port Washington, has been on vacation, with Bill Haerer pinch-hitting for him on the morning *Hi! Jinx*, from Manhasset.

Ray Coutant, of Duplicating, is a member of the NBC Bowling team.

Bob Byloff, of Engineering Facilities, returned from his vacation minus his tonsils.

Mike Connors, of Duplicating, is playing on a Brooklyn football team.

Rosemary DuBois, of Engineering Facilities, was on a tour of Bermuda when the hurricane struck there. Bill McMurray, also of this department, was caught in one of the Florida hurricanes, while visiting his parents there.

Marjorie Trinka and Marcia Van Meter have joined Steno.

Kathryn Cole, of Information, is planning a bazaar for her church, at which Rosemary Pfaff and company will entertain. Rosemary put on a preview at her apartment recently.

Information Department celebrated Pat Denham's second wedding anniversary at a luncheon, Oct. 13.

Jeanne Conkey, of Guest Relations, has announced her engagement and November wedding plans.

YAHIA, INC.

Linguist Mike Yahia, of International, has proved a valuable addition, reports the Information Department. Letters in foreign languages no longer stump them. If Mike doesn't know the language, someone in his family does. All he does is get one more Yahia on the phone. The supply, he says, is inexhaustible.

Glynn-Harder Wedding Plans

Jean Glynn, of Guest Relations, and Earl Harder, of WNBC, will be married Thanksgiving Day. They plan to live in Larchmont.

Antoinette Geisler, formerly with L. P. Graner, importers, has joined Legal.

Mary Mealia, of Advertising and Promotion, was entertained recently by an old friend, Mrs. Herbert Marshall.

Nancy Ewels, of Network Sales, spent a weekend at West Point recently.

New members of the Guide staff are Louis Ergmann, Richard Strout, Charles Beck, James Corley, Donald Jones and Gerald Scott.

Chris Story, of Guest Relations, has transferred to NBC, Hollywood.



Frances Carlson, receptionist and production department secretary, greets a caller inquiring about tickets at the WNBC reception desk.



Planning a publicity-promotion campaign are Charles B. H. Vaill, Manager of WNBC A&P, Schuyler Chapin, Promotion, and Murry Harris, Publicity.



In this view of the office are Raymond Johnson, of Promotion, Lois Cole, Richard Stahlberger of A&P, Jean de Girolamo, and Margaret Breese.

This is WNBC

This is the department that represents NBC's key station, WNBC. Reorganized as an autonomous department of National Broadcasting Company in February, 1946, WNBC now has its own program, sales, promotion, press, news and special events, advertising and traffic departments.

First station ever to broadcast a sponsored program, New York's leading station changed its call letters from WEAJ in November, 1946, and, as WNBC, continues a distinguished history in American broadcasting.

WNBC offers, to six million local radio families, a diversified and well-balanced schedule of programs of entertainment, news, education, religion and other specialized public services.

To NBC's spectacular list of network stars, WNBC has added some local shows of its own, which have built up an impressive following. Among them are: *Hi! Jinx*, with Jinx Falkenburg and Tex McCrary, Bob Smith,



Thomas B. McFadden, Manager of WNBC AM-FM, WNBT, watches Bob Smith, morning star, sign a program contract for the winter schedule.



Audrey Kasperan and Harvey Gannon, Account Executive, review a sales order, here, with Earl Harder, Program and Sales Service Manager.

Norman Brokenshire, Mary Margaret McBride, *Metropolitan News Roundup*, and the popular *Salute to Cities*, featured by all local programs, once a month.

With such programs as these, WNBC has won top *Variety* and *Billboard* awards—among others—and, twice in a row, *Variety*'s showmanship plaque for "How to Run a Radio Station."

Commenting on its award for notable contributions to the advancement of radio broadcasting as an art and as a business, *Variety* recognized WNBC's position of leadership in a new trend in radio—acknowledgment of greater public responsibility. "The pattern slowly but unmistakably shaped itself," said *Variety*. "Radio now belonged, without question, as an integral part of the town, the community, the city."

As *Chimes* goes to press, integration of NBC's three local stations has been announced, bringing WNBC-FM and WNBT also under the direction of Tom McFadden, Manager of WNBC.

Among those missing when the photographer made his rounds were Don Norman, Sales Manager, Clay Daniel, Production Supervisor, and Producers Walter Law, Van Fox and Lee Jones.



A typical "Salute to Cities" broadcast shows the "Hi! Jinx" program originating from Rutgers. Seated at right, Jinx and Tex McCrary.



Tom Page, Agricultural Director, does a first-hand, on-the-scene pickup for his early morning farm program, Monday-Saturday, 6-6:30.



Fred S. Heywood, Director of News and Special Events, and Wini Schaefer, his assistant, plan cues and timing for "Metropolitan News Roundup."



Business Manager Marjorie Hutchison and Michele Lescure, secretary to Tom McFadden, trying to find wall space for the second "Variety" award.



Scott Buckley, producer, goes over the show with Norman Brokenshire, under the watchful eye of D. L. Provost, Program Manager of WNBC.

Dyke-Young Wedding

Ken R. Dyke, NBC Administrative Vice President, and Mrs. Valerie Young, of Toronto, were married at Central Presbyterian Church here Friday, Nov. 5.

Mrs. Young, who made her debut in 1936, is a granddaughter of the late Archbishop Sweeny of Toronto and a cousin of Margaret Cuthbert, of Public Affairs.

Visits Bahamas

Peg McNeany, of Press, has returned from a visit to the Bahamas.

Janice Havens, of Personnel, is teaching a course in Interior Decorating at a local high school.

Roy Battersby, of Press, recipient of *Big Story's* \$500 award, guested Oct. 30 on *Television Screen Magazine*.

Warren Scofield, of Music Library, has returned to his desk, after an illness.

HAZARDS, TWENTIETH CENTURY

Harriet Davis and Nancyann Woodward, researching *Living, 1948*, were recently assigned a new office. They had no sooner settled down to do some serious work when the lights suddenly went out. Thorough investigation revealed that the office lights were connected with those in a television studio next door. So, when it's "lights out" for a telecast, Harriet and Nancyann are left huddling close to their desk lamps next door.

Vivien Carroll, of Guest Relations, won a \$1,000-diamond ring by signing her name to a guest card at a new jewelry store in Bridgeport.

Attends Overseas Press Luncheon

Ethel B. Smoak, of Information, attended the luncheon given by the Overseas Press Club recently for Governor Strom Thurmond.

As a colonel on Governor Thurmond's staff, Miss Smoak sat at the speakers' table.



Ethel B. Smoak, guest at Overseas Press Club luncheon, recently.

Librarian of NBC Symphony Knows His Violins Inside Out

By Phebe Crosby

When James B. Dolan, NBC Symphony librarian, knocks on wood, he isn't being superstitious—he's testing the wood for his violins. His avocation is making violins. "You have to get wood that is alive," he says. "When you knock on it, you have to hear it ring. As long as it is alive, the older it is, the better, and it's really prime, if it's been somewhere where there are vibrations going on."

One of his best violins has a top made from an old fine-grain spruce beam from historic Old North Church, in Boston. Wooden floor boards from a stage, or the sounding board of an old piano are good, too, he says.

He has to find several different slabs of wood for each violin, as the top, through which vibrations must travel faster, must be made of soft wood such as spruce or fine-grained pine. The back can be made of hard wood, maple or sycamore. The ribs are made of maple and curved by application of heat.

Jimmy began his career as a violin maker in his school days, after he had invested in a series of 52 violin lessons with the violin thrown in. For obvious reasons, this violin wasn't very good and he began to wonder if he couldn't do better himself. He found some books in the Pawtucket, R. I., library and started carving.

It took him almost six months to complete his first instrument, a Stradivarius type. His second, completed when he was 19, was an Amati type. Altogether he has

made five violins, each consisting of at least 70 pieces of wood. He buys or has been given the smaller



James B. Dolan

fittings—the ebony pegs and the fingerboard.

Here in New York, Toscanini and other NBC Symphony conductors keep Jimmy pretty busy, but he and his roommate, Louis Eley (Fred Waring's concertmaster), have designs on a section of their apartment house basement for a workshop. Meanwhile, Jimmy has broken down a cheap fiddle into a charming knick-knack cabinet for their livingroom. He says, wryly, "At the moment, I'm breaking instead of making them."

Thomas Belviso, of Music, has recovered from pneumonia and is back in his office.

Van Woodward, of Script, has been named Assistant Manager, and Hugh Kemp becomes Associate Editor.

Kirk Browning, a former reporter and advertising copy man, replaces George Knaus in Music Library. Kirk plays the piano, and while overseas with American Field Service wrote a musical comedy.

HAMMONDS VS. HOOPER

Hooper, Nielsen and the entire BMB would spin their dials in delight if they knew about the Charles P. Hammond household. It's the answer to a rating man's request—eight radios and all of them used consistently. The roster reads: 1 television set, 1 radio-phono combination, one portable, and a variety of individual sets. The Hammonds could probably

change a Hooperating single-handedly.

Sound Effects gave a farewell party at Toots Shor's for Walter O'Meara, who has been transferred to Television.

Cindy Converse and Bob Holt, of A&P are taking the Advertising Club's course in Advertising and Selling.

Al Scott, of Sound Effects, has been touring with the *Cavalcade of America* show, Canada one week, Chattanooga the next.

Francine Larscheid, of Wisconsin, has joined Radio Recording.

Les Harris, of Radio Recording, who was married recently, has returned from a Miami honeymoon.

Joyce Ritchie, of Radio Recording, has returned from her honeymoon.

Burt Adams, of Station Relations, has returned from a station trip to Texas.

Fox-Lester Wedding

Van Fox, producer on WNBC, and Joyce Lester, of network production, will be married, Dec. 4.

Florence Meyfohr, of Radio Recording, visited Williamsburg, Va., with her family, on vacation.

Lois Cole, of WNBC promotion, will soon marry Ted Seehoff, of Bronxville.

Gladys Quadt has joined Easton Woolley's office, in Station Relations.

Connie Roenne Marsh, of Research, is back from a trip to Bermuda.

Bill Bloxham, of Purchasing, has been home taking care of a fractured heel.

Quiz Show Winner

Helen Bishop, of Television, won a quiz show jackpot prize—a diamond-encircled watch.

Ernest Varga recently joined the Transmitter staff at Bound Brook.

Ruth Levin has replaced Edna Kane in Purchasing, and Bill Ryan has taken over the duties of Bob Johnson, who has transferred to Controllers.

Al Lindstrom, of Bound Brook, has returned from a vacation in Vermont.

Stanley Crabtree, of Bound Brook, spent a week on Long Island, fishing.

Don Mercer, of Radio Recording, spent his vacation in New England.

Pat Holton, Nan Farrell and John Marsich have transferred from Research to Al Reibling's office in Television.

Joe Stemple, of Bound Brook, made a trip to New Haven, to assist in the installation of microwave television equipment for the Yale-Vanderbilt game.



Kay Henderson and Jane Crowley at Continuity Acceptance Party.

Newcomers in Television

Joe Milroy and Helen Bartlett have rejoined Television, and Joe Cavaliere, Vic McCloud and Des Marquette have reported in from Hollywood.

Carol Zimmerman, of National Spot Sales, is recuperating from an operation and will be back soon. Kit Stevens has been pinch-hitting for her.

PLUMMER PARADES

Civic-minded John Plummer, of Music, led a unit of Boy Scouts up Fifth Avenue in the Columbus Day parade.

All went well till he came too close to an equine member of the police force. His wife, a former NBC music librarian, cartooned the amusing result.



Plummer vs. Equine Critic

LEGAL PARTIES AT WALDORF

The Legal Department held a party in the Pillement Suite of the Waldorf-Astoria, Oct. 14. Bob Myers and Gus Margraf handled the arrangements.

Theo Greenman, from Stamford, has joined Network Sales as secretary to R. W. Sarnoff.

Janet Dugan, a June graduate of Elmira College, replaces Betty Smith, of Personnel.

Carol Lieberman, Michigan '48, has joined Network Sales as secretary to H. V. Anderson. She studied Radio at Michigan and is interested in script writing.

Helen Korday, of Personnel, has enrolled in a commercial art class, and Seth Faison in a life class.

Bea Daily, of Legal, has recovered from a recent illness and returned to her office.

Bridge Tournament

The last two meetings of the Bridge Group for the fall season are scheduled for Nov. 23 and Dec. 7.

At the end of the first three sessions, competitive standings were: Percy Smith leading, Joan Tito, Rita Chalas, Sylvia Hutchinson, Irene Thorner, Mike Boland, Helen Davis, Henry Gillespie, Louis Newman, Mildred Schmidt, Ken Derby, Margaret Riebhoff and Frances Heim.

RIDE 'EM, COWBOY

The young man who has been limping painfully around the build-

ing is the Mail Room's Bruce (Tex) Wilson. Tex spent 40 seconds on a bucking Brahma steer in the open competition of Gene Autry's Madison Square Garden Rodeo a couple of weeks ago.

Tex, who is really from Texas, says if the Suggestion Committee receives any recommendations that mail boys be furnished steers to ride on daily deliveries, he did not submit them.

STATION NOTIFICATION DIVISION

Three divisions of the Traffic Department—Commercial Traffic, Sustaining Traffic and Station Reports—have been incorporated into a single division to be known as the Stations Notification Division, Vice President Harry C. Kopf has announced.

Matt Boylan is Supervisor of the new division. Hamish McIntosh has been appointed Section Supervisor of the Commercial Program Section, A. Caramore, Section Supervisor of the Sustaining Program Section, and Margaret Riebhoff, Section Supervisor of the Station Reports Section.

The Traffic Department will now be divided into three divisions instead of five. The other two divisions are Operations, under the supervision of John Hilton, and the Communications Division, under the supervision of Louis Zangaro, Chief Dispatcher.



Bill McMurray, Eng., visits his parents' cottages in Florida.

THE WAYWARD BUS

Ed Williams, of Duplicating, bought a car in Connecticut, registered it in New York and drove it on Long Island. Then, on Charlie Atlee's advice, Ed took it to a mechanic in N. J. for repairs. The mechanic said it wasn't worth fixing and Ed was about to sell it to a junkman, when Harry Lloyd

heard about it and saved it for posterity by buying it himself.

Television for the Layman

Understanding Television—What It Is and How It Works, by Orrin E. Dunlap, Jr., RCA Vice President, was published by Greenberg, New York, Oct. 1.

Wade Arnold to Direct Special Program Unit

Wade Arnold, Assistant Manager of the Script Division, has been named to direct a special program unit designed to broaden the scope of NBC documentary and public affairs programs. He will be assisted by James C. Harvey.

Bill Roden, of Personnel, has returned from a fall hunting trip.

TELEVISION SEMINAR FOR NBC AFFILIATES

The second television training seminar for NBC affiliates was in session here, Oct. 18-29, with 14 program men and engineers in attendance.

In addition to lectures by NBC television experts, the seminar included observation and participation in a telecast from *The Village Barn*, and a studio clinic on lighting, scenic construction, television makeup and camera techniques.

Representing NBC affiliates were William Bates, WDAF, Kansas City; Joel Carlson, WTAR, Norfolk; Ray Olsen, Soren Munkhof and Harold Storm, WOW, Omaha; William A. Dean, WIRE, Indianapolis; Charles Siverson and George Driscoll, WHAM, Rochester; Clair McCullough and Gorman Walsh, WGAL, Lancaster; George A. Heinemann and Norman Felton, WMAQ, Chicago; Al Constant, KRON-FM, San Francisco, and John Pepper, WTAR, Norfolk.

The third seminar for affiliates is tentatively scheduled for January.

Music Course

A comprehensive music course designed to give a well-rounded background in the various phases of music for radio is being conducted for members of Guest Relations, under the direction of Marie Miller.

Lectures will cover elementary music theory, forms of musical composition, history and development of music, choice of background music. Material will be supplemented by recorded illustrations, and arrangements are being made to have guest speakers.



Stork Talk

To Jack deRussy, Spot Sales, a son, Sept. 10. Name: John Carter Nicholas.

To Dick Davis, Script, a daughter. Name: Susan.

To Joe Merkle, Station Relations, a son, Oct. 11. Name: Joseph, Jr.



Bee Carter, of Research, with the Dalmatian puppy she is training.

Bee Carter, of Research, showed Copper Coin Renniks, her 8-month old liver-colored Dalmatian at Kingsbridge Armory, Oct. 31. The puppy placed first in 8 dogs.

SUGGESTION SYSTEM AWARDS FOR OCTOBER

Winners of Suggestion System awards in October were: Joan Bacco, Controllers, \$5; Mary Bell, Engineering, \$25-bond; Joseph Branagan, Traffic, \$5; Betty Brand, Engineering, \$5; Gerard Breiten, Guest Relations, \$10; Caroline Doll, Program, \$5; Audrey Edwards, Research, \$5; Eleanor Gardella, Controllers, \$5; George Knaus, Program, \$15; Dorothy Mackie, Research, \$5; Mary Schlorek, Research, \$5; Eleanor Tarshis, Television, \$25; Thomas Tart, General Service, \$10; Edward Thompson, General Service, \$5; Jean Woodside, Research, \$5; Alfred Weber, Engineering, \$5, and Joseph Zitz, Radio Recording, \$5.

The Wizard and the Mermaid

A&P reports that Jack Snow, who inherited authorship of *The Wizard of Oz* tales from the late L. Frank Baum, has piscatorial troubles. Jack is moving, and his many books and his two cats are a little clumsy to move, but at least they're transportable. A&P is worrying about Lorelei, the merry mermaid who's been living in his bathtub. Can he take her in a taxi, or should he wait until a rainy day and ask her to swim up?

SUCCESSFUL SEASON FOR NBC-AA BOWLING LEAGUE

By Vincent Carey

After six weeks of matches, the Bowling League is well on its way to a successful season. The Engineering team, under the captaincy of George McElrath broke away fast and is leading the league with 19 wins and 1 loss, with Radio Recording in second place, 16 wins.

The Recordettes, led by Rita Chalas, heads the women's list with 13 wins, and Radio Rogues is second with 9.

Traffic rolled an 873 game, high for the season, while Controllers leads the high series with 2435.

Individual high is held by Bill Bork with 178.53 for the men, and by Joan DeMott with 146.75 for the women. Walter Wiebel has a 245 game to his credit, and Mary Ruiz leads for the women with 196.

Bill Bork also has first high series, 611, and Mary Ruiz and Joan Hansman have a high series of 490.

It looks as though the Gremlins are out to garner all the individual honors for the women this season. At present, Mary Ruiz, Joan DeMott and Joan Hansman have the first three high games, and Joan Hansman, Mary Ruiz and Grace Sniffin have the three high series.

Team standings are as follows: Engineering, Radio Recording, Traffic, Controllers, Recordettes, Construction, Gadgets, General Service, Accounting, Radio Rogues, Research, Gremlins, Set-Ups, Studio Grips, Audio Video and Spot Sales.

BASKETBALL WINTER SCHEDULE IS ANNOUNCED

NBC's basketball team is scheduled for its third game of the season, Nov. 15, playing against Liberty in the Industrial League.

Cal Wheeler, of Controllers, is manager of the team, and the players are George Lefferts, of Script, Jim Hayes, Program Production, Ted Everitt, Mail Room, Dick Gillespie, Sound Effects, Fred McKinnon, General Service, and Ed Steiner, Guest Relations.

NBC plays Eastern Air Lines Nov. 24, Rockefeller Center Nov. 29, Abercrombie Dec. 8 and Asiatic Dec. 15.

Games are played in the Rockefeller Center gym and are usually scheduled for 6 p.m.

ELECTION TELECAST

(Continued from Page 1)

ceptance speech of a successful candidate for major office when Mayor William O'Dwyer was elected.

Reporters and editors of *Life* collaborated with NBC on election coverage.

Seven east coast stations carried the night-long program: WNBT, New York, WNBW, Washington, WPTZ, Philadelphia, WBAL-TV, Baltimore, WBZ-TV, Boston, WRGB, Schenectady, and WTVR, Richmond.

A duplicate arrangement for coverage of returns was set up in the midwest, with headquarters in Cleveland.

Radiofortuna

Italian radio has borrowed the format of U. S. giveaway programs, reports *Radio Daily*, and is using it to encourage listeners to pay up delinquent radio set license fees.

On a government program called "Radiofortuna 1948," every day a license number is picked from a hat and if the official treasury records show that the set owner is paid up to date he wins an automobile, motorcycle or some other valuable prize. If his license is unpaid, he cannot collect the prize.

Payment of fees has increased 25% since the show went on the air.

Programs for Export

Great Britain wants to be the first country in the world to export television, according to *The New York Times*. British television is to be demonstrated in Norway, Sweden and Belgium, and an effort made to export the programs, at least.

Video in Spain

RCA representatives have been demonstrating the latest RCA television equipment in Spain.

Pickups featured typical dances of Sevilla and Aragon, reviews of the Moorish Guards, and presentation of American motion pictures.

Telecasts included the traditional bullfight, and the Madrid theatre chosen for the show was crammed to capacity with 2,000 fans, two hours before the scheduled time.

RCA International Division has also demonstrated television in Mexico and Italy. The first demonstration on the continent was at the Milan International Fair in June, 1947, followed by demonstrations at Vatican City and other Italian sites.



—Reprinted from *Collier's*

Studio-Side

Stage and screen stars in our studios recently were Walter Pidgeon, Irene Dunne, Linda Darnell, John Hodiak, Tallulah Bankhead, and Paul Muni.

Arthur Treacher and Mischa Auer rehearsed with much gusto for *His Master's Affairs*, and seemed to enjoy thoroughly adapting stage mannerisms to television technique.

Mary Boland, who appeared in the video version of *Dinner At Eight*, was somewhat mystified about the radio ear buttons the director et al. wear in the television studios. She was heard to exclaim sympathetically that she thought it was nice that television was hiring so many disabled veterans!

NBC's election night audience heard some unrehearsed sound effects when studio personnel began stamping out a small paper fire on the tabulating platform. Announcers quickly explained that it was not a demonstration.

Amongst those in Studio 8-H, that night, overseeing the proceedings were General David Sarnoff, President Niles Trammell, Vice Presidents Charles Denny, Ken Dyke and Sidney Strotz.

The studio audience wandered in and out to take in both the new television screen in the Plaza and studio goings-on.

Ex-Postmaster James A. Farley created quite a stir when he came in. In his party was Irene Rich. Mr. Farley came in at 11 and again at 2 a.m.

The photographic corps covering for NBC was led by Sid Desfors, and even Murry Harris was snapping pictures.

To ease the heat thrown off by the lights used for the third Toscanini telecast, last Saturday, air conditioning in Studio 8-H was turned up full blast for a couple of hours before the broadcast.

Maestro Toscanini is a great television fan and runs back between numbers, whenever possible, to take a look at the set in his dressing room. Also, the first thing he does when the program is off the air is to go see the kinescope recording of the program run off.

PROMOTIONS

Henry Bamberger, to Video Camera Engineer, Engineering.

Lenore Baylis, to Continuity Typist, General Service.

Ruth Beber, to Sales Service Assistant, Spot Sales.

David Bellin, to Senior Mail Clerk, General Service.

Carl Cabasin, to Technical Director, Engineering.

Carlos Clark, to Video Control Engineer, Engineering.

Irene De Vonyar, to Varitypist, General Service.

Harry Grelck, to Master Control Room Engineer, Engineering.

Nancy Johnson, to Typist Clerk, Guest Relations.

Robert D. Johnson, to Disbursement Clerk, Controllers.

Theodore Kraus, to Master Control Room, Engineering.

Carolyn Kresser, to Traffic Clerk, Spot Sales.

Joyce Lester, to Secretarial Assistant I, Program.

George A. Mathes, to Master Control Room Engineer, Engineering.

George McKeon, to P. O. Clerk, General Service.

William McMurray, to Model Shop Clerk, Engineering.

Walter Mullaney, to Video Control Engineer, Engineering.

Stanley Peck, to Video Control Supervisor, Engineering.

Virginia Reffler, to Traffic Supervisor, Spot Sales.

Robert Ruffer, to Duplicating Operator, General Service.

Thomas Smiley, to Video Control Engineer, Engineering.

A STAMP FOR YOUR CHRISTMAS CARDS



FOR SALE—Pre-war G.E. self-charging portable, \$25. Call Rudy Kuehn, Room 579, Ext. 342.

FOR SALE—Christmas gift items at a discount. For list of stores, call Employee Services, Ext. 147.

FOR SALE—NBC lapel buttons, earrings, pins and charms. Employee Services, Room 512.