

NBC Chimes

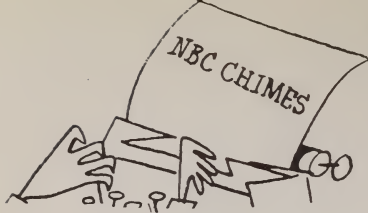
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APRIL 1951



CIVIL DEFENSE

Peggy McNeany (left) and Nancy Ward of Press examine one of the "shelter" signs that have been posted throughout the building. For more on such civil defense preparations, see page three.



NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
RCA Building - Radio City
New York 20, N.Y.

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employees of NBC.

APRIL 1951

SIGNS OF THE TIMES

It seems that a good deal of the space in Chimes this month is devoted to things that are the peculiar results of these extraordinary times in which we live. In April 1950 it would have seemed almost unbelievable that the Chimes issue just 12 months later would be highlighting a civil defense program and the activation of NBC's Army Reserve unit.

These things are unpleasant, to put it mildly. Civil defense preparations, for instance, may be time-consuming and sometimes annoying, especially if a practise alert happens to be held just when we would like to be doing something else. On top of it all, the very thought of having to chart plans for the safety of our employees if an enemy attack on this city ever occurred in one which none of us like to entertain.

But the fact of the matter is that it is unavoidable. We would be guilty of criminal negligence if we did not face up to the situation and take all practical steps to attain an adequate civil defense program.

On another page in Chimes we discuss some of the problems facing the people who are making these plans. It would be a great error, though, for anyone to take the attitude that the problem rests solely with those people. This whole civil defense business is an almost ideal example of a situation where everyone must pitch in.

Many of our employees, realizing this, have volunteered their services toward this effort. Others of us, although we may not be qualified by previous special training in first aid or civil defense, still can find many ways in which to help.

The rest of us, who may not find it possible to give direct special assistance, can do great things for the whole NBC civil defense program simply by cooperating as much as we can with department and floor air raid wardens and following instructions whenever a practise alert is held. Additionally, it is the responsibility of everyone to keep informed as to what should be done and where to go in an emergency. Every one who is in a fog or is a "problem case" in this dreaded situation which we hope will never arise, risks not just his own neck, but everyone else's, too.

NBC's CIVIL DEFENSE PROGRAM

Company's CD Planners Must Figure for Both Employee Safety and Operations

The people who are making preparations for NBC's Civil Defense program have a twofold problem. They must take all possible steps to provide for the safety of our employees if an enemy attack on this city

ever occurred and they must make sure that NBC is able to continue operations under almost any circumstances.



The three men responsible for NBC's Civil defense are (left to right) Joseph D'Agostino, Chairman of the Committee, John Michel, Secretary of the Committee, and Ted Thompson, NBC Sector Warden.

On this latter score, it would be well to point out that a broadcaster such as NBC will have a tremendous responsibility if a civil defense emergency ever arose.

People will depend on their radio or television set almost exclusively for information. Note that civil defense posters and booklets usually tell you to keep your radio turned on for the latest instructions and news.

Remember that we are the people who will help make sure something happens when radio and TV sets are turned on in millions of homes.

Complete plans are being made for the safety of employees, too. You have seen the large "shelter" signs that have been posted in all halls of NBC. Those signs give you the most important single piece of information you will need if an alert is sounded -- they tell you where to go.

You will be informed in detail by your department and floor air raid wardens about just what you should do, but here are a few basic rules you should keep in mind:

1. The warning signal is 50 short rings on the fire alarm system.
2. When you hear that, drop everything and follow the signs and your air raid warden to an area marked "SHELTER ZONE".
3. Stay there until you hear the all clear.

JOSEPH V. HEFFERNAN ELECTED NBC FINANCIAL VICE PRESIDENT

Joseph V. Heffernan was elected Financial Vice President of NBC at the regular monthly meeting of the network's Board of Directors on April 5. He has been Vice President and General Attorney of the Radio Corporation of America.

In his new post, Mr. Heffernan will be in charge of the financial affairs of NBC. His work will include supervision over legal, financial and accounting operations.

Mr. Heffernan has been associated with the operations of our parent company for the past 16 years. In June 1940 he became Assistant General Attorney of RCA. He was elected Vice President and General Attorney on April 6, 1945, and is a member of the Board of Directors of RCA Communications and RCA Institutes.

During World War II, Mr. Heffernan served as a lieutenant with the Naval Air Force.



JOSEPH V. HEFFERNAN

He was born in Washington, Ind., on Dec. 23, 1905, and was graduated from St. Louis University in 1928. Two years later, he received a Bachelor of Laws degree from Indiana University. Mr. Heffernan was awarded a fellowship for graduate work in law at Columbia University, where he received his LL.M. in 1935. He makes his home in New York City.

'BIG EAR' MEETS SUCCESSFUL TEST ON 'FOUR STAR REVUE'

A new parabolic-type microphone, designed and developed by NBC engineers under the direction of O.B. Hanson, Vice President and Chief Engineer, was used successfully for the first time the other night, on our TV show, the "Four Star Revue."

This new device may provide an answer to one of video's most pressing problems. It employs a principle first developed and patented by Mr. Hanson for radio in the early 1930's, primarily for field pickups.

The new parabolic microphone -- dubbed "Big Ear" by NBC engineers -- measures six feet in diameter and can pick up high quality sound from distances as far away as 35 feet. The conventional microphones used on television for dialogue have a practical range of only eight feet. This would mean that artists and performers would have much greater freedom of motion, as well as improving articulation.

NBC's ARMY RESERVE UNIT CALLED UP; ENTERS ACTIVE SERVICE MAY 1

Thirty-five NBC New York employees, members of the NBC-sponsored U.S. Army Reserve unit, will report for active military service May 1, and will proceed to Fort Riley, Kansas, shortly thereafter.

The NBC unit is a mobile radio broadcasting company which is part of a psychological warfare group. The commanding officer of the NBC detachment is Bill Buschgen (Captain, Sig C-USAR) of National Spot Sales.

The detachment has been a well-known activity around NBC ever since it was organized in November 1948. It has been sponsored by NBC through the Department of the Army's Industrial Affiliation Program. The regular bi-weekly meetings and drills have been held in NBC studios, and other facilities of the company have been made available to the unit.

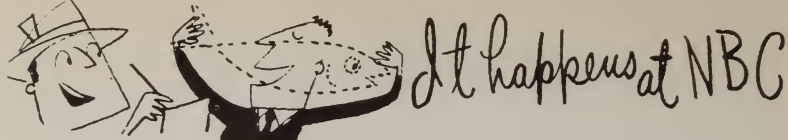
In addition to Bill Buschgen, the other NBC people in the unit are: John O'Keefe, Pierre Boucheron, Edward Starr, Walter Ehr Gott, Ronald Guzik, John Fengler, Stanley Zabka, Edward Murphy, Michael Stoppelman, George Stroub, Sam Kirshman, George Bill, Robert Zweck, Robert Rudick, Gerald Doyle, Leonard Giarraputo, Frank Mullen, James Byrne, L. Stewart MacGregory, Lester Dimond, Frank Weber, Allan Connal, Richard Lerner, Charles Beck, Kenneth Arber, Austin Smithers, William Burke, Alan Neuman, George Swisshelm, John Weir, Raymond Dillon, Lewis Brenner, Robert Barron and Warren Burmeister.



Bill Buschgen of National Spot Sales is skipper of the NBC Army detachment.

The reserve activities of the detachment have been supervised from the outset by Maj. Gen. George L. Van Deusen (*Retired*), President of RCA Institutes. The commanding officer of the psychological warfare group, of which the NBC detachment is a part, is Col. Ellsworth H. Gruber, of the New York Daily News.

Since the NBC unit is a mobile radio broadcasting company, a large number of the men in the unit will be doing work that will be essentially the same type as they have been doing in civilian life. The technical operations of the unit will include the preparation of broadcast material and the operation of broadcasting studio facilities and high power transmitters.



EXECUTIVE -- Legal: Welcome to our five newcomers: attorneys TED KUPFERMAN and BEN RAUB and secretaries PHYLLIS BUSS, JOAN LINDENMAYER and RITA PAOLUCCI. Two of our gals, JEAN SCHNEIDER and JOAN BAIRD, are off on a Bermuda vacation, while GUS MARGRAF has just returned from his vacation in Florida. We are undergoing a considerable expansion and reconstruction of our quarters these days.

ADMINISTRATION -- Controllers: Along with Spring, we are welcoming to our department JOAN BJORKLAND, DORIS McPHERSON, VICKI MAFFEI and SEYMOUR FRIEDMAN. Joan adds a touch of Texas to the office, having just arrived back from the Lone Star State. Doris, Vicki and Seymour are all native New Yorkers but we won't hold that against them. Doris is taking GRACE JOHNSON's place. We were sorry to lose Grace and BOB BURHOLT to TV and wish them both luck in their new jobs. Incidentally, Joan and her husband are opening a Western Riding Academy May 1 at Dobbs Ferry. Spring fever has really hit us. We thought nothing when we found the mail boy asleep the other day, but ROSE D'AMICO has been mentioning her new sun dresses which she hopes to be wearing in real soon. We are all looking forward to that day too. ROSE BREGLIA and KEY PEPE are getting in the feel of Spring and are on diets now. Kay walked in the other day sideways and we couldn't even see her.

Personell: We've said goodbye to DOTTY HEILMAN, who left us to get married to DeWitt Budd and make her home in Newton, N.J. BETTY WILCOX from AM A&P has taken her place in Employee Services. DICK HOLLANDS also has left us and is now in TV. MERRIMAN HOLTZ is now the new front desk man. MARY ROMPS of the Health Office has left to take another job. She has been replaced by RUTH COBURN.



Engineering; Architectural Design and Construction: GORDON STRANG of AD&C has been in Chicago working at the Studebaker Theater in connection with its TV conversion and JOE ARNONE is in Hollywood, tackling the alteration of the El Capitan Theater and Studio "D".

Audio-Video: ELAINE HOLLYWOOD of A-V became Mrs. John Carroll on April 7 in the Church of the Ascension, Elmhurst. (see photo left) The newlyweds are spending their honeymoon in Washington and Williamsburgh. RICK CORO has just returned from Hollywood, where he was working on the El Capitan Theater and CHESTER RACKY also

is back from a trip to Hollywood, Denver and Chicago. BOB BARNABY, who recently left NBC, is in the NBC reserve unit being called up May 1 (*see photo right*). CHARLIE TARIS is still in Chicago where he went to aid in the conversion of RT-4A tape recorders. DAVE MOLONEY of A-V is planning a trip to Europe this summer. Going to kiss the Blarney Stone again, Dave?



Radio and Allocations: MARTIN MEANEY of R&A is now stationed in Little Creek, VA. Martin left NBC Feb. 15 to re-enter the Marines as a 1st Lt. JACKIE TAYLOR has joined our group as a clerk. She hails from Washington, where she worked for the FCC. Glad to have you with us, Jackie!

Technical Services: PEG KEELEY is going all-out for NBC's bowling league -- pin boys better watch out. MARILYN FREDRIKSON, who recently joined Technical Services as a clerk, became engaged on April 7 to Joseph Bankowski of Stamford, Conn. Joe is a Pvt. in Uncle Sam's Army (*see photo below left*).

Treasurers: BILL WILLIAMS recently returned from a stay in Maryland.



KATHLEEN HUGHES has left us to take life easy for a while. We are hearing from ROY SHEPARD, who is with the Infantry in North Carolina. DICK GRACE is getting a big kick out of the trips he's been making in his new buggy. JENNIE BACCONE spent a week at Virginia Beach with her Navy officer husband. MURIEL REIMERS and ADRIENNE SELLITTO were our representatives at the recent AA cocktail dance. Adrienne is planning to take a Florida vacation soon.

Duplicating: Welcome to our newcomers ROBERT AMANTE and CHARLES HAMILTON. TOM LEONARD now at Camp Gordon, Ga., with the Army, and BILL LEARY is at Camp Lejeune, North Carolina, with the Marines.

Stenographic: JO ARMACIDA has left us to await the arrival of the stork. Honeymooner INGE KOHL recently returned from the Poconos. Welcome to Steno newcomers MARION AUSTIN, AUDREY BUCHANAN, GLORIA LEYEN-DECKER, BARBARA WEINER and JEAN GERARD.

General Service: ELEANOR GARDELLA is going to get married to John Doyle May 6. She will be leaving the company at the end of April.



On April 1, two members of the Protection Division of General Services retired. Here EDWARD M. LOWELL, Manager of Building & General Services Department, is seen presenting wrist watches to WALTER DRISCOLL (left) and HARRY SCHAAF.

Set-Up: BILL BERGEN sporting a beautiful Florida tan. JOHN WELSH wants to know who nick-named him "handsome." We all wish TOM LONGMORE a speedy recovery from his recent operation.

Program Services: JOAN PERALES busy getting her wardrobe together for her Bermuda cruise. RONALD GUZIK and WALTER EHRGOTT leaving May 1 with the NBC Army Reserve unit.

Sound Effects: Sound Effects extends its best wishes to JOHNNY POWERS and his bride, Frances, back from a wedding trip to sunny Florida, for a sun-kissed married life! Congratulations also to the MANNY SEGAL's on their new son, Barry Jay, who made his appearance in the Segal household February 22. That lonely look on AG HORINE's face these days is due to his being here in New York while his family is living down in Rome, Ga. That steady stream of letters flowing back and forth from Rome to New York is certainly keeping the Post Office busy.

Music Library: DAVE HUENERGARDT, an ex-employee of the Music Library, will appear in the show "Make a Wish" which is opening any day. JOHNNY ROMAINE is leaving NBC after 22 years to open a business of his own. Good luck, Johnny! JOHN HARGREAVES is the proud father of a baby boy -- to be called KEVIN EWART.

Mailroom: Two of our favorites have left us to enter the Army with the recently-called NBC reserve unit. SAM KIRSHMAN and GEORGE BILL. Both of the boys received a going-away present and the other Friday night about 30 male and female "Mail Boys" gathered at the German-American Rathskeller to give Sam, George, and two of our alumni, RAY DILLON and DICK LERNER, who also are leaving with the unit, a real sendoff. We also lost HANK ALLARD, who moved to 108th St. We extend a hearty welcome to newcomers PEARSON MONEY, ARNOLD ORLANDER and GEORGE DOHERTY.

Guest Relations: Goodbye and good luck to AL PORTER who has left us for the Midwest. WARREN SIMMONS is the new Supervisor of Tour Operations and SHIRLEY BURKART is the new Assistant. STAN ZABKA and DON UPTON have finally hit the big time by having their song "Christmas Eve in My Home Town" published by BMI. JOAN MURPHY is in Tickets, BILL FENELL in TV Film, JERRY SCOTT and CHARLES COLDWELL to station WARC, JACK BRIGGS to TV Staging Services, PAT GABANY to A&P, PETE MUSTAKI to Miami, HOWARD ATLEE to AM Production, LARRY SISSON is our new QM, JACK MILLER and DICK McCUE to GR Desk, VERNON LOWELL to Main Hall Supervisor, BOB BRAY to WINR as an announcer, JOHN MOROCCO to WOR, BILL WOOD to Mezz. Reception. RALPH BARKEY, TED MAURER and PETE COMMANDAY have resigned and BETTY DREHER is the new Guide Trainer. Our list of men in service has increased with the departure of BILL FEENEY, BILL TOTTEN, GEORGE STROUB, MIKE STOPPELMAN, ED MURPHY, HAROLD MORRISON and STAN ZABKA. New Cashiers: DICK FRENCH and BARBARA HAMMOND; new guides: MARI CADIGAN, LATTIE LEE DAWSON, DOTTIE ROZZI, ELAINE HANDABAKA, SUE RICHARD, TED WIENERT, ROY FORD, ANITA GONZALEZ, ALEX MUIR and JACK MARSHALL; new pages: LOUIS FINK, TOM O'KEEFE, CHARLES CARON, PAUL SILBERSHER, SAM DENOFF, JOE BEHREMS and DICK HOLBROOK.

TELEVISION NETWORK -- Sales Planning and Research: FERN HOVETTER is the newest member of our department. She is replacing ELAINE NICOLAI, now in TV Sales.

Staging Services: We have three new men in Staging Services: JIM GREENWAY, from GR, WALTER LAW, from WNBC, and DON CASH, who is new to NBC. LOIS McLARDY left on April 3 to get married to ED STEINER, also of this department. The gals gave Lois a luncheon the week before she left. We have two men who are leaving us for the Army with the NBC reserve unit, STEWART MacGREGORY and WARREN BURMEISTER.

News and Special Events: FRANK MCCALL and CLARENCE THOMAN are vacationing in Florida. NANCY TERRY is leaving us on April 15. Welcome to ELEANOR MARTINO, who will be secretary to Clarence Thoman. Our famous newsreel cameramen who are now in Europe, the Jones Boys, have made "Who's Who."



Advertising and Promotion: JUDY SUTHERLAND, lately of Katherine Gibbs, has joined Sales Promotion. LEW BRENNER is leaving to enter service with the NBC Army unit. With Spring coming on, BETTY BAGSHAW has bought herself a pair of skis (?). MARGE WILCOX now working for Mr. Nelson.

Technical Operations: Approximately 100 engineers were present at a party at the Log Cabin Inn in Jamaica some weeks back for ED WILBUR and COURT SNELL (see photo right).

We were welcoming Ed to the Uptown studios and Court into Field. GEORGE MADGE was emcee for the occasion. Congratulations to TONY ROMEO, who became the father of another girl on March 29. BARBARA WALDRON has left TV Technical Operations. The stork is due at her house in September. BETTY JENSEN is leaving 106th to be Mr. DeBAUN's secretary in Color. MAY WATSON has taken over Uptown. Welcome to our newcomer MARY JANE EGGLESTON, who will be secretary to Messrs. PROTZMAN GROMBERG and TOWNSEND. A belated but genuine welcome is extended to JEAN FAAS, who joined us as Mr. WANKEL's secretary a while back. ROSE MARIE MacLELLAN has taken over as secretary to GEORGE GRAHAM, who is now Assistant to the Manager of TV Technical Operations. HOWARD ATLAS became engaged last month to RUTH GREEN and will be married June 3.

Program: Congratulations to ROSE SHEEKY and FRANK EVANELLA, who are to be married August 19. Farewell and the best of luck to BILL BURKE, ALAN NEUMAN and AUSTIN SMITHERS, who are leaving for the Army with the NBC reserve unit. Also leaving is BETTY McCABE, who is joining the Sherman & Marquette agency, and PAT GRAY FAUGHMAN, who is moving to Cleveland. Good luck to both. ELINOR TARSHIS has bought herself a car and lately has been touring Long Island.

Controllers: We're all settled down and happy in our new quarters on the 15th floor of the International Building. Welcome to DAN SULLIVAN, who has joined our department. LES VAUGHAN has just bought himself a house on Long Island.

Film: HELEN KALL has left us to go to work for Reid Davis in TV Technical Operations. Her place has been taken by BARBARA COLE, who is new to the company. Also welcome to newcomers RONNIE PHENEY, ELIZABETH THOMPSON and RUSSELL SCANIO. Goodbye to HUGH DAY, who is going into the Army May 1.

O&O STATIONS -- WNBC-WNBT: The entire staff of WNBC-WNBT was entertained at a cocktail party given at the home of our station manager TED COTT. The get-together coincided with Mr. Cott's first anniversary with the stations and that occasion also was celebrated. As part of the station's promotional campaign -- dubbed "Operation Chain Lighting" -- the staff visited Rockaway's Playland, one of the organizations included in the tie-in. Refreshments were served and a tour of the Playland highlighted the full-day visit. HARVEY GANNON, WNBC Program Manager, was recalled to active duty with the Navy. Harvey is a Lieutenant Commander in the Naval Reserve. Welcome to TONY SHARP, the latest addition to our production staff. Congratulations to BILL RICH on the birth of his first daughter -- Gail Ellen. (Congrats also to Mary Katherine, Bill's wife.)

News and Special Events: Congratulations to our June bride-to be -- MARJORIE KOBRE, who will become Mrs. Jerry Neitlick on June 21. We are losing two copy clerks -- FRANK MULLEN to the Army and LEE CARLTON to TV Technical Operations. Their places will be taken by HOWIE ELDOT and TED KEMPER, respectively. Also new to our department is news writer SUMNER WEENER.

RADIO NETWORK -- Controllers: The success ladder this month found MARIE SEMPREBENE being promoted to a new job as Cost Clerk handling Advertising & Promotion money matters for our department. PAT McNAMARA, a new little Irish coleen in our midst, is now filling Marie's old job. Good luck to both gals. The boating season is almost in full swing and each Monday we can tell from the extent of the blisters on HENRY SJOGREN's hands just how much work he has put in over the weekend getting his auxiliary cutter, the "Hula Kai," into shape. We're looking forward to trying out our sea legs and land lubber's stomachs on the trip he has been promising us all winter long. By the way, we recently found out the reason why STEVE WOZNICA has been walking on air -- his little lady said "Yes."

Technical Operations: GEORGE WASIELKE, of Recording Engineering, appeared recently on Mrs. Roosevelt's television show on NBC. George is seen standing on the extreme right in the photo (right).

Sales Planning and Research:

MIKE REIDY has transferred here from the Mailroom as a replacement for FRANCES RIELY, who has left us to await the stork.

Program: Our congratulations are extended to BUD BARRY on his recent marriage to Florence Morris, formerly of ABC. Condolences, however, go out to poor GRANT TINKER, whose basement has been flooded several times within recent weeks.



Network Sales: Correction on last month's Chimes report: NANCY HERBERT is secretary to WALTER MYERS, not to SACKETT MILES. Welcome to our two new department members, salesman FRED HORTON and his secretary, JEAN MARTIN. Congratulations are in order for LESLIE HARRIS, whose brand new daughter, Judy, came along at 7:00 a.m. on March 2. The best of luck to GERRY DOYLE, who is leaving us to enter the Army with the NBC reserve unit.

STATION RELATIONS -- Radio: NORMAN CASH, PAUL HANCOCK and DON MERCER were all out to Chicago for the NAB convention. VIVIAN CARROLL has left us to get married. We gave her a party at the Johnny Victor Theater April 13.

Television: Our boss, Mr. HICKOX, returned from a very enjoyable, but fast, trip to Florida, which included Miami, Jacksonville and Boca Raton. Boca Raton is the site of the next annual NBC convention, in November -- and a beautiful place it is, too. Messrs. LYFORD, O'CONNELL and HICKOX have left for the NAB convention in Chicago.

Traffic: JOAN MOONEY's eyes sparkle almost as much as her gorgeous new "sparkler". She recently became engaged to Don Naylor, now serving with the Marines. Could it be that JOAN DUGGAN heard a program on another network requesting everyone to send beans to the Governor of Massachusetts? Or is there another reason why she recently took off for a week-end in Boston? VERONICA ULRICH is convalescing from a recent operation. Trafficites hope she'll soon be "fit as a fiddle" and back in Communications.

PUBLIC RELATIONS -- Press: Words of welcome to BOB GRAFF, ERNIE OTTO and GEORGE McMURRAY, who have joined us as staff writers. Congratulations to BILL LAUTEN, our new Trade News Editor, and MILT BROWN, who replaced URSULA HALLORAN as Column Editor. Farewell to JOE SHEEHAN, who has left us to enter the teaching profession, and BILL PETERSON, who has departed for Texas and the wide open spaces. Replacing Bill as Assistant Copy Editor is KEN KANTOR, NBC's former war correspondent in Korea. Congratulations to the BILL STEIN's on the birth of young Michael Ronald, who weighed in at 6 lbs. 14 oz. JOHN O'KEEFE is leaving at the end of this month with the rest of the NBC Army Reserve unit.

Information: Our whole female contingent working down in the Main Hall on the Cancer Drive this month. GEORGE DEUBEL is getting married in June. Currently lining up furniture, apartment, etc. ROSEMARY PFAFF is still going around to all the local hospitals, giving singing concerts for the shut-ins.

Continuity Acceptance: KAY HENDERSON sails for Europe on the America May 8. She plans to visit France, England, Scotland, and especially her home in Belfast, Ireland.

CAREY, DeMOTT STILL TOP BOWLERS

Vin Carey is maintaining his position as top male bowler in the NBC League, with an average of 170 and Joan DeMott still leads the girls with a 159 average, according to the latest reports.

Among the teams, Controllers leads with a record of 65 won and 35 lost. The Gremlins are second with 62 wins and 38 losses, followed by Studio Grips, with 61 and 39, Gadgeteers, with 60 and 40, and Engineering, with 58 and 42. Construction, General Service, Radio Rogues, Audio-Video and TV Maintenance follow in that order.

BARGAIN COUNTER

For Sale: Black persian-paw fur coat; full-length; mink trimmed; shawl collar style, very full; rarely worn. \$185. If interested call Florence on Ext. 8824.

Looking For: A car. If you are interested in selling your car, contact Ann Teahan, Room 786, Ext. 8703.