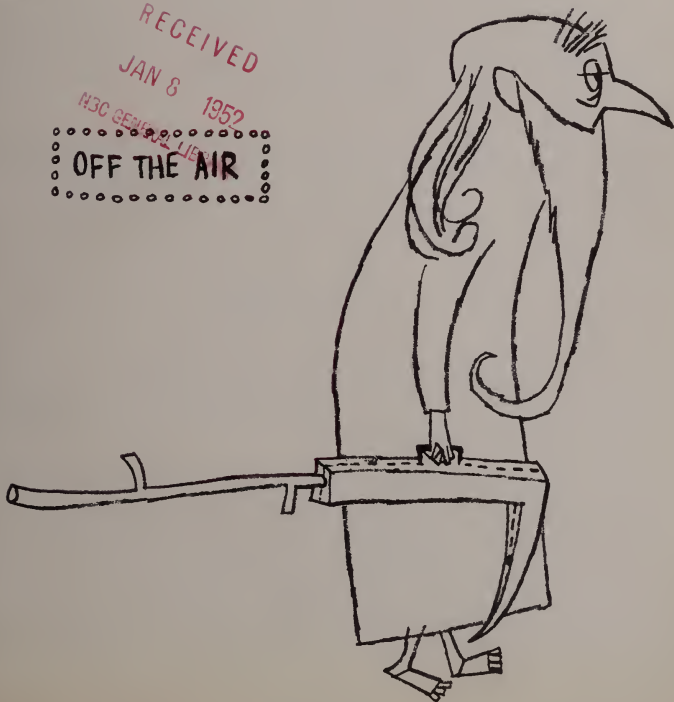


NBC Chimes

JANUARY 1952

RECEIVED
JAN 8 1952
NBC GENERAL LIAISON
OFF THE AIR





JANUARY 1952

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

*Published monthly by and for the
employees of NBC.*

MERRIMAN HOLTZ, *Editor*

A NEW YEAR'S MESSAGE FROM THE PRESIDENT

First of all, I want to thank you, on behalf of the company, for all the fine things you have done in 1951 and wish for you a wonderful New Year. In my opinion, you deserve it.

More than anything else, of course, all of us hope that 1952 will see peace in the world, and I am sure all of us at NBC join in praying every day for this.

In our own company we have reason to be proud of what we have accomplished in the last several years in a very trying period in our industry in accomplishing the transition into television. We would be extremely unimaginative, however, if we did not realize that our pride certainly does not entitle us to swell instead of growing. The problems which confront us are unbelievably complicated and a day-to-day challenge to each one of us in the company. I am sure we will resolve them and overcome our obstacles, but this will only be done through working and thinking every day by all of us.

One of the things, of course, that is most gratifying to me is the fact that we are in an industry and a company with no limits to where any of us might go and room for everybody. I say this because I am sure all of us want to feel this sense of security, and I am sure it is right.

I hope we all will meet with great intelligence and effort what we have to do in 1952, and again, I wish for each of you and your family great New Year.

Sincerely,

Joseph H. McConnell

A CHRISTMAS PRESENT FOR THE COLES

NBC stagehands James Cole, Sr., and his sons James Cole, Jr., Matthew Cole and William Cole received a heartwarming Christmas present on December 19, when the name of Pvt. Thomas W. Cole appeared on the list of war prisoners issued by the Communists in Korea.

Pvt. Cole is another son of Mr. Cole, Sr., and also was employed at NBC as a stagehand prior to his induction into the armed forces. He was reported missing in action as of May 17, 1951. Nothing further was heard by the Coles until the end of October, at which time a letter was received from Pvt. Cole posted from prisoner of war camp number III in North Korea.

The additional assurance offered by the appearance of Tom Cole's name on the recently issued list has meant a much happier holiday season for all the Coles.

WRAPPING BEE

On Monday, December 17, thirty-five employees reported to the Ladies Lounge to wrap a total of 1400 presents for the ABC-NBC Children's Christmas Party, which was held in the Center Theatre the following Monday.

Among those who contributed their services were Betty Wilcox, Roy Ford, John Titman, Joan Daly, Anne Mendenhall, Betty Kelly, Jerry Einstein, John Wojtowicz, Alys Reese, Margaret Herrholz, Helen Kall, Dan Culbert, Len Lucas, Roberta Beck, Daphne Pinou, Bernadine Kessler, Dan Mooney, Mary Mercer, Tom Naud, Tommi Phillips, Irma Santos, Diane Marsh, Barbara Sheehy, Helen Lampros, Gloria Leyendecker, Jane Di Leo, Jane Cannon, Win Cregg, Joan Coffey, Pat McMahon, Peggy McNeany, and Florence Williams.



John Flynn, Station Engineer

Thirty years ago, when radio broadcasting was still an infant, the transmitter was recognized as the most vital link in a station's operations. Every time there was a breakdown, each minute that the station was off the air because of technical failure, the station personnel saw vividly the uselessness of good programming when no transmission facilities are in operation. Today, on the other hand, most people take the operation of the station's transmitter for granted. Improved equipment and skilled personnel have reduced technical failures to an almost non-existent minimum.

Recently an NBC employee, when asked for directions go to the WNBC transmitter, replied, "It's up on the Sixth Floor -- Room 660!" Most employees are better informed than this, but indirectly that statement was a great compliment to the transmitter crew. They do their work so quietly and so well that many employees are not even sure where the transmitter is located.

The WNBC transmitter is situated at Port Washington, Long Island, 28 miles by cable from Radio City. It was moved there in 1940 from Bellmore, where in 1927 NBC had built radio's first 50,000-watt transmitter for commercial broadcasting. WNBC, Port Washington, was put on the air for the first time on November 11, 1940, by Dr. Frank Conrad of Pittsburgh, "the father of broadcasting." (Picture on Page 5.)

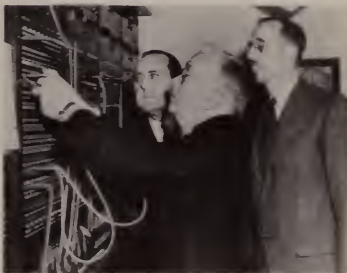
The Port Washington site is a beautiful one from both the visual and technical points of view. The transmitter building and towers are situated on rolling ground 104 feet above the water and look out over Manhasset Bay to the west, Long Island Sound to the north, and Hempstead Harbor to the east. This gives the transmitter both the adjacency to water so helpful to proper functioning of the ground wires and a fine aspect for beaming a directional signal toward the center of New York's population. 55 acres of fields and woodland provide the transmitter engineers with a golden opportunity for hunting rabbits and other critter during their time off.

The transmitter units presently in use were custom built by RCA twenty years ago. Since then they have been repeatedly modified and brought up to date by NBC engineers so that today WNBC has probably the finest radio broadcasting transmitter in the United States. This trans-

mitter is housed in a modern brick building designed for technical efficiency and for the working comfort of the engineers. Behind the building are two 328-foot vertical radiator antenna towers built to transmit the WNBC signal in a special directional pattern. The area in front of the building has been carefully landscaped, and thanks to the efforts of gardener William Borer, WNBC has won the Nassau and Suffolk Counties Old-fashioned Gardening Prize every year for the past five years.

The transmitter building itself is kept spic and span by technical porter Thomas Sprague. On the main floor are found the units of the transmitter arranged in semi-circular fashion with the main control console in the center of the area. Opening off the transmitter room are the station engineer's office, the engineers' kitchen and dining room, the stand-by studio and control room and the maintenance shop. The garage and the emergency power plant are situated on the ground level. In the basement are located the water-circulatory machinery, the power transformers and equipment, and the tube vault.

The water-circulatory system draws special attention from most visitors since it employs an eye-catching pool and fountains in the center of the front yard. The water cooled in this pool is circulated by pumps to a heat exchanger, where it cools distilled water which, in turn, is used to prevent overheating of the 20,000-watt and 100,000-watt tubes in the transmitter.



WNBC boasts a fine record of operation, averaging only seconds of lost time for every 1000 hours on the air over the past years, and maintains a high standard of on-the-job safety. Safety drills are held at regular intervals, and Red Cross safety courses are given to all the engineers. To eliminate danger of electrocution -- some components of the transmitter carry voltages of 17,500 volts -- the transmitter's power supply is rigged so that it automatically shuts down whenever one of the transmitter panels is opened. Furthermore, continued operation in case of emergency or disaster is assured by a series of special protective measures. Typical of this is the program link with Radio City. Two special cables are kept in operation at all times during programming hours. If one of these lines fails, the other can be switched in immediately. If both lines fail, two radio relays -- one AM and the other FM -- are available for almost immediate use. Other protection features are many duplicate units in the main transmitter, a separate stand-by transmitter, a mobile unit transmitter, a short-wave radio connection with the other five NBC owned and operated stations, and a gas-driven emergency power generator.

The standing of WNBC's Port Washington transmitter among broadcast engineers is so high that it has been chosen repeatedly as the training site for large groups of foreign engineers brought to this country under the auspices of the United States Government and other agencies to study American methods of broadcast engineering. The engineers so trained then return to their native lands to bring the benefits of NBC's vast experience to their own broadcasting systems. Engineers from Turkey, India, Brazil and other countries have studied at Port Washington under the tutelage of NBC's transmitter engineers.

Station engineer is John Flynn, a veteran of 25 years as an NBC engineer. Mr. Flynn reports to Ted Cott, WNBC general manager, and to Tom Phelan, New York division engineer, and supervises the work of nine engineers, the technical porter and the gardener.

Although the station is at present closed to the general public, Mr. Flynn invites any NBC employees and their relatives and friends to stop in for a look at the transmission plant any day of the week. Instructions on how to reach the Port Washington transmitter can be obtained by calling PORT Washington 7-0660. The staff is noted for its fine hospitality.

BARGAIN COUNTER

For Sale: A.K.C. registered wire-haired fox terrier puppies; call Joe Sturniolo, Extension 454.

THE RADIO TRANSMITTER ENGINEER



(This is the second in a new series of articles about typical and interesting jobs at NBC.)

It's 4:30 A.M. on a cold winter morning. Most of us are still comfortably in bed -- but at the WNBC transmitter at Port Washington the night watch engineers have just finished three and a half hours of routine maintenance work on the transmitter and are beginning their "tone runs" to check all the circuits. In twenty minutes they will switch the transmitter on at low power. At 5:12 A.M. the carrier will be stepped up to full power, and at 5:26 the first program feed of the day will be received from Radio City Master Control and put "on-the-air."

By taking on the obligation of keeping the 50,000-watt WNBC transmitter in full operation for better than 19½ hours of programming each day, the radio transmitter engineer shoulders one of the heavier responsibilities in the NBC organization. Along with his associates, he is responsible for the monitoring and maintenance of one of the largest and most complex transmitters in the country, and in order to be able to do this he must learn and retain an extensive amount of technical information and "know-how".

Even though only thoroughly-experienced transmitter engineers are hired to work at Port Washington, each new man is put through five years of break-in training on the job before he is considered ready to assume full responsibility for the operation of all parts of the plant. A good bit of this training involves actual blackboard instruction given by the station engineer.

WNBC's eight transmitter engineers work on an around-the-clock basis, with two men assigned to each eight-hour shift. The 9:00 A.M. to 5:00 P.M. and the 5:00 P.M. to 1:00 A.M. shifts are concerned primarily with broadcasting operations. The engineers on these shifts keep a constant check on all the transmitter meter readings and make adjustments when necessary. Also they maintain five written logs, including the WNBC program and transmitter logs. The engineers on the 1:00 A.M. to 9:00 A.M. shift perform the majority of the station's routine and scheduled preventative maintenance. They service the transmitter and associated machinery, check tubes, change recording charts, look over the logs for unusual operating conditions and correct same, and check all rotating machinery carefully. In addition, once each weekday morning a transmitter engineer becomes a studio engineer by journeying to the McCrary homestead in nearby Manhasset to monitor The Tex and Jinx Show.

The engineers at Port Washington are justly proud of their teamwork and spirit. One Sunday morning last year, when a bad condenser caused a rare transmitter breakdown, five additional engineers -- one clad in pajamas -- appeared on the scene in a matter of minutes without being called. Cooperation and friendly relations are furthered in weekly meetings at which members of the staff exchange advice and "gripes".

WNBC's transmitter engineers are James Kneeland, Walter McKinley, Joseph Miller, Robert Milos, Daniel Murphy, Stephen Sullivan, James Walker and Arthur Walters. They work under the supervision of the station engineer, John Flynn, and the assistant station engineer, William Haerer. This month it's "hats off" to the radio transmitter engineer!

DRAMATIC WORKSHOP OPENS WINTER SEASON



Rehearsal?

The "SRO" sign was out at the Center Theatre training room for all three performances of the AA Dramatic Workshop's first winter productions, November 28-30. The offering consisted of two one-act plays, both skillfully presented by Workshop members.

Acting credits were garnered by Ronnie Fowler, Daniel Durning, Mary McBride, Joan McCallum and Mac Shaw. The two directors were Robert Williams and Joseph Bush. Hal Shadwell and Mary Narsis were the production assistants and all publicity was handled by Sheila Hirschman.

After a holiday season lay-off during the month of December, plans are now being made for a larger and more ambitious production to be presented sometime during the coming month. These plans center around the acquisition of an original script and of a larger theatre to accommodate more comfortably the many playgoers who have become interested in the performances of the Dramatic Workshop.

All AA members who are interested in script writing are urged to submit scripts to be considered for production by the Dramatic Workshop to Sheila Hirschman, Room 670-K. Also, any AA member who would like to participate in the regular activities of the Workshop can obtain information from Miss Hirschman by calling Extension 8976. And all employees are reminded to watch for the announcement about the time and place of the next production.

JOSEPH A. McDONALD ELECTED TREASURER OF NBC

At its regular monthly meeting in December the NBC Board of Directors elected Joseph A. McDonald treasurer of the National Broadcasting Company. He assumes his duties January 1.

Mr. McDonald has had a career of more than 20 years spent largely in the business side of broadcasting. He was most recently vice-president, secretary and general attorney of the American Broadcasting Company.

Well known for his work with various industry committees engaged in negotiations and the solution of business, labor and licensing problems. Mr. McDonald was previously with NBC from 1931 to 1945, serving in the New York and Chicago offices. He left the post of assistant general counsel of NBC in the spring of 1945 to become general attorney of the American Broadcasting Company. He was elected a vice-president of ABC in November, 1946.



Joseph A. McDonald

Mr. McDonald was born in New York in 1903 and was graduated from the Webb Institute of Naval Architecture in 1924. He later received an L.L.B. degree from Fordham Law School and an L.L.M. degree from New York University. In the fall of 1931 he joined the Legal Department of NBC in New York. In 1937 he moved to Chicago as Central Division attorney. He returned to New York in 1943 as assistant general counsel of the company.

In his new post as treasurer of NBC Mr. McDonald will report to the financial vice-president, Joseph V. Heffernan.

NORMAN GRANT APPOINTED TV NETWORK ART DIRECTOR

Norman Grant, former manager of staging services for NBC-TV in Chicago, has joined the television network in New York as art director. In the position of art director Mr. Grant will be responsible for set designing, costume designing, make-up and titles and graphics for all New York-originated television shows.

In Chicago Mr. Grant designed such shows as "Garroway at Large," "The Wayne King Show" and "The Jack Carter Show."

NBC CONVENTION BOASTS RECORD ATTENDANCE

More than 450 officials of the radio and television stations affiliated with NBC met with network executives at Boca Raton, Florida, November 28-30, in their fifth annual convention. These broadcasters were welcomed by Chairman of the Board Niles Trammell, who urged them to devote themselves to solid planning and more self-analysis. Mr. Trammell recalled the industry debates in the past over such NBC-initiated moves as written station affiliation contracts and pointed out how thoughtful planning made these past big decisions good decisions. He added that the measures recommended in NBC's Basic Economic Study are essential to a sound future for broadcasting.



Joseph H. McConnell

Joseph H. McConnell, NBC president, delivered the keynote address of the convention. He emphasized that NBC radio sales, programming and merchandising will be greater than ever during 1952. He also urged radio affiliates to consider the opportunities for the establishment of hundreds of new television stations with the opening of the UHF band.

Mr. McConnell expressed great confidence in the future of network radio. "I think we at NBC are coming to grips with our main problems and are developing patterns that will keep radio strong for the future," he said. We are in an industry that can only move forward."

The first afternoon session of the convention was devoted to Sound Broadcasting. Charles Denny, NBC executive vice-president, outlined a seven-point plan for further strengthening the radio network. He added that the new NBC rate formula will become effective about July 1, after discussions with the individual stations are completed. The Minute Man "pay-as-you-sell" plan was described by Charles Barry, and John Herbert outlined NBC's dramatic new sales operation, the "Market Basket" plan. Fred Dodge, newly-appointed merchandising director, told the broadcasters of the establishment of a 12-man merchandising department "superior to anything in the advertising media field."

Television, its present status and unlimited future, occupied the attention of the broadcasters and NBC executives during the second day's sessions. Sylvester L. Weaver, Jr., vice-president in charge of television, delivered the keynote talk. He told the convention that no other group in the world today has the power that broadcasters hold; that by design, NBC Television can create an aroused, alert, knowledge-

able, balanced, mature public opinion, and that public opinion will force a drastic upgrading of all activities for social good.

Preceding Mr. Weaver, Joseph V. Heffernan, NBC financial vice-president, informed the conventioners that NBC is determined to bring color television to the homes of the public. He said that NBC, which pioneered in the development of color TV, believes that it will be the most effective medium yet known to convey information, entertainment and sales appeal.

Announcement of the expansion of NBC-TV's broadcast operations into the morning hours was made by Frederic W. Wile, Jr. Director of Technical Operations Robert Shelby described the disaster mobile unit now under construction. This will be a complete broadcasting plant, entirely independent of external wire connections, which will bring to TV homes immediate views of any catastrophes the future may bring. Also on the NBC planning boards, Mr. Shelby revealed, are such marvels as air-borne TV from helicopters, a flying box-car capable of transporting a small mobile broadcasting unit to the site of any event of public interest, and a remote control camera operated like a robot plane.

Completing the roster of speakers at the television session were Joseph H. McConnell, who spoke concerning the economics of network television, Edward D. Madden, George H. Frey, Brig. Gen. E. Lyman Munson, and Fred Shawn.

The final day's meeting of the convention was devoted to a discussion between the network officials and the affiliates of matters brought up by the affiliates.

The famous sunshine and luxurious surroundings of Boca Raton, along with top-flight entertainment each evening, rounded out NBC's good hospitality to the officials of the affiliated stations.



Marguerite Piazza
arrives from New York.



Niles Trammell greets
a temporary employee.



It happens at NBC

EXECUTIVE -- Legal: The department Christmas party was held at the Warwick Hotel on December 19. The entertainment consisted of a short but snappy revue written and produced by the girls of the department.
(Grace Richardson)

PUBLIC RELATIONS -- Press: Lucky JOAN McCALLUM was able to journey home to Detroit for the Christmas holiday. The Press Department's staff for the Boca Raton convention was reinforced and augmented by the addition of a real heavyweight in the industry with years of public relations experience. His picture may be seen on Page Eleven of this issue. (Bob Wren)

Information: The members of the department celebrated the arrival of the holiday season on Thursday, December 20, with a gay party at the Frances Bell Restaurant. ALICE KENNEL is singing regularly these days as a member of both the NBC Choral Group and the Welsh Chorale.
(Eileen Tobin)

Continuity Acceptance: JUDY CHENKIN flew half way around the world recently -- her destination, Israel; her object, to marry Fred Freed of CBS. Mrs. Freed is now back at her desk in 799. (Kay Henderson)

STATION RELATIONS -- Radio: Welcome to Mr. LUD SIMMEL, Manager of TV and Radio Co-op Sales, and to his gal VIRGINIA BADUM. They came over from ABC to join us. ALAN COURTNEY returned to Hollywood for the holidays. He will be back with us shortly. A hearty hello to BARBARA HARLIB, who is Supervisor of Files and Custodian of the Scissors and Shears. (Beverly Badger)

Television: SPIKE KNAPP and NED DALY can now stop walking around like lost souls. They have a secretary to take care of them. Her name is CHARLOTTE CAINE, and we're happy to have her aboard. The NBC Convention is now a thing of the past, and everyone is busy settling down till it's time to prepare for the next one. Practically all the gals in the department sang with the NBC Chorus. You may have heard GRACE LYNCH, GINNY BADUM, BARBARA HARLIB and BEVERLY BADGER carolling in the halls.
(Miriam Lacomara)

Traffic: Two former Trafficites, SANDRA NEEDHAM Reda and JOANNE HEITMA Kirkeby, visited us recently bringing Christmas greetings to all their NBC friends. (Joan Duggan)

Station Clearance: Vacations for 1951 came to an end when A.M. CARAMORE returned from a three-week vacation on the sunny sands of Miami Beach.

A hearty welcome is extended to RUTH MIDWINTER, who came to us from Film-106th Street. Whenever there is any question as to the trend in men's fashions, just ask JOHN UDRY, as he is our expert -- especially in plaid shorts! We are all anxiously awaiting the January opening of Pal Joey. The entire department is attending -- after cocktails at the Rainbow Room and dinner. (Joan Oury, Terry Gerbes)

RADIO NETWORK -- Controller's: A belated welcome to HELEN WALKER, ANN SUROWITZ, BETTY WEISS, GINNY BODE, JOHN DE MAIO and AL WEIDENMULLER, all of whom have joined us in our new office, 2M5. Congratulations to MARION STEPHENSON, who has been promoted to replace NICK GILLES as budget accountant, and also to HELEN WALKER, who has been promoted to Marion's old job of general ledger accountant. GINNY BODE's husband has returned from Korea. MARGARET HERRHOLZ has a new apartment. A gala Christmas party for the department was held at the Hotel New Weston on Friday, December 21. (Vickie Casella)

Sales: We extend a cordial welcome to TOMMI PHILIPS, who joins our department as jr. secretary to JOHN K. HERBERT, VP in charge of Radio Sales. MARION SCHWOLERT, our statistician, took to the air with flying colors during the Thanksgiving holidays, when she visited the "Windy City". (Mary Mercer)

Advertising and Promotion:

All year long we use words here
Relating to ourselves,
But for this issue, at any rate,
We'll put them on the shelves.

Instead we extend a hearty wish
To you of N B C,
"Good luck, good health in '52"
From Radio A & P.

(Vernon Lowell)

Planning and Research: A new member has cometh to the Research Department in the name of GLORIA BETROS. Gloria was formerly of the Atlantic Mutual Insurance Company. (Alice Greenstein)

Program: JOEL MURCOTT, writer for the Big Show, has left for the West Coast to do some writing and to visit his family during the holidays. He will return shortly. MARIE SUCHAN vacationed during Christmas week and was replaced by MICHELE LESCURE while she was away. VAL CHEVRON is opening mail for the Big Show. Our congratulations to JIM HARVEY, assistant producer-director on the Big Show, who was married on December 2. (Ellen Johnson)

News and Special Events: Current items of interest in the newsroom include the bountiful collection of Bach recordings amassed by BILL WEINSTEIN and the tropical fish being raised by BILL SPRAGUE and CHET HAGAN. (Margaret Whitmore)

Technical Operations: Three new fathers have been added to the bottle lines this month. TED LeVAN's wife presented him with a baby boy, and

VINCE CASELLI and JOHNNY WARD are both proud papas of baby girls. The "welcome back" mat is at the maintenance shop door for GEORGE MORROW, who has been in the hospital this past month. STEPHEN SULLIVAN has joined our staff at the WNBC transmitter. (Jane Ermentraut)

TELEVISION NETWORK -- Controller's: The TV Controllers hastened the Christmas spirit along with a gala pre-Christmas party staged by committee members JIM REINA, NICK GILLES, JOE FULLER, SADIE ZUZZOLO, BETT RANDOLPH and JOLINE BRADLEY. It is reported that Santa Claus, JACK HE WOOD, needed no additional padding. Welcome to our new members -- DIA LOWRY, DICK HOLLANDS, VIRGINIA PROVAN and TED WIENERT. DAN SULLIVAN has answered Draft greetings from Uncle Sam and is now at Camp Kilmer. Congratulations to JIM REINA, who soon takes over a new job with JOE MILR and to CAL WHEELER, who replaces Jim. Also our best to JOE McDONOUGH, who joins JACK HEYWOOD in the Budget Department before long. BEA REIS is vacationing in Florida. (Edward Rossi)

Sales: PHYLISS CHRISTIANSON has been giving us exciting descriptions of her new apartment. RAY DILLON has left NBC to accept a position with another network. (Hallie Robitaille)

Advertising and Promotion: Two engagements have added to the joy of the holiday season in 705. Best wishes go to department members PEGGY WHITESIDES and JOAN WINDLE. (Joan Windle)

Planning and Research: ROSETTA FINCK became Mrs. Franklin A. Leeds on November 18. The happy couple honeymooned in Bermuda for two weeks. EVELYN PAIGE left NBC to wed Rudolph Gutwein on December 16. She will reside in Atlanta, Georgia, where her husband is a senior at Georgia Tech. The girls in the department gave Evelyn a gay send-off at the Stockholm. (Dorothy Poser)

Production Operations: Congratulations and best wishes to DICK MANLEY, who was married on December 1. (Jo Sommer)



Mr. & Mrs. Leeds

Film Library: Our thanks to JACK KELLEY for his capable assistance as temporary supervisor at the library. We all say "welcome" to the new members of our department -- EDNA PAUL, LENORE MARKOWITZ, RITA CURRAN, JULIUS NOVLOTZKY and ROBERT SCHULEIN. A pat on the back to FRANK KELI and JIM BUTLER, who have both received promotions. We regretted losing KEN BRIGHTON and HAROLD ROSS to TV Newsreel but most certainly wish them well. A special welcome from all of us to our new supervisor, IRVING TRAEGER. (Lenore Markowitz)

Broadcast Operations: Sorry indeed we are to lose DON KIVELL, ex-Broadcast Coordinator, now recalled naval ensign. A welcome to TOM

BYRNE, who has moved up from Guest Relations to become a BC, and to DIANE MARSH, a former Chicagoan who is now assisting in studio scheduling and broadcast routines. (Helen Lampros)

Technical Operations: Everytime we see HOWARD GRONBERG he's carrying a mysterious suitcase. MURRAY GOLDBERG passed his General Class Amateur Test and is waiting for his call in the mail. Since TV, radio has gone "to the devil". Even LUCIFER is opening up a "ham shack". EDDIE BAND and JIMMY SUNDER have new homes. Smilin' GEORGE JACOBUS and MARV SHEINESS are back from Florida with a quick tan. New names added to the engagement list are WALT WERNER, LEON PLISKIN, DOM SALVIOLOLA and GEORGE MARSHALL. Passing out the wedding bands are ERNIE DeROSA, HANK GERLING, ARNIE DICK and our Southern belle JOHNNIE EVANS. BOB BARNIK is saving his wedding for next month. New children to CARMEN PICCIOCCIO, KEN ARBER, ANDY SWITZER, FRANK CONSOLA and another red-headed boy for WALTER VAN GIESON. Glad to have STOD DENTZ back from jury duty. January 18th is going to be an interesting night for all of us at NBC, especially since it's Leap Year. Please pick up your copy of Chimes under the lamp post on Helen's desk. (Helen Kall)

Program: JOHN RICH left for the coast last month, where he will take on duties with the Colgate Comedy Hour. SARA MACON has taken a leave from NBC to work for Dean Martin and Jerry Lewis as "girl Friday" on all their show biz commitments. CAROLINE BURKE has just returned from a Carribean cruise. (Pat Powers)

News and Special Events: TV News extends best wishes to BILL McANDREW on his recent transfer here from Washington and to ELEANOR MARTINO, who is now working for him. Glad to have CONNIE GOCHIS back with us again after a year's service with the Army Signal Corps. Two proud new papas in our department -- DAVE BASHKOW and KEN BALDWIN. We welcome MARJORIE AVAKIAN at 106th Street and wish DAVE KLEIN bon voyage on his visit to our London and Paris offices. (Rose Homa)

ADMINISTRATION -- Personnel: Welcome to MIKE NOONAN of Executive Placement and DAVE BROWN of Wage and Salary. Congratulations to nurse RUTH COBURN, who became Mrs. Arthur Gilbert on November 30, and to LEE ANN HAHN of Records on her engagement to Frederic Halstead. "Ching", thoroughbred Pekingese owned by CYNTHIA PIGOT, took third prize in a Long Island hog show. (Grace Anderson)

Controller's: FRANK NESTOR and his big blue eyes are missed on the Third Floor since he has changed his desk, together with a promotion, to the Second Floor. Good luck, Frank. FRANCES HEIM just returned from vacation. PHIL CROUCH has an interesting hobby. He makes oversized candles from colored crayons. Very beautiful they are. New additions to the tabulating room are ARLENE SEIBERT and JOAN RIVERA. Punch our checks right, girls. (Ethel Pont)

Treasurer's: We've received many nice compliments on the Christmas decorations in Rooms 217 and 218. The tree and trimmings in the Cashier's office were put up by GLADYS HARDY and JAMES WILSON. Thanks for the decorations in the Treasurer's office go to MURIEL REIMERS, LOUISE KACICZAK and ADRIENNE SELLITTO. (Ernestine Thomas)

Purchasing: JOE FOSSEY's folks came all the way from Kansas to visit her during the holidays. Welcome to DICK HOLBROOK, who joins Purchasing as an invoice clerk. Dick was formerly a page in Guest Relations. (Mary McNulty)

Music: BILL PAISLEY vacationed in sunny Florida during Christmas. (Nora Weinraub)

Set Up: BILL BERGEN is expected to walk the middle aisle before Lent. JOHN WELSH is spending busy weekends at his country place in Woodstock, New York. THOMAS LONGMORE revived childhood memories when he played Santa Claus to the boys at the Catholic Protectory. MICHELE AMAROTICO won the title of "Sweetheart of the Set Up Staff!" (Gloria Clyne)

Sound Effects: FRED KNOPFKE, our manager, now has another title added to his name, that of Fire Commissioner of New Hyde Park. He received 55% of all the votes. Congratulations! MAX RUSSELL motored to Florida for two restful weeks. Anyone like a grey and white kitten? CLEM WALTER will gladly give you one at no cost. They're of genuine Maltese extraction and very well mannered. (Fay Fourby)

Program Services: JOHN BROPHY had a two-week battle, but the mumps finally went down in defeat. "UNCLE SCOTT" BUCKLEY is in his element with the Howdy Doody Show, where he gets to supervise the bicycle horns and washboards of the All Clown Orchestra. If you recognize a deep voice on the Philip Morris Playhouse, it probably belongs to HOWARD ATLEE, who's making his debut as a crowd noise. PAUL DUMONT scores on two counts -- a birthday and a hectic change of residence. (Anne MendeHall)

General Service: Welcome back to Mr. LOWELL! Good to see you, and easy does it. Deepest sympathy to PATRICK CURLEY upon the loss of his brother. MRS. MELLEN back on her feet and about. FRANCES RENDE and MARY HELLER celebrating birthdays, one the day after the other. The cakes were scrumptuous. MARY DRISCOLL, PBX operator, anticipating an additional reason to celebrate the New Year -- maybe a baby sister for little Bruce? Will Santa Claus be on the beam and give GEORGE MONAHAN that toupee he's been kidding about? (Mary Heller)



Titling licks the
barbers' strike.

Mailroom: We want to extend greetings to all our new personnel and to wish the best of luck to TERRY SLOCUM going to Spot Sales and to DOUG SCHULTZE and ART SIBLY moving to Staging Services. The Mail Room is very proud of BILL LYNCH, one of the best players on the NBC basketball team. The party for the Mail Room and our alumni was a huge success. WILL HANSON and LEO SHANLEY sang with the NBC Christmas Choir this year. (Bill Quinn)

Duplicating: Last month we bid farewell to GENE KENEFICK, who answered greetings from Uncle Sam. A welcome to our new duplicating operators -- GARRY RASCHELLA and IAN CHRISTIE. (Charlie Atlee)

Stenographic: Belated congratulations to JO ANN WALSH, who was recently engaged to James Clements. Also our heartiest congratulations to JO WHALEN, who celebrated her first wedding anniversary on December 17. Welcome to all our new members. (Mildred Cucciniello)

Air Conditioning: ROBBY EVANS has been transferred to the Colonial Theatre from the Center, and WILLIE HESS has been brought back from the Colonial to the Center. JOHN GILCHRIST is on the verge of being grabbed by the Army. AL CROWDER has been transferred to NBC's Brooklyn studio. He's starting to get the equipment in shape out there. We were all sorry when our new chief, Mr. McCONAGHY, was taken ill. He'll be out for about two months. Here's wishing him a speedy recovery. TOM GANNON is working on his new house in Floral Park. FRANK OTTAVIO and CARL OUSTLAND have been moved from the Center to Radio City. Another sketch by TOM HENRY appears on Page 7 of this issue. Welcome to new members JERRY PIKE and ROGER ANSINK. (Lloyd Campbell)

Guest Relations: BETTY DREHER has become Mrs. Albert Jackson. Good luck, Betty! BOB SMITH has finished basic training at Fort Knox. The Draft has caught up with MARSHALL STONE, BILL GREEN and JOHN BARNETT. A welcome to new GR members CAROL BECKER, TOWNSEND COLEMAN, AL BARAGUNA, BOB CAREY, ELDON WHITE and KELLY LIGHT. (Jerry Reinstein)

Engineering: EDWIN PORES and wife are the glowing parents of a new baby girl. The name -- Susan Jo. (Marjorie Marshall)

OWNED AND OPERATED -- Spot Sales: With the holiday season upon us we found it was once again time to make out our Christmas list. Among the many extravagant items we selected were a poodle for LILLIAN MARTINEZ, to match her new hairdo; a Jaguar for GEORGE DIETRICH to complete the picture; a garage for CAROLYN MAUS for her new vehicle; a bicycle for PAT DENEHY for obvious reasons; an alarm clock for MARGE GERZ; two extra hands for busy ELNA STEINMANN; an English Grill credit card for JOE GOODFELLOW; some more dancing lessons with her favorite dancing instructor for JANET PAYNE; some gleaming roller skates for both BOB LEDER and "RED" NEUBERT; another good year for FLORENCE HUNTER's favorite team; some sheep's clothing for ED ENGLAND; a truckload of "little things" for

(continued on Page 19)

A.A. activities



CLEAR THE DECKS!

Another glowing chapter in the social history of the NBC Athletic Association will be written with flourishes in the Grand Ballroom of the Hotel Edison on Friday evening, January 18.

According to AA Dance Chairman John Steeves, this January Cotillion of the Association will be a "truly monster affair", surpassing even last November's triumph. By taking over the Grand Ballroom of the hotel the committee has made it possible for 500 people to be accommodated -- with plenty of seats for all. Dance steps will be tripped to the torrid tempos of Henry "Hot Lips" Levine and his now augmented orchestra from 8:30 to 12:30. Mammoth door prizes will again be awarded to a number of lucky party-goers, and master of ceremonies Uncle Jim Harkins will present a brief and highly select program of professional entertainment, starring some of the greatest names on the fringes of Broadway.

Your departmental representative will be happy to sell you tickets to this dance. Don't wait till Bill Kelly's boys start scalping these ducats. Buy yours today while they're still available at list price.

NEW GROUPS FORMING

Two new Athletic Association clubs are in the process of being organized at the present time. The first of these, the Ski Club, will endeavor to provide low-cost ski weekends and large discounts on the purchase of skiing equipment for all AA members. Everyone from novice to expert will be invited to join. Another new organization, the Camera Club, is being formed to offer NBC shutter-bugs an opportunity to compare notes. It is hoped that this club will be able to make dark-room facilities available to its members.

Further and more detailed information concerning these two new AA clubs will be distributed by memo and bulletin board notice later this month. Any members of the Athletic Association who think they would be interested in either one of these clubs can help the organizers obtain an idea of the membership potential by sending a note to Employee Services, Room 735.

AA BASKETBALL TEAM SETS SIZZLING PACE

After inaugurating the season with a decisive loss to the Esso team of the Industrial League, the NBC Athletic Association basketball team has gotten its second wind and mowed down three successive opponents. Liberty Mutual was defeated handily by a score of 39 to 36, and a strong Eastern Airlines aggregation was sent to the showers on the short end of a 44 to 40 count.

The most exciting game of the season so far, a real thriller right down to the final horn, was played against Continental Baking on December 10th. When the smoke cleared, NBC was declared the victor by a narrow one-point margin, 36 to 35.

In each game NBC coach Marty Cohen has been able to utilize all his reserves, a good indication of the strength of the team, and the future appears bright for one of the most successful seasons in the history of AA basketball.

All employees are again invited to attend the games played by the team in the gym in the Eastern Airlines Building. These games are exciting to watch, and a good turnout will help insure continued victories on the part of the team. To secure information concerning the dates and times of games call John Titman, Extension 446.

A VOTE OF THANKS

A word of gratitude is owed the forty members of the NBC Chorus who did such a fine job of filling our hallways with Christmas spirit and Christmas carols on Friday, December 21. The group was under the musical direction of Warren Scofield. Credit for re-organizing the NBC Chorus goes to Olga Pavlova.

MARION SHEEHAN; and a thousand smiles for DICK HAYES for all those he has bestowed. (Elaine Simpson)

WNBC-WNBT: We enjoyed the recent visit of THOMAS B. McFADDEN, former station manager, and Mrs. McFadden, who was MARJORIE HUTCHISON. Mr. McFadden is now general manager of KNBH, Los Angeles. A big welcome to RUTH HODIS, secretary to JACK GROGAN, and to JIM ELSON, new member of the WNBT directors' staff. A belated welcome, but a hearty one, to WILMA STERN and OSCAR CAMPBELL, both in Controller's. (Mary McBride)

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Tender Love Story! KNBC has the largest weekly BMB audience of any S.F. station—in the city, the entire Metropolitan area and the whole state of California. In fact KNBC reaches 50% more people daily than the next best station.

Blazing Passion! Even in TV peak viewing time (6-10 PM) radio has 63% of the S.F. broadcast audience. There are 9 times more radio homes (1,835,000) in San Francisco than television homes (210,000).

Treasure Chest! KNBC literally poured gold into the coffers of a national book-publisher, delivered the lowest cost-per-order of any of the other 78 stations he used across the country, 20% lower than the next best station. One year later KNBC delivered sales for the same advertiser at a 30% lower cost-per-order than he had expected.

Thrilling Characters! KNBC's own top favorites, backed by stars of NBC's big network shows, help station's Hooper and popularity outstrip all other S.F. stations—such as Judy Deane (9-10 am), Jane Lee's *Woman's Magazine of the Air* (10-10:30 am since 1932), Bob Letts (10:15-10:30 pm MWF), Jimmy Lyons *Discapades* (midnight -1 am, Mon-Sat).



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