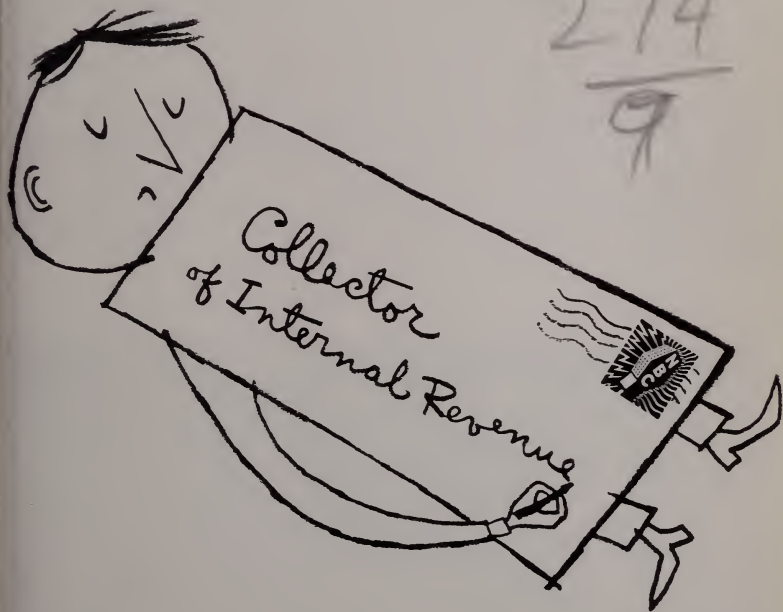


NBC Chimes

MARCH 1952

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MARCH 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

WORKING CONDITIONS IN THE GOOD OLD DAYS

Any person unable to attend from illness shall send notice to the Manager. As wages will necessarily cease during illness we earnestly recommend to those in our employ that they connect themselves with Friendly, or other societies, which give pecuniary allowance during sickness.

The number of regular working hours per week to be sixty. To those on settled wages, all work which exceeds this shall be overtime.

The hours of working to be arranged as follows: on five days of the week from 6:30 in the morning till 7:00 at night, with the exception of an hour, from 9 till 10, for breakfast, and an hour, from 2 to till 3, for dinner. On Saturday there is to be no dinner hour, as the office will close on that day at 3:00.

On all occasions, females to come 10 minutes earlier and depart 10 minutes earlier than the above hours, by which arrangement various improprieties are avoided.

All persons to arrive promptly at the hour, as the office clock strikes, when the door will be shut. There will be no going out for pleasure during working hours.

Weekly wages will be paid each Friday forenoon. By paying our wages early in the day, not at night, when men are more easily led away by ill-disposed companions, there is every likelihood of the money reaching the hands of the wives.

* * * * *

You can relax now. The above is dated 1859, several years before the invention of the radio, and is reprinted with thanks to American Air Lines *Flagship News*. Things have changed considerably since W. & R. Chambers Establishment issued these Rules of Work. For one thing we've overcome the improprieties involved when boys and girls work the same hours.

Anybody want to discuss the good old days?

THE SOUND EFFECTS TECHNICIAN

Somewhere on the expanse of the Pacific Ocean there is an island noted for its "barking sands". The cry of the dinosaur has never been heard by human ears. Yet the barking sands and the dinosaur's cry have both been reproduced on NBC by sound effects technicians.

Such effects are, of course, the exception not the rule. Slamming doors, footsteps and weather are the more normal fare.

The prime requisite for any sound effect is naturalness. It must not make the listener aware of the sound effects man. To achieve this natural blending of sound with dramatic action requires a skilled artisan. Each sound effects technician must be fully acquainted with the dramatic arts, have a keen sense of timing, and be able to create new effects through the dextrous use of an imaginative mind and skilled hands. He must be able to analyze a script and must know what manual and recorded effects are available for his use in the stock room.

If the sound effects man is one of the three assigned to development, he must be capable of devoting his full efforts to the designing and construction of equipment. He may never have heard a space ship land on Mars, but he will be able to create such a sound.

All sound effects required by NBC radio and television programs are provided by the 19 technicians on the sound effects staff of the Program Services Department. These men work under the direction of Frederick Knopfke and his assistant, Clement Walter. This month we off the editorial hat to sound effects technicians John Anderson, William Brinkmeyer, Weston Conant, Arthur Cooper, Alfred Finelli, Richard Gillaspay, Norman Gruenfelder, Chester Hill, Agnew Horine, Robert Jacquinet, Frank Loughran, Ross Martindale, Anthony McGee, Stuart McQuade, Samuel Monroe, John Powers, Maxwell Russell, Manuel Segal and Arthur Zacks.



TECHNICIANS McQUADE, GRUENFELDER AND JACQUINET AT WORK IN THE SHOP.



M. KEELING - M. HEILWEIL - I. FRANCES - G. LANE - S. MANTZ

MERCHANDISING -- A NEW CONCEPT IN NETWORK ADVERTISING

Late last July the word "merchandising" appeared conspicuously and significantly in the body of a red-bordered organization notice. The notice announced that Fred N. Dodge, veteran director of "trade extension" for Hearst's *American Weekly*, had been appointed director of merchandising for NBC.

Through the fall Mr. Dodge planned and laid the groundwork for a fast-moving, effective merchandising organization at NBC. Then, to the enthusiastic applause of our affiliated stations, he pulled the rabbit out of the hat on November 28 at Boca Raton. The merchandising program explained by Mr. Dodge was unique in the history of network broadcasting and held great promise of increased sales for both NBC and its clients.

During January, with the actual staffing of the Merchandising Department, the program moved into high gear. Marshall Keeling and Murray Heilweil joined the staff as assistants to Mr. Dodge. The United States was divided into 12 merchandising districts, and a district supervisor was appointed to oversee each of these. Gordon Lane, district supervisor for the New York area, was delegated the additional responsibility of directing the activities of the materials unit, which was established to create and route all point-of-purchase displays, posters, bulletins, etc. Stafford Mantz was added to the staff to assist Mr. Lane in his duties as head of the materials unit.

By February 1 staffing was completed, preliminary materials had been prepared, and the appearance of a grocery counter display outside Room 411 had heralded the arrival of the Merchandising Department as a henceforth familiar member of the New York office group.

But what is "merchandising", and what does it do? Merchandising has been defined as "the art of converting impressions to sales". NBC will implement this conversion by setting up reminders at the point of sale of impressions which have been given to listeners by means of programs on the network. These reminders will consist of special product displays and posters tying in with specific commercial programs on NBC.

This placing of materials will be just one step in the total operation outlined by Fred Dodge. His step-by-step description goes like this: (1) A contract for time on the network is signed. (2) The services of NBC's Merchandising Department are offered to the advertiser. (3) New York officials of the department meet with the advertiser's sales executives and map out a merchandising program. (4) The program is defined during regional meetings between NBC's district supervisors and the client's district sales managers. (5) A regional point-of-sale campaign is arranged in cooperation with a regional chain of stores. (6) The chain directs the placement of displays in its stores, with the assistance of the local affiliated stations. (7) Sales of the product rise as a result of the campaign. (8) The local NBC station checks to see that the display is in position at the store. (9) The station sends evidence of this display to the Merchandising Department in New York. (10) Merchandising reports to the advertiser, detailing evidence. (11) The increased sales help keep the advertiser sold on the selling power of NBC.

In addition to supplying point-of-sale materials at cost to the client and selling stores on setting up tie-in displays, the Merchandising Department will conduct consumer panels and compile data on the opinions of these panels, perform spot merchandising surveys for the advertiser, assist in the programming of regional sales meetings, and make available for distribution at the local level a monthly drug and grocery bulletin.

In a pilot test NBC merchandising has already given dramatic evidence of its unique sales promotion ability. Sales of two products tested during the week of November 12 were increased from 22 to 100% in participating stores. The cities involved in this experiment were Cleveland and St. Louis. The two products tested were Aerowax and Pet Milk.

Thus Fred Dodge and his merchandisers have already begun to contribute to the equation created by sales vice-president John K. Herbert. "Time plus talent plus merchandising equals increased sales for the advertiser."

CHIMES VISITS ELEANOR NADEJE

(This article inaugurates a new series spotlighting individual employees in the New York office.)



"A blue cheese and tomato on white toast." Eleanor Nadeje looked up from the phone and grimaced pleasantly. "No, that will be all, thanks."

She put the receiver back on the hook and swung around away from the wall. A beam of sunlight spilled through the window, over Eleanor's shoulder and onto the carpeted floor of Room 728, Wage and Salary Administration office.

"I haven't always been a job analyst," she began. "As a matter of fact, when I finished high school, I studied art for a while. Thought I was going to be another Grandma Moses -- but that was during the Depression, and it wasn't long before reality caught up with me. The results? Business school, some pavement pounding and a fortunate secretarial job at NBC."

Eleanor paused to light a cigarette, then continued with a throaty chuckle. "Know what my salary was as a secretary in the loan group? \$87.50 a month -- and brother, I saved money on it!"

"I was only in the loan group a few weeks. Then I got a job as second secretary to Donald Shaw, eastern sales manager." Her brow furrowed. "You don't want them all. The reader'll fall asleep. Just leave it at several more secretarial jobs in sales, a good stint as a promotion assistant and writer, and for the past five years this job analyst's job -- or would 'position analyst's position' sound better?"

She pushed her reading glasses higher on her nose and flicked the cigarette over an ashtray. "No hobbies in the formal sense. For quite a while I spent my free time plowing through the NYU Extension Division, but that came to an end with a diploma in Spanish and econ in 1949."

"Since college days, my main interests have been camera, car and traveling. Last spring I did it up brown the length and breadth of Mexico. Before that there were trips to Hawaii and Brazil. My pet hope right now is a trip to the Orient, when conditions improve."

A knock on the door. The drugstore messenger dashed in. Eleanor grinned, "And furthermore, I eat three meals a day."

up the ladder



FRED SHAWN PROMOTED

The promotion of Fred Shawn, director of production services, to the position of director of radio station relations was announced by Carleton Smith on February 11. Mr. Shawn has spent twenty years in radio and television, serving in many station and network capacities, including sales, administration and programming. He originally joined NBC in 1933 as announcer and vocalist at WRC in Washington, D. C.



FRED SHAWN

* * * * *

Another appointment announced during February was that of Michael Dann, coordinator of television program package sales, to the post of supervisor of special broadcasts for the Television Network. Mr. Dann joined NBC in 1948 as a member of the Press Department.

* * * * *

Other recent promotions recorded in time for publication are:

PAT STEEL to adv. & prom. coord.	JO ANN WALSH to senior typist
CLYDE CLEM to supv. of aud. prom.	ROBERT DAVIE to tour cashier
VERNON LOWELL to sales prom. writ.	MARVIN JACOBSON to GR desk clerk
DICK JACKSON to business manager	JOSEPH BUSH to mail reader-clerk
JERRY DUFFY to chief cost estim.	TED SHUSTER to program clerk
JACQUES BIRABEN to spot salesman	LEO SELIGSOHN to news clerk
DICK OLSEN to sta. comp. clerk	RUTH LOZIER to secretary III
DICK MCCUE to night secretary	JOHN CALLEY to post office clerk
BOB ANDRUSS to alt. page supv.	JEAN BACCHUS to continuity typist
LARRY OWEN to floor manager	EVELYN SOBOTKA to secretary III
JAMES ALDRICH to newswriter	LOFTUS McDONOUGH to cutting rm asst.
MARY MERCER to secretary II	WILLIAM HOYLE to TV student

LOUIS SANMAN to production coordinator II
ESTHER SULLIVAN to executive officer's secretary
JOHN CURRAN to supervisor of associate directors
WALTER O'MEARA to light direction engineer -6
ROBERT WOGAN to supervisor of program operations
LARRY SISSON to loading dock dispatch clerk
JOHN REBER to national TV spot sales manager
MELVIN SCHLESSEL to advertising production assistant

A.A. activities



BASKETBALL LEAGUE GOES UP IN SMOKE

One most unfortunate result of the recent fire in the 6th Avenue Building has been the demise of the RCI Basketball League and the NBC basketball team. The fire which swept the offices of the drafting department of American Cyanamid has made extensive repairs necessary, and during the progress of these repairs the Cyanamid department will occupy temporary quarters on the floor of the Rockefeller Center gym. The basketball season will be well over before the gym can again be made available for sports.

Faced with this dilemma, coach Martin Cohen announced the formal suspension of the NBC team on February 12. If possible, members of the team hope to enter informal competition in other parts of the city, but resumption of RCI League games must wait until the 1952-53 season.

Despite the sudden and untimely end of its season, the NBC basketball team can look back on a sizeable string of well-played games and a fistful of stimulating exercise and competition.

BOWLING RACE ENTERS HOMESTRETCH

Standings and figures released by secretary Joseph Kent of the NBC Bowling League at the completion of five months of battling on the alleys reveal a neck and neck race between the two top teams. Engineering is leading the pack, with TV Maintenance pushing hard just one game behind the leader. Individual scoring honors continue in the skilled hands of Les Vaughn, with a 167 average, and Mary Lynch, with a 155 average.

	Won	Lost		Won	Lost
1 Engineering	51	29	9 Flashers	38	42
2 TV Maintenance	50	30	10 Pinheads	37	43
3 General Service	47	33	11 Excretaries	36	44
4 Audio Video	46	34	12 Development	36	44
5 Avengers	46	34	13 Radio Rogues	32	48
6 Gremlins	43	37	14 Set Ups	26	54
7 Construction	41	39	15 5 x 9 Flats	3	9
8 Controllers	40	40	16 Gutterballs	0	12

If you are interested in team bowling, now is the time to start thinking about plans for next season. This year several teams were organized which were unable to join the league because no alley reservations were available. The Bowling League hopes to expand its activities next year, but in order to do so it must receive applications for new teams within the next few weeks. For information, call Joan DeMott, Ext. 8833.



It happens at NBC

EXECUTIVE -- Legal: It's happy days for RITA PAOLUCCI, who's wearing a beautiful new ring signifying her engagement to Vincent Vassallo. LOLORES WORSOE has been greeted as a new addition to the department and ED DENNING welcomed back after his bout with pneumonia.

(Doris Crooker)

PUBLIC RELATIONS -- Press: "When the whistle blows its every man for himself," say the people in Press. Still looking for space to sit down and work are new people, NORMAN PADER, BETH BLOSSOM, DAN REGAN, ROBERT McDONALD and PEGGY HEELAN. Word has been received of JOHNNY 'KEEFE's promotion to corporal in Germany. The darkroom has a new helper in BOB GANLEY. (Hank Williams)

Information: ALICE KENNEL spent the last weekend of February in New England visiting HELEN CLARKSON Ripley, former supervisor of the GR ticket division. (Eileen Tobin)

Continuity Acceptance: WYN WALSH has left us to become an associate director for the Radio Network. Good luck, Wyn! We'll miss you. We're putting out the welcome mat for BARBARA DAVENPORT, who is joining us as Wyn's replacement. (Kay Henderson)

STATION RELATIONS -- In order to create a little diversion from the office news and to enlighten those who have little knowledge of this department, your correspondent will attempt to explain the workings of Station Relations.

Station Relations does and is exactly what the name implies. It is the liaison between the five sales departments and the stations in the network. Along with Legal, it supervises and draws up affiliation agreements. The office is divided into two parts, TV and Radio. Each station deals with a contact representative to whom it presents matters that are necessary for the successful broadcasting of network programs. All applications for affiliation are made to this department. The problems handled each day vary greatly, ranging from the submission of a controversial contract for approval to the procuring of broadcast tickets for a troop of Girl Scouts from Peoples Creek, Idaho.

Nautical TED EVERITT of TV Film has asked DORIS WILHELM to be his chief cook and bottle washer on the sail through life. Doris' answer? "Aye, aye, sir!" (Barbara Harlib)

Traffic: The sparkle in ALICE BAKMAZIAN's eyes is caused by the beautiful ring on her third finger, left hand. Best wishes, Alice. "MIKE" JILLANEY spends his weekends as a singing waiter at McKenna & Mohan, Avenue J, Flatbush. ALICE WEYRAUTHER-JACOBS is baking in the Florida sun. All the girls are looking forward to a quick recovery for CHARLIE

KELLY. It's Leap Year. We have a good looking red headed rebel in Traffic Operations, JOE CALDWELL. CHARLIE MANGANO helped his in-laws celebrate their 50th anniversary recently. That new face is MARILYN KOLODNY. We all welcome her. (Joan Duggan)

Station Clearance: Heartiest welcomes to our newest additions, LILLIAN McNAUGHTON, JOAN GRANT and TED SHUSTER. Sorry to see JIM DRACHMAN leave. Welcome back to TERRY GERBES. We're all anxiously waiting to taste one of SAM NOVENSTERN's famous cakes. We hear he's quite a chef! Another theatre party was held on February 7, and AGNES STIVALE, TERRY GERBES, JOHN UDRY, JOAN OURY, RUTH MIDWINTER and JEAN COLLIGNON all enjoyed *Call Me Madam* very much. JOHN UDRY was our special office valentine as the proud recipient of a big red carnation from his admirers in Station Relations. (Joan Oury)

RADIO NETWORK -- Controllers: We have said farewell to PATRICIA McNAMARA and EVELYN BERENSON and rolled out the welcome mat for ESTHER D'ALESSANDRO. HELEN SIMS, who joined us recently, is an aspiring musical comedy actress and has succeeded in having an audition with Josh Logan and appeared on the *Family Circle* radio show. MARION STEPHENSON is sporting a broad smile and a brand new puddle jumper.

(Marie Perez)

Sales: MARY MERCER has left to work as secretary to BOB AARON, and KATHLEEN WALKER has replaced her as SACKETT MILES' secretary. The welcome mat is out for MARIANNE PACIFICO, who takes over as RUTH BARRETT's secretary. Congratulations are also in order as Marianne is wearing a shiny new diamond. We'd like to extend our deepest sympathy to Miss Barrett on the passing of her mother. (Kathleen Walker)



PBX PARTY

Advertising and Promotion: FRANK MAC-AULEY, avid owner of a racy MG, is the victim of mechanical inconvenience. Frank's doctor says it's the first time in 20 years he's treated a broken arm caused from cranking an automobile! PAT STEEL has been promoted to Advertising & Promotion Coordinator, CLYDE CLEM to supervisor of Audience Promotion, and VERNON LOWELL to sales promotion writer. We greet ELAINE DAMIS, secretary and MEL SCHLESSEL, production assistant. So long and good luck to LOIS WERNER. (Anon)

Planning and Research: A hearty welcome to a brand-new researcher BOB KAUFMAN. Bob, in his pre-NBC daze, worked in a family enterprise -- an insurance agency in Haverstraw, N.Y. (Alice Greenstein)

Program: MARIE SUCHAN visited surgery during February and is now back on the job minus several ounces of tonsil. GRANT TINKER has resigned

from NBC to accept a position with Radio Free Europe, and Grant's assistant, ELLEN JOHNSON, has left to live in California. BOB WOGAN takes over as supervisor of program operations. (Ellen Johnson)

News and Special Events: AM's loss is TV's gain as both BUCK PRINCE and PAUL CUNNINGHAM have gone to work for Today. New members of the staff are WILLIAM HILL, DON MEANEY and MILT BERKOWITZ. Congratulations to BILL SPRAGUE, now handling the World News Round-Up. CHET MAGAN replaces Bill on the night desk and also has been named radio representative for the Mayor's Reception Committee. Commentator GEORGE HICKS is on temporary assignment in London, and MERRILL MUELLER has taken over the 1:30 news. (Peggy Whitmore)

Technical Operations: PHIL FALCONE and JIM HACKETT will be leaving us for a while to tour the South with the Lucky Strike troupe. CAL BROADHEAD is looking very sleepy-eyed these days. He now arrives at 3 AM to do the Today show. JERRY TRUHLAR is about ready to move into his new home in Westbury. We wish BILL IRVIN a rapid recovery from his prolonged illness. JACK PETRY is also recovering from an operation. PAUL GREENE and HARRY ALEXANDER have returned from Washington, D. C. where they engineered the *Theatre Guild on the Air*. Welcome to RAYMOND GRAY, who has joined our studio staff, and to JOHN OLSZEWSKI up in Recording. (Jane Ermentraut)

ELEVISION NETWORK -- Controllers: Belated best wishes to JUNE FORUNATO, who became engaged to Mr. Robert Wall. The wedding has been set for July 19. The money collected for the "after-hours get-together" has been and will be deposited in the bank after every payday collection. If anyone has any suggestions regarding the party, please speak up. TV Controllers has been joined by many new faces. We welcome DICK OLSEN, ANN CAHILL, BURGESS KAYAJANIAN, JEAN DYKSTRA, WARREN EHRMAN, CHAS. O'LOUGHLIN, KEN BRADY, FAYE MYERS, JOAN BJORKLAND, PATICIA SULLIVAN, ROSE-MARIE BIANCO and JERRY DUFFY. Welcome back to ALT GARRITY, who recently returned from our Hollywood studios. DICK JACKSON has joined the class of "early birds" by becoming business manager of Today. (Ed Rossi)

Sales: To MIKE DANN we extend our best wishes in his new capacity as supervisor of special broadcasts for the TV Network. We shall miss both Mike and his secretary, MARY CLARE WHITE. The hunting season opened officially in Sales when FRAN BENTIVEGNA lost a small diamond chip from her ring. CRAIG RAMSEY has been detached to the political organization operation. NANCY EWELS is coming in an hour early some days to mail 400 hometown news bulletins to the boys in service. JACKIE BECK sails soon for Germany to join her husband, CHARLIE BECK, member of the NBC 301st unit. ELLEN BREEN, now Mrs. Coyle, has her fingers crossed over the rumor her man may be coming home from Newfoundland. Ours are crossed too, Ellen. (Tony Cervini)

Advertising and Promotion: Our best wishes go to JOAN WINDLE, who was married to Tom Scherm on February 21 at the Little Church Around the

Corner. BETTY BAGSHAW has returned from a brief skiing expedition to St. Adele, Canada. (Anon)

Planning and Research: RUTH LYTLER recently announced her engagement to Walter Kulow. The wedding is planned for May. MARVIN BAIMAN, formerly with Richard Manville Research, and ANN WINTERS are latest additions to TOM COFFIN's group. (Dorothy Poser)

Production Services: Good luck to AUSTIN HUHN, who has left us to go to Special Effects as supervisor of special stage effects. New arrivals are ROBERT KURTZ, RAY SCHWEIZER, BRUCE BASSETT and PATRICIA CHAMBERS. TED ALLEGRETTI is back after a short absence nursing an ankle broken during a Vermont ski weekend, and BOB HOUSE has returned from a bout with the mumps. During February we said good-bye to CLIFF CAMERON and to JOHN MOORE, who entered the Navy. (Jo Sommer)

Film: A much belated welcome to BETTY JANE KELLY, who has joined BEULAH JARVIS' staff. Also late hello's to VINCE SARUBBI, GEORGE KEEHNER and JACK HUBLER in the Film Exchange. Billing has a new addition, too -- ROBERTA BECK. We bow our heads at the departure of our file girl, DIANA KLINE. "Dee" is going to concentrate on a college career at Bard. Congratulations to TED EVERITT on his engagement to DORIS WILHELM of Station Relations, and best wishes to WILLIAM GOLUBOCK, new vault clerk, who was married February 2. JIM BUTLER has transferred to night duty. BOB SCHULEIN is spending every spare minute on the local ski trails. A gal with a most unusual hobby -- EDNA PAUL, who collects sandwiches! RITA CURRAN has taken over billing chores. The best concert we've heard in a long time was given by FRANK KELLY, who can really tickle the ivories. (Lenore Markowitz, Terry Colasacco)

Technical Operations: Welcome home to ARNIE DICK just back from Bermuda honeymoon. Proud new papas in the department are GENE MASTRONARDI and JOHN KONDRACKI. Sincerest condolences to WIN CREGG, who has moved into the scheduling office. Welcome to NINA HAYNES, new to scheduling and to NBC. Off on a ski-week in Canada are ANNE PACURAR, ART WINTHROP, JERRY CUDLIPP, AL JACKSON and wife. GEORGE JACOBUS, MARV SHEINESS, FRANK WEILL and FRANK McCARDLE. Destination: Jasper 40 miles from Montreal. Hello to FLORENCE O'GRADY, new assistant payroll, who came to us from Supply, and to JOAN MOONEY, Mr. WANKEL's new secretary, formerly of Capital Appropriation. (Helen Kall)

Program: Welcome to EDITH JOHNSON, new script girl, from WLW-D, our Dayton affiliate. Congratulations to PAT QUINN and William Finnegan of CBS, and to Sara Jane Aarons and DON HILLMAN, who were married on January 27. It's good to have HAL FRIEDMAN back after a two-month illness. CRAIG ALLEN has been passing out cigars since the birth of third child, Walter Morrow Allen, on February 9. (Pat Powers)

News and Special Events: Best wishes to our new people, RUTH NASON, CHARLOTTE NEWMAN, JIMMY ALDRICH, transferred here from our Chicago

office, and JERRY GORDON, formerly with NBC in Hollywood. Our best wishes also to MICKIE FOTI, who is leaving in anticipation of a blessed event; TRUDY SMITH, who left for her forthcoming marriage to Bill Izzard of WTVJ, Miami; and to MARTY SHEPPARD on his marriage to Pat Alvear, February 23. (Rose Homa)

Broadcast Operations: LOUISE GORALSKI and DIANE MARSH are looking for more soggy burlap to chink the walls of their beautiful new apartment in Greenwich Village. Any remnants will be used to clothe participants in the apartment's first annual housewarming sack race and apple bob late this month. (Ann Reese)



ENGINEERING PARTY

ADMINISTRATION -- Engineering: CHARLIE PORTER is recovering nicely after a long stay in the hospital. Hope to see you soon, Charlie. A luncheon was held at the Hotel Taft for LAURETTA FEENEY, who bid farewell to NBC. Mr. GUY's new secretary is GLORIA BIZZIGOTTI. ERIC BERGLUND and JIM McBRIAN left for Chicago to join the rest of the boys from Engineering for a while. (Marjorie Marshall)

Personnel: Lots of luck to GLORIA FISHBONE, who has left us for Florida, and to LEE ANN HAHN, who leaves soon to be married. A welcoming grin to DOROTHY MORTON and RUTH JOHNSON of Placement, and to BETSEY SMITH of Wage and Salary. A congratulatory handshake to JERRY DUFFY, who takes on increased responsibility in TV Controllers, and to ACQUES BIRABEN on his promotion to Spot Sales. Marine Lt. FRANK SPALING wrote us from a Korean air base. All of us wish him a safe return. (Grace Anderson)

Controllers: The Staff Controllers-Finance Department certainly was in a very festive mood at noon on Friday, February 1, when 25 of the girls celebrated at Garrison's with a farewell luncheon for GRACE APPE, who leaves NBC to attend nursing school in St. Louis. Grace was a clerk for Mr. TOM O'CONNELL in the Accounts Receivable Division. The entire department presented her with a beautiful Bulova watch. Good luck, Grace. Keep the pulses checked, dahling! (Ethel Pont)

Treasurers: DICK OLSEN has been promoted to TV Controllers, and we have welcomed his replacement, BETTY SINACORE. MURIEL REIMERS maneuvered her way through a ski weekend at Pawling without sustaining any broken or dislocated bones. (Ernestine Thomas)

Purchasing: This month we greet our new order typist, DOROTHY VAZZONA. (Mary McNulty)

Music: We are welcoming a pretty newcomer to the Music Library. Her name is PHYLLIS NELSON. The girls in Music are having a farewell

luncheon for HELEN BURGETT, no longer HOWELL, who is leaving after ten years with the company. Her reason is one which we are all happy about. She is expecting a baby, and domestic life suits her fine!

(Nora Weinraub)

Set Up: AL DI TOLLA is now residing at his country home in New Jersey. JOE KALL is interested in the '52 Chrysler. A welcome back to JERRY BURNS after a year's absence in the Army. JOHN WELCH is now living at Beekman Place. TOM LONGMORE, whose hobby is royal geneology, is busy studying his *Debrett and Burke's Peerage* since many changes in precedence have resulted from the recent royal demise. (Genevieve Savage)

Sound Effects: With the right hand we motion hello to JOE CALLAHAN. With the left we wave goodbye to DICK GILLASPY. Joe looks wonderful despite a long seige of illness. We're not sure how Dick looks, since at the moment he's in the USMC at Parris Island, but we'll settle for nothing less than 4 stars on the shoulder. (Fay Fourby)

Program Services: JOAN PERALES threw a double header at the 11th hour, and a scheduled birthday party had to be quickly expanded to include an unscheduled engagement to JOE BATTAGLIA -- all on February 8. Promotions and replacements occur faster than the switchboard can maintain order as BOB WOGAN moves on to conquer new fields in the Program Department and JOHNNY CURRAN inherits his balliwick. With this final report your correspondent respectfully bows out of the NBC picture.

(Anne Mendenhall)

General Service: LORRAINE DECKER, who said "I do" on February 9, was feted at a buffet supper and bridal shower by the gals in PEX. The gals exhibited their vest best homemade hams, beef, cake and all the trimmings, and MAUDE ARCHER added to the zest raffling off 8 useful gifts. GEORGE MONAHAN's birthday received all the necessary surprises such as a delicious cake baked by ANTHONY and LYDIA BOLDIN and a huge, lifesize birthday card. EUGENE DATES, just returned from active duty in Korea, is glad to be back. (Mary Heller)



CONTROLLERS PARTY

Mail Room: TED SHUSTER has been promoted to Traffic, and WILL HANSON has landed an announcing job at a Long Island radio station thanks to Pat Kelly's announcing class. ALEX FRIEDLAND promoted to TV Film. We welcome new messengers, LAWRENCE TUTTLE, GEORGE SKIFF and ROBERT ZIFF.

(Bill Quinn)

Duplicating: Former duplicators TOM LEONARD, with the Army in Alaska, and BILL LEARY, with the Marines in Korea, will both be back home shortly according to their letters. Welcome to RAY RUCKERT and GENE PAVEY who have recently joined the fold in 502. (Charlie Atlee)

Stenographic: The girls in Steno are starting to sport that "short look" -- in hair cuts, that is. The new rage hit LORRAINE FOX, JOAN WEHRLE and INGE KOHLE. ELAINE DAMIS has left us for Radio A & P. Welcome to MARGARET McGRATH and DOROTHY SPAGNA. (Mildred Cucciniello)

Air Conditioning: JIMMY TREACY has enlisted in the Navy. It'll be 4 years before he's back with us. Our best to KENNETH SULLIVAN, who was married February 23. We hear that HAROLD McCONAGHY is staging an excellent recovery and will be back on the job soon. Before long TOM HENRY will become a watch engineer, no longer to roam the building answering complaints. (Lloyd Campbell)

Guest Relations: Best wishes to JOE BATTAGLIA and his fiancée, JOAN PERALES of script routing. ED MANSER is the new day supervisor replacing BILL COLDWELL, now in Traffic. BILL MORRIS GR desk replacing DICK McCUE now in night programming. BOB ANDRUSS new alt. page supervisor replacing LARRY OWEN, who has become Kate Smith's new floor manager. LARRY SISSON to Staging Services. JACK WEIR to mezz desk. JOE BUSH now in Tix replacing JACK BERG, who's left us for California. ARV JACOBSON to GR desk. New faces: LEE DAVIS, DAVE MORRIS, BILLIE ONES, ELEANOR MICHAEL, SCOTT SHOTT, NOREEN CONLON, JOANNIE HALLS, PAT GLAZER, DALE REMINGTON, BILL SZATHMARY, VINCE OSTERNDORF, JAY WHEENE, DON HARPER and DICK DUPREY. (Jerry Reinstein)

OWNED AND OPERATED -- WNBC-WNBT: JACK REBER and BETTY FOWLER have left us for Spot Sales, and BARBARA STRUMPF is leaving cold New York to work and live in sunny Phoenix, Arizona. New members on staff are LANCY WHEELER, ERNIE HARTMAN and KATHERINE GREGG. We're glad to hear that FRAN CARLSON, who has been ill, is now recuperating in Florida. Word from CLAY DANIEL on the West Coast is that his switch from radio to television is going well. The pride of our controllers department is JACK SUTTON, who has just made the NBC Bowling League.

(Mary McBride)

Spot Sales: Welcome to JACK REBER and his secretary, BETTY FOWLER. Jack is our new national television spot sales manager. A grin and a pat on the back for DICK HAYES, who became the father of Ricky Hayes on February 11. (Elaine Simpson)

The General Service Department reports that many service calls are being made to the wrong telephone extensions, thereby causing confusion and delays. For prompt service, remember:

Ext. 411	for all maintenance calls
Ext. 485	all typewriters in need of repair
Ext. 547	all clocks requiring adjustment



Television joins the microscope in a major scientific advance, pioneered at the David Saroff Research Center of RCA, Princeton, N. J.

Microbes star on Television in war against disease!

Until recently, scientists found it difficult to keep microbes alive for study—at high magnification—in light microscopes. Dyes used to make them visible killed some. Others were destroyed by the intense light.

RCA scientists have solved this problem by making television a working partner of the microscope. "Eye" of their new system is a tiny industrial television camera built around RCA's sensitive vidicon tube. No intense light

is needed, since this electron tube "sees" at low light levels. And by making the tube sensitive to the red or violet bands of the spectrum, dyes and stains are eliminated.

With RCA's new system, research men can now watch living germs or cells—immensely magnified—on the screen of a television set. Many are able to watch at a time. Students can be more easily trained. And science learns more about disease by watching live micro-organisms.

How RCA Research benefits you:

Improving the microscope by teaming it with television is an example of the many paths explored by RCA Research. You benefit directly by better performance from any instrument or service trade-marked RCA or RCA Victor.

* * *

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, New York 20, N. Y.

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