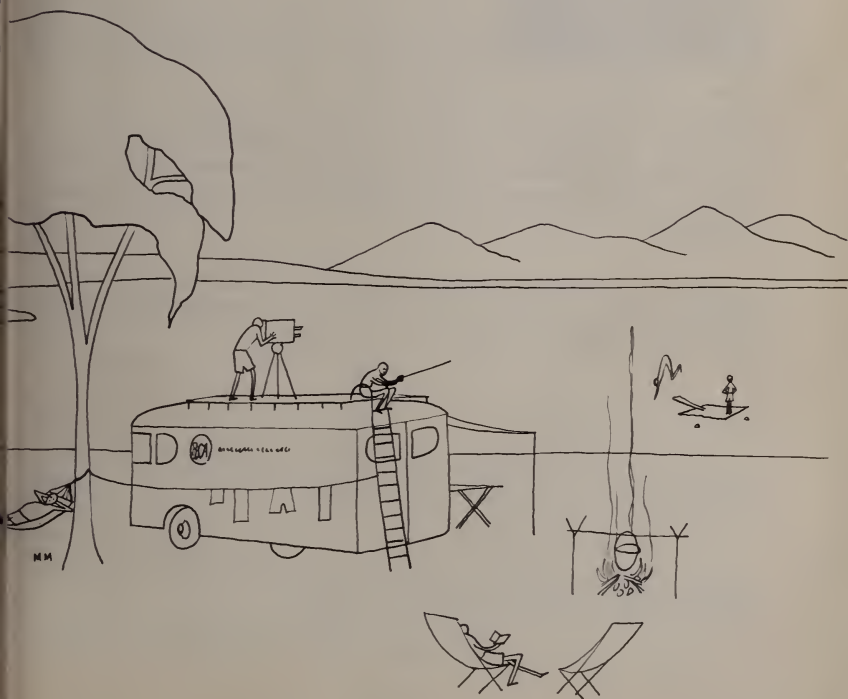
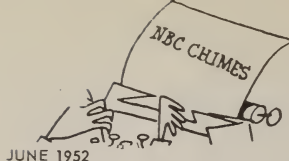


NBC Chimes

JUNE 1952





JUNE 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*

RADIO DOES NOT AFFECT THE WEATHER

"Many appeals have come to the Weather Bureau to have radio broadcasting suppressed, on the ground that it is burning up the water vapor of the air and thereby, or in some other manner, greatly decreasing the amount of rainfall," states Dr. W. J. Humphreys, chief of the Meteorological Physics Division of the United States Weather Bureau.

"From experience and observation," says he, "the U. S. Weather Bureau is certain that radio does not affect the weather, although the Bureau has received complaints of disastrous droughts being caused by broadcasting.

"On the other hand, some complainants who were bothered with more rain than needed were equally insistent that radio is the cause of excessive precipitation and floods, and urged therefore all wireless communication be forthwith and peremptorily forbidden.

"We know from experiment and observation," Dr. Humphreys concluded, "that however much radio may be affected by the weather, no element of the weather is affected in turn by radio."

* * * * *

What's this all about?

It's just a portion of a magazine article printed a quarter-century ago to help refute the emotional claims of cranks who were seeking to give radio broadcasting a bad name.

Since this article was published, 22 years of broadcasting in the public interest and of sincere endeavor to promote good public relations have given NBC a favored place in the public respect — not as a birthright but as a reward.

To keep this place we must continue, through our honest efforts, to deserve it.

FRANK WHITE JOINS NBC

Frank White, who resigned last month as president of the Mutual Broadcasting System, has become associated with NBC in an executive capacity. His first assignment will be a special project in connection with television film development.

Mr. White has had many years of experience in all phases of network operation and is considered one of the outstanding leaders in the broadcasting industry.

He entered the broadcast field in 1937, when he joined the Columbia Broadcasting System as treasurer. Five years later he was named a vice-president and director of the company, continuing also to function as treasurer until 1947. Late in that year Mr. White became president of Columbia Records, Inc., a position he held until May 1, 1949, when he moved to the Mutual Broadcasting System as president and director.



Frank White

A native of Washington, D.C., Mr. White attended public schools and George Washington University there. His studies were interrupted in 1918, when he enlisted in the U.S. Navy as an aviation cadet. After the war he entered business but continued schooling until 1921, when he joined the accounting firm of Lybrand, Ross Brothers and Montgomery. In 1924 he began a five-year association with the Union News Company as assistant to the president.

From 1929 to 1935 Mr. White served as treasurer of the Literary Guild of America, leaving that organization to accept a similar position with the Stage Publishing Company. During 1936-37 he was treasurer and business manager of *Newsweek*. He left the magazine to become treasurer of CBS.

Mr. White and his wife, the former Doris Booth, live in Larchmont, New York. They have two sons — Richard, 21, and David, 18.

Among his many industry responsibilities Mr. White numbers duties as a director of the National Association of Radio and Television Broadcasters, of the Broadcast Advertising Bureau and of the Advertising Council. Also, he is director and treasurer of the Brand Names Foundation.

Mr. White is a trustee and treasurer of the New York Housing Trust and a member of the Armed Forces Advisory Committee for the Northeast Area, the Players Club in New York, Sigma Nu Fraternity and the Larchmont Yacht Club.



NBC's East Coast International Transmitter at Bound Brook, New Jersey, is the most potent of the four transmission stations attached to the New York Office. From there six powerful 50,000-watt short wave transmitters beam signals night and day for thousands of miles, across the ocean to Europe and Africa and along the coast to South America.

The trip from Radio City to Bound Brook takes about an hour and a half – by subway to Liberty Street, ferry to Jersey City and train to the Bound Brook railroad station. At the depot a cabby offers a ride to the Calco or Bakelite plants and registers surprise when he is directed to the NBC transmitter – a rare port of call for the men with briefcases.

WRCA, as the International Transmitter is designated, is situated on the outskirts of the town near the banks of the Raritan River. The taxi plows through a pool of water which has settled in the underpass beneath the railroad tracks, speeds by a small garden nursery, and turns into the long, narrow drive which leads to the station. First noticed, of course, is the forest of antennas which dot this side of NBC's 100-acre tract of land. In the center – completely surrounded by the big towers, the smaller poles and the sea of cables – appears the transmitter building itself, set on a sward of well-clipped grass

and fronted by a graceful double-spray cooling pond. As the taxi approaches, a cluster of small sheds and a garage to the rear of the transmitter come into view.

A steep flight of steps leads to the front door of the transmitter building inside the portico which spans the driveway. The door is opened by John Gullans, station engineer at Bound Brook and a veteran of 23 years with NBC. Mr. Gullans offers an enthusiastic welcome and leads the way into his office. A chair is offered, cigarettes are lighted, and the story of Bound Brook is begun.



John Gullans

The East Coast International Transmitter has a diversified history, outdating the National Broadcasting Company by more than a year. Radio transmission from the site was started by WJZ, then owned by the Radio Corporation of America, in 1925, when it became one of the first stations to go to high-power transmission. This increase in power had necessitated the moving of the station from Aeolian Hall in New York City to a less-populated area, and Bound Brook had been selected as a favorable spot. The WJZ transmitter remained at Bound Brook during the years it was the key station of NBC's Blue Network. In 1943, after the network was sold to ABC, the WJZ transmission equipment was moved to Lodi, New Jersey.

Experimental short wave broadcasting was instituted at Bound Brook by NBC in 1930 using the call letters W3XL and W3XAL. Regular Blue Network programs sent abroad by short wave brought tremendous response from all over the world, and each day the engineers at the station received large bundles of fan mail from far-flung listeners in foreign lands.

By the late 1930's a sufficient foreign audience had been established to lead NBC to set up the International Division, a unit of the company devoted to special programming for short wave, and even a small amount of commercial sponsorship was developed. The major sponsor was the United Fruit Company, for whose programs the "banana" antenna was erected at Bound Brook in 1939 to improve the signal to South America.

At the outset of World War II NBC turned the transmitter facilities at Bound Brook over to the Office of War Information, primarily for its European broadcasts. A large amount of new construction was undertaken at that time. NBC built a new 50,000-watt transmitter to be added to the two already in operation. The OWI installed three additional RCA-50sw 50,000-watt transmitters and seven new directional antennas. In this way the present complement of six transmitters was attained.

After the war, in view of the government's decision to provide international short wave programming during peace time via the Voice of America, NBC decided against re-establishing the International Division. The present arrangement at Bound Brook stems from this decision. All NBC property and the services of NBC personnel at Bound Brook are leased to the Voice of America on a cost of operation basis, and all programming is provided or arranged for by the Voice of America.

Having completed his pocket-size history of the station, Mr. Gullans proceeds with a run-down of his staff. Including the station engineer and his assistant there are 15 men on staff at Bound Brook. 11 of these are Group 2 engineers — 9 working on operations and 2 on maintenance. The members of this group are Thomas Bolger, William Brown, Stanley Crabtree, Trygve Danielsen, Thomas Farmer, Francis Freiler, Donald Hickman, Arthur Holden, James Kerstetter, William Merrell and Roland Paradis. The assistant station engineer is Arthur Lindstrom. The other employees are Joseph Stemple, who is a Group 1 rigger, and Owen Sheenan, technical porter. The entire staff is a unit of Radio Network Technical Operations, and the station engineer reports to George McElrath.

With the staff listed, next on the agenda is a tour of the station's facilities. Around the corner from the station engineer's office is the long room which houses the three transmitters belonging to the government. "Brownie" Brown, a veteran NBC engineer, is handling the controls here. Only two of the three transmitters are on the air at the moment. An English newscast is pouring from a monitor speaker. Brownie throws a switch. Another monitor cuts in, bringing forth a program in French. Strains of music drift in from the other end of the building. And in a few minutes it will be time for the afternoon ball game, sent overseas from Bound Brook by the Armed Forces Radio Service.

But right now the "orphan" transmitter — the only one without a pair of tuning units — must be tuned to a new frequency, with only a pause in operation of several minutes to allow for the change.

Art Holden, who has been performing maintenance inside the idle transmitter to the rear of the control desk, joins Brownie in front of the tuning unit. "Squire" Freiler comes dashing into the room from master control. Donning special gloves, the three hurry to open the panel of the unit and move inside. NBC safety regulations are observed, as ground sticks are connected. Then the men swing into action, changing and adjusting many of the complicated parts of the unit with speed and precision. An error could mean a loss of scheduled air time. In less than five minutes the unit is realigned, and the transmitter is ready to take to the air on an entirely new wavelength.

It is skilled teamwork in operations such as this which makes the experienced transmitter engineer one of the most valued men in the NBC organization.

Continuing the tour, Mr. Gullans leads the way through the inside of the idle transmitter. He points out the chains of vacuum tubes of increasing sizes which transform a relatively weak audio signal into a powerful radio signal modulated on an extremely high-power carrier. Particularly interesting are the large water-cooled tubes with twin air blowers mounted above them. Mr. Gullans explains the care which must be given to the equipment, the continuous routine maintenance and replacement of parts, the constant precautions to prevent overheating. Dirt is the most potent enemy of the transmitter engineer. Any small deposit of dirt could destroy the insulation between circuits, and for this reason the equipment must be kept spotlessly clean at all times.

From the room housing the government transmitters it is only a few steps to the room which contains the NBC-owned transmitters, also three in number. Here "Lindy" Lindstrom, assistant station engineer, happens to be on duty, and he describes the interesting features of the two original short wave transmitters with their old-fashioned dials and huge manually-operated switches.

Next Mr. Gullans opens the door to the master control room, where Squire Freiler has returned to his post. This is the point where the five regular incoming lines from the Voice of America studios in New York are monitored and switched to the assigned transmitters. Here also the WRCA station identification is given by the engineer on duty at the end of each program segment. This break is considerably more difficult to make than in a standard broadcast station since a different switch must be made for each of the six transmitters.



Arthur Lindstrom at the controls of the three RCA transmitters.



Mel Stickles, now of KNBH, operates master control.



Transmitter building -- rear view.

An operating schedule on the desk in front of the console reveals the complexity and variety of the daily program transmissions from Bound Brook. Programs in English, French, Finnish, Polish and many other languages make up the daily fare. These are beamed to Europe from 10:00 AM to 6:00 PM and from 10:00 PM to 3:15 AM. The 6:00 to 10:00 PM hours are devoted mainly to Spanish and Portuguese broadcasts to South America.

Leaving the master control room, Mr. Gullans points out the kitchen used for preparing snacks and lunches and then moves along to the basement where the rotating machinery and power transformers are located. The distilled water used to cool the transmitters is fed from copper tanks in this basement through heat exchangers connected to the outside pond and then through the copper pipes to the equipment upstairs.

Also on the lower level are the maintenance shop, a locker room for the engineers, the boiler room and spare parts storage space.

To complete the tour Mr. Gullans leads a foray into the shed area and introduces Joe Stemple, the antenna rigger or "high man", who also handles the station's gardening chores. The two most popular inhabitants of this area are a pair of friendly beagle hounds, each of which has its own private home. Both are eager participants in the seasonal rabbit hunts which the engineers take on the 100-acre NBC tract, and the staff at Bound Brook is impatiently awaiting the birth of a litter of puppies sometime this month.

Another feature of the area is the extensive and well-kept vegetable garden, the result of many hours of spare time work on the part of the engineers. From here it is only a short distance to the kitchen and to delicious fresh-from-the-garden salads.

The taxi honks from the driveway. It's almost train time. Mr. Gullans repeats that visitors from Radio City are always welcome at Bound Brook. A quick handshake, and then back along the drive, onto the highway and homeward bound.



Pictured at the left is one of the regular weekly meetings of Joy Productions, the NBC-sponsored Junior Achievement group. Joy Productions recently received the J-A "Industry Award" for general excellence in its field of endeavor. Shown with the group are its NBC advisers Newton Feldman and Lalia Pleodwell. The other two advisers, Dick Hollands and Bab Gorthwoite, were unable to attend this meeting.

INTRODUCING - MRS. LEILA W. SIMMONS



Mrs. Simmons

Hay fever and heat prostration are in season once again, and more and more NBC employees are getting an opportunity to meet Mrs. Leila Simmons, the new nurse in the Health Department. Having come to NBC following long service as a nurse in Alaska and Labrador, Mrs. Simmons is especially skilled in the treatment of frostbite and snow blindness. She is also the proud possessor of some of the world's finest recipes for transforming blocks of glacial ice into drinking water.

Visitors to 790 need not fear, however. Mrs. Simmons is a native New Yorker and an expert administrator of salt tablets.

Possibly Mrs. Simmons' most interesting nursing assignment prior to joining NBC in April was her five years in Nome, Alaska, partly with Maynard-Columbus Hospital. For its size Nome is one of the most isolated of all American cities. During eight months of the year it is frozen in and closed off from all shipping. Air transportation provided by Alaska's famed "bush pilots" forms the only link with outside civilization during these months.

According to Mrs. Simmons even the inconveniences of having to do without plumbing and to buy all one's drinking water were of little importance when compared to the many rewarding aspects of her life as a nurse in the far north. One thing it taught her, she says, was to keep her temper and to get along with some of the world's most irresponsible people, the Alaskan Eskimos. Apparently NBC's most temperamental prima donna could take lessons in tantrum-throwing from the seldom docile Eskimo.

Mrs. Simmons' other assignment in the north was with the International Grenfell Foundation on the coast of Labrador. There the isolation was even more extreme, with the dog sled being the only mode of transportation during the winter.

She enjoyed the simple, hearty life of the Labrador fishing village but says that the year-around bleakness of the Labrador terrain led her to prefer life in Alaska, a land of impressive natural beauty.

For skilled treatment by an experienced nurse and for yarns of the frozen north by an honorary sourdough, employees should become acquainted with Mrs. Leila Simmons in Room 790. The Health Department is open Monday through Friday from 9 in the morning until 12 midnight and on week-ends on a varying schedule determined by program activities.

THE LIBRARIAN

Not so long ago a member of the Television Production Department contacted one of the librarians in NBC's General Library. His request was not simple. He wanted a series of photographs of centipedes showing them from all angles and revealing in detail all their physical characteristics of color and structure, including legs, joints, hair, stingers, etc.

After the puzzled librarian had complied with this request, she asked what the pictures were to be used for. The reply was that a sequence in a new show called for a centipede to cross a room and climb onto a table. To do this it was necessary to construct a model centipede of plastic and to animate it by means of strings and a magnet. The photographs, of course, were to be used in designing the model centipede.



This centipede photo request was just one of the hundreds received every month by the librarians in Room 274. From NBC's library of 25,000 catalogued items, probably the most extensive radio and television collection in the country, the librarians have had to supply everything from the formula for nuclear fission to a list of famous American Hamlets.

NBC's General Library is run with the same care and professional precision as any public or educational library. The librarians regularly read all the book catalogues and indexes and trade papers and magazines to discover suitable material for purchase. Their aim is to see that the company has at all times an up-to-date collection of all the important books, periodicals and surveys relating to the radio and television industry. In addition to general material this includes technical works and items helpful in building programs, such as books on music and history.

When new books arrive from the publishers, one of the librarians has to enter a record of each one in the accession book. Then comes the difficult and time consuming operation known as cataloguing. In order to make the library useful every book and pamphlet must be cross-referenced and catalogued in a card file which can be used for research purposes. Sometimes as many as fifty cards must be prepared for a single book, and each card must be written with meticulous care. Also, with the number of cards which are involved, a considerable filing job materializes as the result of each day's quota of cataloguing. Readers would do well to sympathize rather than criticize when they occasionally have to wait a day or two for a book while it is being catalogued.

After material has been catalogued, it must then be prepared for shelving. This involves such operations as reinforcing pamphlets with harder covers and putting pockets into, stamping and marking books. Shelving itself presents an occasional problem since the library, like so many offices these days, finds its allotted space is little more than the required minimum.

Another librarian's task is handling the mail, which includes going through all periodicals for pertinent material, and routing certain magazines to men in the company who have asked for this service.

Bookcasting, a listing of the new books and surveys which have been acquired by the General Library, is prepared by a librarian twice each month for circulation throughout the company. Special editions are also put out from time to time. The most recent of these was the one giving a bibliography of background material for the coming political campaign. This edition provided informational leads on the candidates, elections, conventions, polls, American political history, and political broadcasting and telecasting.

As could be gathered from the centipede incident, many of the insistent demands made of the librarians for reference material are now for pictures and photographs for use in television programming. A good many of these requests are being filled from the present collection of illustrated books and anthologies of art and photography. One of the librarians' pet hopes, however, is that they will some day be able to set up a real picture file specifically for this purpose.

Any one of the four librarians can rattle off a long list of strange and not-so-strange reference requests that she has had to fill for NBC employees. The library has furnished pictures of pellagra victims, Leopold Stokowski's hair, the Fascist emblem, the Magna Carta, nutmeg leaves and even Whistler's Mother — which was used as a model for last month's *Chimes* cover.

The librarians have found the latitude and longitude of a plane 500 miles out to sea from San Francisco for *One Man's Family* and have filled requests for information about television lighting, cameras, studios, mobile equipment and programming. They have also given details on parabolic reflectors for audio pick-ups, magnetic amplifiers, linear sweep circuits and frequency noise characteristics.

Frances Sprague, chief librarian since the library was organized in 1930, and the three members of her staff — Mildred Joy, Eileen Dwyer and Isabel McGeary — stress particularly the fact that they run a well-stocked library ready to serve both the business and recreational reading needs of all NBC employees.

This month *Chimes* executes a low bow in the direction of that employee who serves us all so well — the librarian.

PERSONNEL DEPARTMENT REORGANIZED



Donald Rutledge



Robert Tufts



Donald Mackenzie

The NBC Personnel Department has been reorganized under the direction of Ernest de la Ossa, Director of Personnel, to provide improved employee relations service to the company and its employees.

An outstanding feature of this reorganization has been the separation of over-all company personnel administration from the operations of the New York Personnel Office. The over-all administrative staff, headed by Mr. de la Ossa, has occupied new quarters in Room 289, RCA Building. Included in this group are Donald Rutledge, manager of Employee Relations, and Robert Tufts, manager of Organization Planning.

The New York Personnel Department will continue its operations in Room 737 under the direction of the manager of Personnel, Donald MacKenzie, who reports to the Director of Personnel.

Reporting to Mr. Mackenzie are Elizabeth Haglund, supervisor of Placement; John Steeves, supervisor of Records and Salary Administration; and Seth Faison, supervisor of Employee Services. The Employee Services Section has moved down the 7th Floor hallway to Room 729.

Three of the key people in the Personnel reorganization, all experienced personnel administrators, are relatively new to NBC.

Donald Rutledge, manager of Employee Relations, came to NBC after four-and-one-half years in administrative personnel work for the Arabian American Oil Company. His background also includes four-and-one-half years as regional director of Civilian Personnel, San Francisco Office, Office of the Secretary of War.

During World War II Mr. Rutledge served two years as a Navy lieutenant (jg), Office of Industrial Relations, in charge of the Wage and Salary Office, 12th Naval District. He holds a B. A. and a Master's degree in Personnel Administration from the University of California.

Robert Tufts, manager of Organization Planning, joined the network from Lever Brothers, where he served as personnel manager, Executive Staff: Previously he had been with Barrington Associates, management consultants, for nine years. His business background also includes four years as a research consultant at Stevens Institute of Technology, Hoboken, New Jersey.

Mr. Tufts is a graduate of the Illinois Institute of Technology.

Donald Mackenzie, manager of Personnel — New York, came to the company from Stern Bros. Department Store, where he served as personnel director for two-and-one-half years. Before that he had worked for eight years in the personnel department of the J. C. Penney Co.

Mr. Mackenzie was a captain in the U. S. Army Air Corps in the South Pacific for four years during World War II. He is a graduate of Columbia University.

RED CROSS DRIVE

The fund-raising campaign conducted for the Red Cross in the NBC offices during April and May was a success in comparison with the records of past years. The total amount of contributions jumped from \$951 in 1951 to \$1333 this year. In addition, more than three times as many employees made contributions.

Much of the credit for the successful outcome of the Red Cross Drive should go to the departmental representatives who worked so faithfully to obtain contributions from the people in their departments.

MISCELLANY

For Sale: 3/4 ton Fedders air conditioner, big enough to cool entire apartment. Cost \$365 — will sell for \$200. Call Richard A. R. Pinkhom, Ext. 8901.

To Exchange: Super Ikonta 8 in excellent condition for Automotic Rolleiflex, 1948 model or later. Call George Keone, TR 9-5519.

To Share: 3-room furnished apartment near subway in Elmhurst, Long Island. Call Peggy Keeley, Ext. 513.

For Sale: Navy blue Bilt-rite baby carriage, excellent condition, used for only eight months, whitewall tires. \$40. Call Ext. 253.

Transactions Abroad: Third-year law student will render services in Europe during July and August for any personal or business transactions. For information, call Robert de Poto, Ext. 180 or RE 9-4918.



Caroline Burke

It was 6:30 in the evening, and through the dim spring twilight drops of rain were beginning to pelt the office window 28 floors above 50th Street. Caroline Burke sped into the office with her secretary behind her in close formation. She stopped at the corner of her ash-colored desk and turned quickly.

"And don't forget to have those booklets ready for me to take up to Syracuse tomorrow, Mary. How's your schedule? Can you stay on for another half hour or so?" Miss Burke paused — the way a sprinter pauses arched over the starting blocks. "Till seven? Okay. I think we'll be able to finish by then."

Again Miss Burke spun around abruptly. "I'm sorry I kept you waiting. I spent most of the day at the Wallace's, and that threw my schedule off. Now, what..." She dropped into the swivel chair behind the desk.

"You want me to be the personality of the month in *Chimes*? Why, I'd love it! Where shall we start?"

From beneath the black curls piled atop her head, Miss Burke unleashed a winsome smile. "When I started in radio and television? No, it was just television for me from the start. I first saw television in London at the... But really it goes back farther than that,"

Miss Burke tossed back her head, almost grazing the tall *Philodendron* plant behind her chair. "When I first thought of television, I was just out of Bryn Mawr and a pretty-happy schoolteacher at Reed College in Portland, Oregon. But I was consumed with a mission. I felt I must give art to the public. I'd been aware of a radio program on art — the idea being that the listener would write, enclosing one dollar, and he would receive an art folio. The listener could follow the program and identify the various paintings being spoken about in this folio. It didn't work."

She chuckled. "I wanted to bring about a Twentieth Century Renaissance — Picasso or Matisse on magazine covers — I thought.

"In the summer of 1937 I saw television in London. I remember it was a show at the Royal Academy. Sir John Lavery was standing next to his painting of *Lady Bicycle-Bicycle*. I remember it was so very interesting to watch him as he pointed out exactly what he tried to catch. Television was the way and the means for showing art!

'Once back in New York, I got a job with the College Art Association and was particularly active on its magazine — arranging art layouts, book tours and the like. Dr. Walter Cook of the Institute of Fine Arts arranged a fellowship for me at NYU, so I studied for my Master's degree.

'I read in the New York Times at that time of a Mr. Thomas Hutchinson of NBC, who was in charge of television. I called for an appointment — got it quite simply — an easy thing back at the start of television. I then went to see the people at the Museum of Modern Art and asked what they would do for me. They were having a new Picasso show opening and would coöperate with me.

'When I went to see Mr. Hutchinson, I told him my idea for a good television show, explained how it could be done, etc. Back in '39 you really had to have the answers. There was no one sitting around ready to follow through on submitted ideas. Mr. Hutchinson said okay: The show would go on on November 10th — a week off. They would pay me \$25, and I would be responsible for writing, producing and being the only talent on the program. Believe me, I had no idea what I was getting into.

'Anyway, that was television in '39. I went off to the Coast some years later. Worked in TV for J. Walter Thompson, CBS and NBC for two years. Then NBC brought me back here for good in '40 — as a television producer of an educational series.'

Miss Burke propped her knees up against the side of the desk and concentrated on peeling off small bits of green clay that had adhered to her finger tips. "What do I think of the future? For one thing I think programming is getting better — better shows are getting sold. I'm delighted about all this talk about education, about Operation Frontal Lobes. I feel very optimistic about the future."

Miss Burke looked up, slightly wide-eyed. "Television's a fascinating business!"



With Mayar and Mrs. Vincent Impellitteri, Dalares Del Ría and Bert Lahr.



With Eva Gabor, Russell Nype and Hy Gardner.

up the ladder



FRANK YOUNG APPOINTED DIRECTOR OF PRESS

Syd Eiges, vice-president in charge of Press, has announced the appointment of Frank Young as director of the Press Department. Mr. Young joined NBC in February, 1951, as public relations representative, following extensive experience in both the news and publicity fields. During his tenure as public relations manager of WPIX, the station won the *Billboard* poll for having the best television press department in New York in 1949.

* * * * *

Other promotions recorded in time for publication are:

RHODA ROSENTHAL to executive secretary
HOMER HOLLIBAUGH to technical director - 6
CHARLES EINING to technical director - 6
FRANK GOLDER to master control engineer - 4
JANICE CARREL to supervisor, Sales Traffic
SALVATORE VERDEY to supervisor, Payroll
GLORIA BETROS to secretary III
MARCIA KUYPER to associate director
HARRIET MITCHELL to secretary III
JOHN MCGINTY to technical director - 5
GEORGE RIMELMAN to video control engineer - 13
HAROLD MOFSENSON to technical director - 5
REED HILTY to video control engineer - 13
JOSEPH DOHERTY to video control engineer - 13
WALTER MILLER to technical director
DUNCAN MOUNSEY to supervisor of Studio Operations, 106th St.
KATHLEEN CASEY to typist-clerk
LOUIS FUSARI to field engineer - 2
WILLIAM MITCHELL to field engineer - 2
ROBERT BARTNIK to studio engineer - 2
EUGENE GIARDINA to studio engineer - 2
WILLIAM HOYLE to studio engineer - 2
ROBERT LENDENMANN to studio engineer - 2
EDWARD MARINES to studio engineer - 2
HAROLD McKEON to studio engineer - 2
ROBERT SULLIVAN to studio engineer - 2
HOWARD TOWN to studio engineer - 2
MURRAY VECCHIO to studio engineer - 2
AUSTIN HUHN to supervisor of Stage Special Effects
DAVID HANDLER to night clerk
FRED BONESS to video control engineer - 13
MARILYN ROSENBERG to secretary II
MARY CLARE WHITE to secretary II
CHARLES COLLEDGE to production manager, TV News
DORIS CORWITH to supervisor of Public Affairs

WHO ARE THEY?



(1) _____ (2) _____ (3) _____ (4) _____



(5) _____ (6) _____ (7) _____ (8) _____



(9) _____ (10) _____ (11) _____ (12) _____

(1) William Brooks, v-p, Public Relations; (2) Charles Denny, executive v-p; (3) Sheldon Hickox, director of TV Station Relations; (4) Niles Trammell, chairman of the Board; (5) Sydney Eiges, v-p, Press; (6) James Gaines, v-p, O & O Stations; (7) John Herbert, v-p, Radio Network Sales; (8) William Hedges, v-p, Integrated Services; (9) Hugh Beville, director of Plans and Research; (10) Edward Madden, v-p, TV Network Sales and Operations; (11) Frederic Wile, v-p, TV Network Production; and (12) Walter Scott, Radio Network Sales Manager.

A.A. activities



SOFTBALL TEAM SWINGS INTO ACTION

Early last month the NBC softball team gained entry into the Manhattan Industrial Softball League. The first game of the season was played on the evening of May 9 at Randall's Island Park.

This initial contest ended in an 11-11 tie when the game was called in the sixth inning because of darkness. The eleven NBC runs were pushed over the plate as the result of eleven base hits, including a tremendous first inning home run by shortstop Fred McKinnon. Only three errors were chalked up by the team during the six innings of play.

The starting line-up for this game against the Hiram Walker team was:

Morton Eaton, p

Greg Eaton, cf

Don Gogarty, c

Bob Hanretty, 3b

Fred McKinnon, ss

Bill Delaney, 1b

Vinnie Collins, lf

Red Rowland, 2b

Norm Kudlick, rf

Art Berliner and Tom Wade also saw action during the game as outfield replacements.

The second game of the season, played against Snow Crop on May 13, resulted in NBC's first victory of the campaign. With the help of 14 base hits and steady pitching on the part of Art Topol, the team came out of the game on the long end of a 14-13 count.



The annual banquet of the NBC Bowling League, held on May 5th, was in every way a big success. Officers for the 1952-53 season, elected at the banquet, are Edward Prince, president, and Ernestine Thomas, treasurer.

Prizes were awarded to all sixteen teams which participated in the league during the season just past and to the men and women with high averages, series and games.



It happens at NBC

STAFF ADMINISTRATION

Legal: More early vacations this year, what with the PAUL LYNCHes visiting with the Cleveland Lynches. TOM ERVIN is back from his boating and fishing trip among the Virgin Islands sporting a much-envied tan. All of Legal waiting to see the 500 ft. of films taken.

Rita Paolucci

Press: Here is some top-secret info on the goings-on in the place called "Press". MARIE ANDERSON enters the ranks of American capitalists with her six-dollar contribution towards an automobile (?) of unknown origin. DON BISHOP, suntanned and smiling, returned to the Press Department after a week's vacation in the outdoors. All of Press's "indoor athletes" had the chance to exercise their voices and muscles at the department's annual picnic on May 17. Needless to say, a good time was had by all.

Hank Williams

Information: MURIEL MORGAN, now Mrs. James Chism, formerly of NBC Station Relations, has invited ALICE KENNEL of Information to spend her vacation with her at Fort Riley, Kansas, where Lt. Chism is stationed.

Eileen Tobin

Continuity Acceptance: "WIJ" SMITH is beginning to feel his years! His daughter, Georgia, reached voting age on May 20th. Georgia is a junior at Wheaton College. DOTTIE JOHNSON, who used to work with DOTTIE McBRIDE in Script Routing, has just become the proud mother of a baby daughter. Dottie also has two little sons.

Kay Henderson

Station Relations: It has been an uneventful month for the people of Station Relations: We have had our usual spring colds caught from the air conditioning at the Music Hall, the first sunburns of the season have brightened our wintry complexions, and a few of the more politically-minded have begun second guessing campaign strategy. GRACE LYNCH has deserted New York State to become a resident of Connecticut. SPIKE KNAPP and his wife vacationed in Bermuda during May.

Barbara Harlib

Traffic: ALICE BAKMAZIAN became the bride of Charles Adanatizian on May 25th, and on her day of departure there was much merriment in MR. WOODMAN's office as the "something blue for the bride" revealed a very fancy, lacy blue garter for Alice. After the giggling had subsided, Mr. Woodman presented Traffic's wedding gift to Alice, which was a pair of beautiful cut glass decanters. The newlyweds are honeymooning in California, and with them went our best wishes and congratulations. JOAN DUGGAN and her fiance, Thomas Tierney, have chosen October 4th as their wedding day. After JAMES MULLANEY won three baseball pools, Trafficites weren't sorry to see him resign and

are hoping his replacement, DON F. KELLY, Communications, won't be that lucky — everyone in Traffic isn't Irish — although we welcome him into the department. CHARLIE KELLY recently returned with a terrific Floridian tan, looking the picture of health after a medical leave. Hope we'll soon be able to welcome CHARLIE MANGANO back, who is also on medical leave.

Marge Hadley

Station Clearance: Wedding Bells! RUTH MIDWINTER has become Mrs. Tom Fiala. Lt. and Mrs. Fiala will be assigned to Fort Belvoir, Virginia, now that the lieutenant has graduated from West Point. Best of luck and happiness to you, Ruth! We'll miss you. Welcome back to JEAN COLLINGNON. Happy to report that HAMISH MacINTOSH's little son Johnny is recovering from a recent tonsillectomy. LILLIAN MacNAUGHTON and AGNES STIVALE have finally settled down after their "wonderful" week-end in Washington. Will Agnes ever live down her new title, FLASH-GUN CASEY, because of her fabulous (??) photographs? Oh, well, you tried, Agnes! Heartiest welcomes to HERMAN THE TURTLE, now residing on JOAN OURY's desk. Visitors welcome!

Joan Oury

Controllers: Wednesday, April 30, was the afternoon 16 girls from the Controllers-Finance Division entertained for GERTRUDE GILROY at the Hickory House. This was a farewell for Gert, as she is leaving NBC, and the department she was associated with, the Tabulating Room. Good luck, Gert! I sure envy the suntan BARBARA MAYHEW managed to acquire on her 2-week vacation in Miami Beach. So —howdja make out, Honey? Many happy returns of the day to CATHERINE PEPE. A crowd of us gals celebrated her birthday at the Hickory House on Monday, May 12. Such beautiful "unmentionables" she received!

Ethel Pont

Treasurers: On the 24th of May our cashier, GLADYS HARDY, was married to Edward Stedeman. Since the couple will leave in Kingston, N.Y., we bid farewell to Gladys, sending with her our very best wishes for a happy wedded life. "TOMMY" THOMAS flew in a real Constellation aeroplane all the way to the corn-pone-and-chittlings state of Alabama for her vacation. A congratulatory pat on the head is due MURIEL REIMERS, who has announced her engagement to Glenn Josiah of the U.S. Navy. TOM O'CONNELL, ADRIENNE SELLITTO, and STEVE WOZNICA attended the NPC Bowling League banquet, at which "TOMMY" was elected treasurer for another year.

Ernestine Thomas

Purchasing: BOB VALLERA left us to take a position with the General Aviation Corp. ED DEMING couldn't wait to open his summer shack in Conn. but soon found it's still mighty cold in them thar hills.

Mary McNulty

Engineering: Audio-Video extends a hearty welcome to DOUGLAS NIELSEN, a new member of MR. MOLONEY's Construction Group. GLORIA BIZZIGOTTI is leaving the company. GEORGE TOWNSEND is taking a two-week naval cruise this month. All the bowling members of the Engineering Department are still talking about the good time we all had at the Bowling Dinner. We would also like to extend congratulations to ED PRINCE, who was elected new president of the Bowling League. Good luck, Ed. MARTIN MEANEY has come back to NBC to work after spending one-and-a-half years in the Marines. Welcome back, Marty. We are all sorry to hear that ELAINE (HOLLY) CARROLL is leaving the company. She is awaiting the arrival of the stork.

Marjorie Marshall

Personnel: Welcome to new employees JEANNE McNAMARA, VIOLETTE CANTIN and JEANNETTE HARMADY and to REN McMANN, new member of the Training Squad, and a special return welcome to BILL RODEN and VIOLA NILAN in Labor Relations. On May 8 we welcomed – not another staff employee – but a daughter, Deborah Andrea, born to DAVE and Ginna BROWN. Just six hours old when we saw her first photo, and it's no wonder Daddy Dave is beaming! Ten years from now, he tells me, there's no more dish washing for him! Bermuda is calling – especially in Personnel! BETSEY SMITH has just returned with many, many freckles, and JOAN DALY and ELEANOR NADEJE followed to the island, trying to catch up with her. JULIE HEWITT's vacation was spent "on the town" with her sailor – sight-seeing, baseball games, just everything but work. Personnel alumni ANNE MIDDENDORF is now living in Staunton, Virginia, and DOT HEILMAN Budd has a baby son, Bruce Warren.

Grace Anderson

Plans and Research: Talent seems to be popping up all over the department. Not only do we have a female Ogden Nash in the person of GLORIA BETROS, and a Mary Petty in our arrival, ANN COSTA, but also a new threat to Johnny Ray who shall be nameless. BILLIE HUBER leaves us for a week of fun, and the whole crew is still waiting for the combination beer and paint party at the BOB DAUBENSPECK's new manse.

Alice Greenstein, Bob Kaufman

General Service: Two groups intent on surprising Sgt. AL LaSALLE on his birthday, May 7th, produced almost identical doughnuts with but one distinction – one bore a huge candle, while the other was garnished with the smaller variety. Talking about birds: that old bird, Mr. Stork, will replace Mr. Turkey in the LORRAINE DECKER MANLEY household next Thanksgiving. Stopped in to say "hello" to LYDIA BOLDIN, and happy to find her spirits returning to normal. Baseball has taken over Room 553 with HELEN DAVIS in there pitching, play by play. Spirits run high Tuesday nights when teams are selected. LT. FAULKNER found himself unanimously elected to be cash custodian and game checker. The height of the amusement was reached when HELEN DAVIS, a Giant fan, drew the Dodgers and PAT CURLEY drew the Giants. Fun was had by all. Vacations are well under way, but the best to date appears to be RUTH PRESTON's anticipated flight to Europe. Her itinerary includes Rome, Paris, London and, to top it, the fabulous Riviera. Chivalry is definitely not dead – that is, not at NBC at any rate. When a young lady in our midst suddenly discovered that zippers cannot be trusted, a gallant gentleman (MIKE CLANCY) came to the rescue. He immediately contacted a charming seamstress who promptly corrected the naughty zipper. GEORGE MONAHAN hasn't been evicted. His belongings are merely being housed temporarily in the corridor until carpet can be laid to beautify his domain.

Mary Heller

Air Conditioning: LLOYD TRAFFORD has left for active duty with the Navy. We wish Lloyd a "hurry home." BOB HOLRITZ had better nail down his lathe before someone takes it home. GRAHAM SNEDIKER is breaking out his new surf casting gear. We hear he's going to teach Joan how to cast a squid while he casts glances. Congratulations to Mr. and Mrs. GEORGE McKEON. Cigars are in order. It's a boy! JACK CARAGLIANO

seems to have settled down to fishing also. Now, if only the rough water would settle down a bit, Jack would be happy. He even walks a little different lately. *Tom Henry*

Duplicating: Welcome to two new duplicators this month - SHELLY COHEN and ART BERLINER. Glad to see TOM WADE back in time for the vacation season after a month's battle with a virus infection. Speaking of vacations, BILL GARVEY went on a motor tour of the New England States on his, and BOB AMANTE is making plans to go to a Levi Rest Home (dude ranch) at Peekskill, N.Y. *Charlie Atlee*

Mail Room: BILL QUINN and his wife, Joan, are celebrating the arrival of their first child, Kevin Peter, born April 17th. DIANE LaPERCH couldn't wait for the girl's softball to start, so she filled in when the men's team was short a right fielder and now sports a raspberry rash on her left ear. BILL SCHAUB has sailed into the Mail Room, fresh from two weeks as a guest of the United States Navy. Also, we're glad to have BILL McMANUS back in the cage following his vacation. *Bill Quinn*

Stenographic: All the girls are looking forward to their summer vacations. First to depart was MRS. THOMPSON. She spent her first week at Huntington, Long Island, for a well-deserved rest. MARJORIE TRINKA has arrived in Holland and, from all reports, is having a wonderful time. ELOYSE GELFER's new shoes have caused quite a stir 'round these parts. Welcome to JOAN BERLINER. *Mildred Cucciniello*

Program Services: PAUL DUMONT teed off our vacation schedule, but was silent as to his whereabouts. Not so with OLGA PAVLOVA, who went to Florida with JANE COSTELLO. Olga returned tanned and beaming, but obviously Jane remained there and was replaced by someone who looks very much like her. JIMMY HAUPT spent his reprieve on the golf course, undaunted even by rain. And HOWARD ATLEE has given up the idea of eating regularly and is braving the rigors of summer stock, at which we wish him the best. JOAN PORTER and MARY SHEA felt the lure of a profession slightly older than radio and have both become engaged, which action LAURIE HEALY carries to its logical end, leaving NBC to be married. MARGIE WELTNER completes the exodus,

feeling the lure of a different sort, and is taking off for Europe. Further incidental intelligence from the north (Program Analysis to the uninitiate): MIMI HOFFMEIR keeps her people happy by having them up to her home in Wilton, Connecticut, and VERNE HEUER vacationed down south. DAN SUTTER amazed the scientists by the odd arrival of his new baby. Sticking to the tried and true, however, BILL PARISH is the father of a first-born male.



Employee Services has moved to Room 729.

Joan Levinson

Music: May brought birthdays to DOTTI METCALF, MIRIAM HOAR and ROSEMARY BARNETT. Rosemary turned 21 and was feted with a cake and balloons. She is the "baby" among us. MARGARET SNIDER and her family moved to their new house in Bronxville, which has taken into demand many weekends of work. MIMI KILGORE was dared by her husband to wear his surgeon's cap — so in she strode with what she made everyone believe was a John Frederick's original. What a let-down! AMY KUHN now harbors a kitten in her home whom she calls "Charlie Chaplin" because of its comical appearance and its antics.

Nora Weinraub

Set Up: Vacations have started, with our lead-off man, TONY FASOLINA, spending his on the beaches of Bermuda. JOHN WELSH, who gets away this month, intends to vacation at his summer place in Greene County, where he indulges his rather unusual hobby of bird-watching. TOM LONGMORE had tough luck in spraining his ankle while playing cricket with the Crescent A.C. of Brooklyn. He had piled up the fine score of 67 runs (not out) when the accident occurred. EDDIE McMAHON dispensed even-handed justice during his recent jury service in Queens County Divorce Court. He says that some of the cases were most interesting. JOE KALL is greatly elated by the invitation to play a return singing engagement at Grossingers.

Genevieve Savage

Sound Effects: MR. JACQUINOT returned on May 19th after a short sick leave. Miss DOLORES BLYE has joined the staff in our department.

Louise Anderson

Guest Relations: Miss JULIA DOUGHERTY has returned to work after a prolonged absence due to illness. MARVIN JACOBSON has left the GR office to take a position with an optical firm. ARNIE KATINSKY also took his leave of GR. Arn is now with WFIL in Philadelphia. Mr. JOE PHILLIPS is the proud father of a son, as of Friday, April 9. GEORGE BROOMFIELD is lending his talent as a wielder of the racket to the Pace College tennis team. Georgie is undefeated to date. Speaking of athletes, NORM KUDLICK, GREG EATON and ART TOPOL are members of the NBC softball team. BETTY JACKSON has left the Tour Division in order to go into modeling.

Jack Weir

RADIO NETWORK

Controllers: MARIE PEREZ is home from the hospital recuperating from a tonsillectomy. Do we hear wedding bells ringing for ESTHER D'ALESSANDRO? AL WEIDENMULLER is sporting a "Mediterranean" complexion plus an aching back. What happened, Al?

Marie Semprebene

Sales: RUTH BARRETT returned to work after spending two wonderful weeks traveling through Florida. She stopped at Palm Beach, Stewart and Fort Lauderdale, and needless to say, hated the idea of coming back to work. The story of the month is that MARION SCHWOLERT is going to *Nigeria, Africa!* Marion's husband-to-be is going over there as a missionary and naturally she isn't going to be left behind. Marion isn't actually sailing

until sometime in October but is leaving the company at the end of July. P. S. The wedding date is June 22, and the ceremony will be performed by her father.

Kathy Walker

Advertising and Promotion: This month we're devoting to catching up on something hitherto unattended — namely, long-overdue recognition to the Graphics Section of A & P. Located on the 7th Floor, this group of hard workers is headed by PHIL HIRSCH. They are known for consistently fine work and for meeting near-impossible deadlines with finesse. Although somewhat isolated from the office proper, they comprise an integral part of Radio Advertising and Promotion. So, to Phil and his group — PAUL WANDEL, ED BIRSNER, JOE BOLGER and ED BROADHURST — a salute from 416 to 780M!

Vernon Lowell

Program: We were sorry that JANE HENDRIE had to journey to the hospital for a bout with a virus and hope that she will effect a speedy recovery. Everyone is enthused over MEREDITH WILLSON'S new RCA recordings — *Freedom Song*, the Salvation Army salute *Banners and Bonnets*, and *The Unseen Riders*. By the way, Meredith's "county survey" is doing exceedingly well, and his pin map of the United States looks like a Christmas tree.

Bob Wogan

News and Special Events: The welcome mat is out in the AM News Department for two newcomers — newswriter JOSEPH DEMBO, who comes to us by way of Station WCTC, New Brunswick, and copyclerk BILL GRUDENS, formerly of the Guest Relations staff. Also, we welcome back LEON PEARSON, who has recently returned from a 5-week tour of Europe.

Peggy Madon

Technical Operations: CHARLES BENNIS, our recording supervisor, is spending his vacation down Florida way. Now that the nice weather is on its way, AL VITUCCI of Field is busy getting his boat ready for its official launching for the season. RODY is also anticipating a big season. He is one of our more experienced fishermen. MARJ ALLEN, who was formerly one of our studio engineers, is now in Japan on a business trip.

Jane Ermentraut

TELEVISION NETWORK

Controllers: One by one the prospective brides and grooms are departing. ART JOHNSON, FRANK O'SHEA and TERRY CHAMBERS are already married, and there are only five more to go. We bid welcome to JACK STEWART, who joined SAL VERDEY in Payroll, and EUGENE CROWLEY, who is with JACK LAVAN in General Accounting. Vacation time is once again upon us, and everyone is pondering "where shall I go?" Florida, Bermuda, Virginia all sound very tempting along with the enchantment of Europe.

Ed Rossi

Sales: If Bermuda should lose money this year, it won't be our fault. BARBARA SCHOTT returned glowing with such tantalizing tales of her two weeks that we suspect the Bermuda Chamber of Commerce paid the bills. OLGA SAMARDAK didn't believe a word of it, so she left May 10th to investigate. She will be followed by NANCY EWELS, FRAN BARBOUR, and if



5F, NBC's first film studio, as it appeared in its final days. The studio is being rebuilt at present.



5E, NBC's newest film studio, which went into operation this past winter.

Photos by Ronnie Godschalk

ROY PORTEOUS can spare FRAN DeGENNARO, Bermuda will be in the black. JOAN KINGSBURY, the clients' best friend has moved to greener pastures. Congratulations to WNBT Music Department. New members to the Sales family include LEE SHOEBERG, NANCY AHL and BILL RUSSELL. JOE LARICCI is just getting over a bad cold he caught from a Hill Gail. LILY BORST has stopped supporting the subways via New York Central from the new apartment in Mount Vernon. *Grandfathers Are Wonderful People Department*: JOAN ALDRIDGE, returning home last week-end, found a strange new Chevrolet convertible in the driveway only to find it wasn't strange at all — a birthday gift from her grandfather. GLORIA VACHIO is beginning to think her two pet turtles are males. She hasn't seen the turtles neck at all.

Tony Cervini

Advertising and Promotion: Our best to PEGGY WHITESIDES, who married Lt. Pat Robinson up at West Point and heads for Oklahoma. CINDY CONVERSE stopped by for a chat the other day. MERLIN MARSH is now known as the Svengali of A & P. She's taking a course in psychology at NYU. A new sales promotion writer has joined us — CAPTAIN MAURICE DALLIMORE. And we're glad to have LOU BRENNER back with us after service with the 301st Radio Broadcasting and Leaflet Group.

Joan Scherm

Sales Planning and Research: Department vacation plans to date: MILDRED SCHMIDT is planning to spend two weeks at Eddy Farm in June to improve her golfing skill. ETHEL CARDI has rented a summer cottage in Huntington, Long Island, and ROSETTA LEEDS is planning a trip through Canada.

Dorothy Poser

Studio and Staging Operations: EVA STEUER has announced her engagement and is showing all the girls her lovely solitaire.

Jo Sommer

Broadcast Film and Operations: We have an "angel" in our midst — MONTY MORGAN of Broadcast Film, one of the backers of *Of Thee I Sing*. Broadcast Operations has rolled out the welcome mat for BILL POST, returning after two years in the service. JIM SCHAEFFER, now on military leave, paid a surprise visit while on furlough. Wedding bells will be ringing come July 5 for JEAN DYKSTRA and DON ELLIS. Congratulations and good luck to both of you.

Louise Goralski

Staging Services: Welcome back to JOE KIRBY from the recent appendectomy, and to GEORGE RYAN from a restful vacation. A big handshake to NOEL PETERSON, new NBC-ite, and to JOHN SULLIVAN from AM News. Best wishes to NICK CUMMINGS, off to the Navy. Happy traveling to RUDY PFEIFFER with the new Mercury. Last month this paragraph stated LEE ARONSOHN won the Coon County Muzzle Loading Tournament. We omitted one word — Rifle!

Ernie White

Film and Kinescope Operations: FRANK STRUZZIERI, at the Film Exchange, is home recuperating from an auto accident. Hope you're feeling better, Frank. RUTH KRATZKE, also of the exchange, is basking in the sun at Daytona Beach, Florida, for two weeks. PHILIP IVORY joined our crew in the Film Editing Department. Welcome. The gals in the department celebrated the return of the Dodgers to New York by having a get-together at the famed Rainbow Room. We were all sad to see the departure of PAUL ROSS, a trainee who was with us a few weeks. We all miss you, Paul. A belated welcome to JOAN BARTLETT, CHARLES CARRUBBA and IRVING OSHMAN, who joined the staff at the Film Library recently. Congratulations to JOEL FRIEDMAN, who was married May 18th to the sweetheart he met in France while in the Army. This romance reads like a book. Perhaps one day Joel will write it. EDNA PAUL's hair has turned white over her new home (paint — not worry). If you see BOB SCHULEIN walking down the avenue with a pack on his back, he's not running away from home, just toting his new Klepper boat. How about unfolding it for us to take a ride in Central Park some day, Bob?

Terry Colasacco, Beatrice Ehmann

Program: The PAUL BOGARTs welcomed their third child, a girl, named Jennifer Jane. PRIS FARLEY is vacationing for a few weeks in England. Congratulations to DAVE CRANDELL, recently married and now honeymooning in Europe. LARRY SCHWAB is now with an agency, working on *Lights Out*. Good luck, Larry.

Pat Powers

News and Special Events: We're more than happy to welcome BEVERLY FAYMEN, ex-NBC-Washington, who migrated here to continue her secretarial duties for JOE COLLEDGE at 106th Street. Hope you get to like our town, Beverly — and us. LEW BROWN, back from a 3-week vacation in sunny California, said he had a wonderful time but thinks it will take another week to recuperate. We know how you feel, Lew, but what's a vacation for?

Rose Homa

Talent and Program Procurement: Miss PEGGY STEWART arrived at the Kentucky Derby with pockets full of the green stuff, but due to a slight miscalculation, when she returned

to New York, the green stuff had either tarnished or disappeared. *Cold Command* is still running! Miss PRISCILLA FARLEY flew to Europe on May 9th for a two-week vacation. MARY JANE BAZDAN has returned to the office after spending a weekend at Yale. She reports that the "tables down at Mory's are still intact.

Anne Koyce

Technical Operations: JACK IRVING's sailboat, "The Super Synch," has finally gotten into the water. (For Jack's info that's the stuff that *some* people drink!) He's looking for ballast -- human, preferably female. New lighting man in Studio is WALTER ECKLEY. New men in Film are JACK BARASCH, ORVILLE HILL, LEN GREENBERG, BERNIE COHEN, BILL BUFFETTI, MILT LERNER, SAUL FEUER and MIKE FENSORE. New chillun: Boys to the IRVING EHRLICHs and the GEORGE WEISZs (both of Studio), to the ALEX GEISLERs (Maintenance) and to the BOB DREIERs (Field). A girl to the DICK CARRATHERs (Maintenance). We've almost got more small fry than engineers! GEORGE WASIELKE has gone and gotten himself hitched. DOM SALVIOLA is slipping into the marital (or material?) harness on June 7th. Best of luck, boys! Those cleat marks in the floor of 5E, film studio, were caused by GEORGE NEUMANN's new \$25 golf shoes, purchased after his very first game. Score? We're not tellin'. So there! Woof!

Florence O'Grady

OWNED AND OPERATED

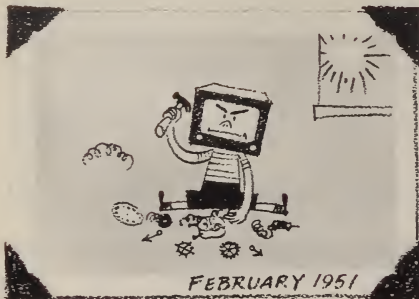
WNBC-WNBT: The surprise appearance of a beautiful diamond heralded the feature news of the month, the announcement of the engagement of AUDREY TIBBS and GENE ALEX. The Flagship welcomed aboard JOAN KINGSBURY and KATHLEEN CASEY and said good-bye to CHARLES PHILIPS, JIM HIRSCH, BARBARA CHESTER and CAROL WHITMORE. Good luck to Philips, who left us for WNBK in Cleveland, and to Hirsch, who went south to WRC in Washington. Congratulations to Jim Hirsch, and to JACKIE ROBINSON, fathers of a new girl and a new son respectively. We're sure our readers will be glad to know Tibby's pet skunk has returned.

Mary McBride

Spot Sales: DICK BERGH spent his two-week vacation in Bermuda. The Misses PAT DENEHY and JEAN BULGER are planning a truly exciting vacation -- a trip to the Belgian Congo and East Africa. Needless to say, we'll be anxiously awaiting their return for all the details. Good-bye to RUTH LOZIER NORTON, who is expecting a baby in September. DOLLY FAY and friend planning a two-week vacation in Jamaica -- British West Indies, that is!

Elaine Simpson

It has been learned just at press time that an NBC blood drive will be held in co-operation with the Red Cross on June 10 and 11 in Radio City. At present the Armed Forces have only a three-day operating supply to care for the wounded in Korea, and the NBC Blood Bank, which receives 50% of all donations, is in need of replenishment. You can provide aid in a crisis for both our servicemen in Korea and your fellow employees by calling Employee Services, Ext. 462, for an appointment to donate blood.



have you taken a good look at daytime television lately?

Sometimes you don't notice how a boy has grown until he puts on his first real suit, complete with long pants.

That's the way it's been with *daytime television* during the past year.

Daytime TV had been growing fast . . . but it took NBC's famous breakfast-time news show, "TODAY", to complete the morning line-up and herald the arrival of daytime television as a major force on the advertising scene.

We all know that TV set ownership nationally increased about 42% during 1951 . . . but what about the payoff — actual viewing? Therein is the key to the growth of daytime TV.

Just in the 8 major markets represented by NBC Spot Sales, actual daytime tune-in during the *average daily 1/4-hour* from 7 AM and 5 PM, Monday through Friday, increased by a third of a million sets-in-use from February 1951 to February 1952 (when "TODAY" began) . . . a gain of 66% in one year.

Have you looked into the full potential of daytime television in these 8 key markets?

Call your NBC Spot Sales representative
for full details.

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