

NBC

CHIMES

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NBC TECHNICAL OPERATIONS

See Pages 8, 9



CHIMES

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Color TV Petition

The Radio Corporation of America and the National Broadcasting Company on June 25 petitioned the Federal Communications Commission to adopt compatible technical standards permitting the commercial broadcasting of color television, it was announced on that date by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

The 697-page petition stated that the color standards proposed by RCA and NBC are the signal specifications approved by the industry's National Television Systems Committee; that the RCA system which operates on these standards meets all criteria established by the FCC for a satisfactory color television system; and that, because of its compatibility, color programs broadcast on the RCA system can be received in black-and-white on the millions of sets now in use without any adjustments or additions.

"Our position as a pioneer imposes upon us the responsibility to do our best to bring about the early introduction and orderly development of compatible color television in the interests of the viewing public, our sponsors, and the independent stations affiliated with our network," General Sarnoff said. "RCA and NBC are prepared to invest as much as \$15 million during color television's introductory year to establish this new service on a solid foundation. This would be in addition to the \$25 million RCA will have spent by the end of 1953 in pioneering research and development of compatible color television."

When the FCC adopts the proposed color standards, the petition stated, RCA and NBC will:

1. Expedite production of color receivers, tri-color tubes, and broadcasting and studio equipment for sale to the public, to television's manufacturers and to broadcasters. (It is estimated that the first sets produced will sell for \$800 to \$1000, and when mass production is achieved prices will be substantially reduced.)

2. Commence broadcasting compatible color television programs which NBC will offer to commercial sponsors and its affiliated stations throughout the United States. (Already, 41 independent stations affiliated with NBC have agreed to a prompt start in broad-

casting network color programs and others are planning to do the same.)

"RCA and NBC have the know-how to broadcast color programs, to build equipment for color broadcasting and to build sets that will receive these color programs," the petition asserts. "In addition, RCA and NBC have a nucleus of trained personnel ready to do the job."

General Sarnoff pointed out that in the development of any great new service to the American public, someone must always take the lead and incur the initial capital risk. "For example," he said, "RCA and NBC risked \$50 million in developing and introducing black-and-white television before getting a cent in return. We are now spending \$40 million in creating this new industry of color television. This is an expenditure that must precede the achievement of mass production in manufacturing and substantial broadcasting of color programs."

"The next task is to translate the achievements of our scientists and engineers into color programs on the air and color sets in the nation's homes. This calls for a broad-scale effort by the entire radio-television industry."

General Sarnoff said there are approximately 210 set manufacturers and 70 tube manufacturers in the radio-television industry, and approximately 190 television stations now on the air. "It is my great hope," he said, "that all of them will participate in the effort to take the color television 'baby' out of the cradle and teach it to walk."

"RCA is following the same policy in introducing color as it did in black-and-white television, making its inventions available to the entire industry. In addition, we will manufacture and sell component parts, including the tri-color tube, to competing manufacturers and will make and sell broadcasting equipment to any station, regardless of whether or not it is affiliated with NBC."

"The radio-television industry can avail itself of the scientific inventions and technical 'know-how' that are the fruits of RCA's color television investment, without incurring any of the major capital risks. This means that it is economically practical for other members of this highly competitive industry to get into the color television field quickly."

(Continued on page 16)

NBC News Roundup..

'American Forum' Observes 25th Anniversary

The "American Forum of the Air," America's oldest unrehearsed discussion program, observed its 25th anniversary on June 7. Theodore Granik, founder and moderator of the program, which is seen every Sunday on NBC television and broadcast on NBC radio, started his distinguished career a quarter century ago while still a law student in New York City.

More than 200 notables who have participated in "American Forum," or in Mr. Granik's other show, "Youth Wants to Know," were present for the anniversary celebration. Many leading figures from the administration, the Senate and the House, as well as a number of top NBC officials were there to sign a scroll of honor congratulating Mr. Granik.

NBC Launching Two New Ad Campaigns

Two new advertising campaigns will unfold the story of the outstanding leadership of the National Broadcasting Company as an advertising medium and as a cultural force in the life of the nation.

Conceived and executed by Jacob A. Evans, NBC's director of Advertising and Promotion, the two new campaigns will run in addition to the present advertising campaign which employs news-type displays of 200 lines a week to describe the network's programs, business and technical advances.

"This triple-barreled campaign will be the most extensive ever used by any network in broadcasting history to tell its story," Mr. Evans said, adding: "Copy will be brief, punchy and direct. Authoritative and recognized sources will be cited for all claims made in all advertisements."

Hodapp's 'Television Manual' Published

"The Television Manual," a guide to television production and programming, by William Hodapp, producer of NBC television's "American Inventory" has recently been published by Farrar, Straus and Young. Fourteen well-known authorities in the fields of education and television, including Mrs. Mildred McAfee Horton, director of RCA and NBC, Davidson Taylor, director of NBC Public Affairs, Henry Saloman, writer-producer of NBC's "Victory at Sea," and Ben Park, program manager of NBC-TV in Chicago, have contributed articles or statements to the manual.

New Nielsen Radio Index Figures

The NBC radio network commands a larger audience during the average minute of its evening commercial broadcast schedule than any other network, according to information contained in the Nielsen Radio Index report for the week of May 3-9.



On June 7, Ted Granik celebrated both his 25th anniversary on the air and also his 22nd wedding anniversary. Among those at the twin celebration were: left to right, Doris Corwith, NBC supervisor of religious broadcasts and talks; Ted Granik; Hannah Granik; Carleton D. Smith, NBC vice president and general manager of WRC and WNBW; Mrs. Smith; Edward F. McGinnis, national public relations director of the American Legion; Mrs. Sydney H. Eiges and Sydney H. Eiges, NBC vice president in charge of Press.

The report shows NBC with an advantage of 6 per cent in average Nielsen rating over the second network, with the average NBC evening commercial program reaching 2,732,000 homes as compared with only 2,233,000 for the second network.

The Nielsen figures clearly indicate that the NBC evening radio schedule as a whole provides larger audiences for the average NBC advertiser than does the schedule of any other network.

Increase of 5 Million Radio Sets Over Last Year

There were 110,000,000 radio sets in working order in the United States on Jan. 1, 1953, according to estimates released recently by a joint committee of the Research Departments of the four major networks — ABC, CBS, MBS and NBC.

This is an increase of about 5,000,000 over the number of sets in the U. S. on the same date a year before. The Jan. 1, 1952 figure was 105,300,000.

NBC Obtains Rights to Cover Climbing of K-2

NBC has obtained TV and radio rights for the coverage of the third American Karakoram Expedition, which this Summer will attempt to climb K-2, second highest mountain in the world. Charles C. Barry, the network's vice president in charge of programming, announced recently.

Clifford Joins NBC as Vice President

**Matson Named Assistant Treasurer; Changes Announced At
N. Y., Chicago, Hollywood, San Francisco Stations**

John M. Clifford, previously director of Personnel for the RCA Victor Division of the Radio Corporation of America, on July 1 assumed the duties of vice president in charge of Personnel of the National Broadcasting Company. The announcement of his election to this post was made last month by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

Mr. Clifford, who reports directly to the president of NBC, is responsible for all aspects of personnel management and labor relations.

The new vice president, who is a native of Salt Lake City, was appointed director of Personnel for the RCA Victor Division in March of this year. In that capacity he supervised personnel activities in the division's plants and offices throughout the country. Prior to that, he served as assistant director of Personnel for RCA Victor.

Mr. Clifford began practicing law at Long Beach, California, after graduation from Southwestern University and the University of Utah. He was appointed chief of the Oil and Gas Division of the Federal Securities and Exchange Commission in 1937 and left that post four years later to become State Land Commissioner of California. He joined RCA Victor in 1943 as a member of its legal staff. In 1947 he was appointed assistant general attorney and served in that capacity for four years. Recently he received the RCA Victor Award of Merit.

The announcement also was made last month that George D. Matson, formerly operations analyst in Finance, had been appointed an assistant treasurer of NBC, reporting to Joseph A. McDonald, treasurer.

Mr. Matson joined NBC in January, 1952, as operations analyst in Administrative Finance. Prior to coming to the network he was associated with the accounting firm of Arthur Andersen & Co., New York City, for 12 years, starting in 1940 as a junior accountant. He left the position of manager of that firm to come to NBC. A certified public accountant in the State of

New York, Mr. Matson is a graduate of the University of Wisconsin, from which he received his Ph.B. degree in 1940. From 1942 to 1945 he served with the U.S. Navy.

Last month's CHIMES carried the announcement that Ernest de la Ossa, who had been director of Personnel for NBC for nine years, was promoted to station manager of NBC's New York stations, WNBC, WNBC-FM, and WNBT. Other recent changes at the flagship stations include the appointment of Peter Affe to the newly-created post of manager of Operations, and that of Steve Krantz to program manager of WNBT.

Reporting to Mr. Affe are Duncan Mounsey, studio supervisor, Alfred Jackson, engineering supervisor, and Art Wells, scenic designer. Reporting to Mr. Krantz are all directors, producers and production assistants for NBC's New York television outlet.

John Wehrheim, who was controller for WMAQ, WMAQ-FM and WNBQ, Chicago, has been appointed controller for KNBH, NBC's television station in Hollywood. Mr. Wehrheim is a veteran of 20 years service with NBC, having joined NBC Chicago in 1933. He was appointed NBC Chicago controller in January 1953.

In Chicago, Neil J. Murphy, chief accountant, was named to succeed Mr. Wehrheim as controller for WMAQ, WMAQ-FM and WNBQ. The new controller joined NBC Chicago in 1940 as a member of the Mailroom staff. In January 1951 was appointed chief accountant, a post which he held until the present.

Walter L. Emerson, attorney for ABC Chicago for nine years, joined the NBC Central Division as legal counsel on June 1. He succeeded Thomas Compere, who resigned after seven years as NBC Chicago legal counsel.

John H. Thompson, manager of News and Public Affairs for KNBC, San Francisco, for the past seven years, has been named program director for the station. It was announced recently by Lloyd E. Yoder, general manager of KNBC. Mr. Thompson, who has

been with NBC since he joined the company's Central Division news staff in 1937, was succeeded as manager of News and Special Events and Press by William N. Cothran, a KNBC staff newsman since 1946 and KNBC's director of Public Affairs for the past two years. At the same time, the public affairs, education, agriculture, continuity acceptance and program traffic functions were transferred to the Program Department.



**John M. Clifford, Vice President in
charge of Personnel**

Mr. Yoder announced simultaneously that George Greaves, KNBC assistant general manager since 1945, who also directed the station's Program Department for the past year and a half, will concentrate on general executive and administrative duties.

The appointment of William K. McDaniel as KNBC sales manager also was announced recently by Mr. Yoder. Mr. McDaniel transferred to San Francisco from Hollywood, where he was Radio Spot Sales manager. He succeeds Alfred W. Crapsey, who has been assigned other executive duties at KNBC, with details to be announced later.

Retirement Plan Statements Distributed

Each Participant Gets Individual Accounting of What He and NBC Have Purchased for His Retirement

"Well, I know I've been in the Retirement Plan for some time—and I've had deductions for the Plan made every payday, but over the years I've sort of lost track . . ."

The above precedes one of the most common questions put to NBC personnel representatives, which has been answered for NBC Retirement Plan participants within the past several weeks. NBC has mailed to all employees who are members of the Plan a statement from the RCA Retirement Benefits Committee which shows just what being in the Plan has bought them thus far.

The statement shows the benefits earned through November 30, 1952. These benefits are payable upon normal retirement—the first day of the month following your 65th birthday.

It's a good idea to hold onto this statement. In fact, you should put it away with your Retirement Plan certificate in your safe-deposit box, or wherever you keep valuable papers. Now that you have these figures, it's a relatively simple task, with the help of your Retirement Plan booklet, to keep track of your current status.

An example of the form that the RCA

Retirement Benefits Committee used is reproduced below. The second line of boxes shows just what financial benefits you have.

From left to right, those boxes tell you:

1. The contributions you have made to the Plan through November 30, 1952.
2. The Past Service Pension, which is awarded by the company for service prior to December 1, 1944. You are entitled to this annual pension at age 65.
3. Additional benefits some employees may be entitled to for the period between December 1, 1944 and November 30, 1952. As you know, the Retirement Plan was revised effective November 30, 1952, and benefits for that prior period then were refigured. If benefits under the new plan would have been greater than actual benefits under the former plan that extra amount will be paid as an additional benefit upon retirement.
4. The contributory annuity purchased by the employee and the company between December 1, 1944 and November 30, 1952. This is an annual

annuity which will be paid to you each year after retirement at age 65.

5. The total annual benefits which will begin at age 65.

As this form would indicate, the total annual benefit payable to you on your normal retirement is based on your past service pension; any additional benefits you may have; the contributory annuity benefits accrued through November 30, 1952, plus, of course, the annuity benefits for service after that date, which you are earning right now. As you know, any Social Security benefits you are entitled to are in addition to your Retirement Plan benefits.

NBC employees are eligible to join the Retirement Plan as soon as they complete three years of service. It is especially important that you join the plan just as soon as you become eligible, or you will be losing the company's contributions toward your retirement income as well as service toward the minimum benefit. You can't hope to make up for lost time at some nebulous time in the future, when you will be "flush." The amount of money you will receive when you are retired will be reduced for every payday you fail to contribute when you are eligible to do so.

RETIREMENT PLAN FOR THE EMPLOYEES OF RADIO CORPORATION OF AMERICA AND SUBSIDIARY COMPANIES												
RETIREMENT BENEFITS COMMITTEE STATEMENT TO PARTICIPATING EMPLOYEE OF ACCRUED BENEFITS PAYABLE ANNUALLY AT NORMAL RETIREMENT DATE												
CERTIFICATE NUMBER	BRANCH NO.	EMPLOYEE		NORMAL RETIREMENT DATE								
<div>CONTRIBUTIONS MADE BY EMPLOYEE THROUGH NOV. 30, 1952</div> <div>ANNUAL RETIREMENT BENEFITS ACCRUED THROUGH NOVEMBER 30, 1952</div> <table border="1"><thead><tr><th>PAST SERVICE PENSION (For service prior to 12-1-44)</th><th>ADDITIONAL BENEFIT (For period between 12-1-44 and 11-30-52)</th><th>CONTRIBUTORY ANNUITY (For membership from 12-1-44 and after)</th><th>TOTAL ANNUAL BENEFIT COMMENCING AT AGE 65</th></tr></thead><tbody><tr><td>.</td><td>.</td><td>.</td><td>.</td></tr></tbody></table>					PAST SERVICE PENSION (For service prior to 12-1-44)	ADDITIONAL BENEFIT (For period between 12-1-44 and 11-30-52)	CONTRIBUTORY ANNUITY (For membership from 12-1-44 and after)	TOTAL ANNUAL BENEFIT COMMENCING AT AGE 65
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Employee contributions are returnable with interest upon termination of employment, or in the event of death are payable with interest to your named beneficiary.												
Contributory Annuity shown is based on employee and employer contributions.												
This statement, prepared from the records of the Retirement Benefits Committee, replaces all others previously issued, and the right to make corrections is reserved. All statements are made subject to the terms of the plan.												
C. J. FINCH, Secretary												

RBC-19

Here is a reproduction of the Retirement Plan statement form which all participating employees are receiving.

Vote of Confidence for NBC

TV Affiliates at Princeton Meeting Hear Network's Plans;
Reaffirm Faith in Their Future with NBC

Television affiliates of the National Broadcasting Company on May 26 viewed a demonstration of the RCA compatible color television system at the David Sarnoff Research Center in Princeton, N.J. — the first demonstration of its kind presented to a major group of broadcasters. The meeting between NBC and its television affiliates was highlighted by an informal address by Brigadier General David Sarnoff, Chairman of the Boards of NBC and of Radio Corporation of America. Frank M. Folsom, RCA president, headed the group of other RCA and NBC officials at the meeting. Frank White, president of NBC, was in England attending the Coronation as the network's official representative.

Following presentations by network officials of NBC's plans for TV program and sales development, including an expansion of morning programming and specific procedures for beginning color television broadcasting when

compatible standards are authorized by the Federal Communications Commission, General Sarnoff outlined to the affiliates NBC's objectives and policies.

In presenting General Sarnoff to the meeting, Walter J. Damm, vice president and general manager of Stations WTMJ and WTMJ-TV, Milwaukee, Wis., chairman of the affiliates' group, recalled how in 1947, at the first convention of the NBC stations in Atlantic City, N.J., General Sarnoff had urged all station owners and operators immediately to file applications for television stations. Those who heeded this advice, Mr. Damm recalled, are now in the forefront of profitable television station ownership.

General Sarnoff in his remarks stressed that RCA was resolved that the National Broadcasting Company must maintain unquestioned first place in the network field, and he reviewed its role of leadership throughout the history of broadcasting in building

radio as a national service, developing black and white television, pioneering UHF, and leading the way toward the establishment of compatible color television which is now generally recognized as the only practicable system for color television broadcasting.

In discussing the subject of leadership in broadcasting, General Sarnoff ridiculed the idea that leadership can be claimed by anyone who for a brief moment may have a few higher program ratings or a few extra dollar billings. To base leadership on such changing scenes, he said, is to base them on shifting sands.

The foundations of leadership must be built on more solid stuff, he continued. To raid an artist, a sponsor or a station may furnish momentary excitement and publicity headlines but these are not achievements, they are only promotions, he emphasized.

To create and develop a new art and industry such as broadcasting and television, to create and develop compatible electronic color television with all its potentialities, are the real evidences of leadership, General Sarnoff declared.

The tradition of RCA and NBC, he pointed out, was a tradition of research and development, designed to create long range values and continued advances, rather than to meet the expedencies of the moment. The affiliates of NBC, he said, have been first among all the stations of the country in sharing in this progress. As an example, he cited the fact that because of the past many years of developmental work, NBC now stands in the forefront in its ability to bring a compatible color television service to its affiliates and to use its accumulated experience to assist them in meeting the problems involved in the establishment of their own color television operations.

General Sarnoff's remarks formed the high point of the meeting, which was hailed by affiliates and network officials alike as one of the most constructive and informative ever held in the history of NBC.

Earlier in the day, the network affiliates heard from Charles C. Barry, vice president in charge of programs, on the



Brig. General David Sarnoff, chairman of the Boards of RCA and NBC, right, is seen greeting Jack DeWitt, president of WSM and WSM-TV, NBC's affiliates in Nashville, Tenn.



The first station contract amendment to cover color telecasts was signed by John Murphy, vice president in charge of Television for the Crosley stations. Watching him is Harry Bannister, NBC vice president in charge of Station Relations, right.

details of the expanded morning schedule and on program plans for the Summer and Fall. Hugh M. Beville, NBC director of Research and Planning, discussed a number of economic problems in connection with daytime television development and outlined how NBC was preparing to meet them. John K. Herbert, vice president in charge of the Networks Division, reviewed NBC's television sales position and plans, and Sylvester L. Weaver, vice chairman of the NBC Board of Directors, spoke on the procedures NBC would follow in establishing a regular color television service as soon as governmental authorization is forthcoming.

On the following day, May 27, the television affiliates adjourned their meeting with unanimous adoption of a resolution reaffirming their confidence in NBC and its continued leadership in the broadcasting industry.

A committee, headed by Mr. Damm, and including as members Robert E. Dunville, president, Crosley Broadcasting Corp.; Robert D. Swezey, executive vice president and general manager, WDSU-TV, New Orleans, La.; and Harold Hough, vice president and director, WBAP-TV, Fort Worth, Texas, personally presented the resolution to General Sarnoff.

The text of the resolution, dated May 27, 1953, follows:

"Be it resolved: That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in

detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

"This confidence is predicated upon the unquestionable leadership dis-

played by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made, including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

"The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today."

In accepting the resolution, General Sarnoff told the affiliates' committee he accepted it as an expression of confidence in the NBC staff.

"They will be more encouraged by this," he said, "than by any personal words of praise from me."



At recent NBC TV affiliates meeting at Princeton are, left to right, John T. Cahill, director of RCA and NBC, Joseph Pulitzer, editor and publisher of the *St. Louis Post-Dispatch*, and George M. Burbach, general manager of the *Post-Dispatch* stations, KSD and KSD-TV.

NBC Technical Operations

Here Are the Men Who Maintain and
Operate NBC's Vast Technical Plant

In last month's issue, CHIMES presented a word and picture story of Staff Engineering, the NBC division which designs and installs the vast technical facilities for the company. Now we take a look at the people who take this equipment over and operate and maintain it for the immediate purpose of getting our programs out on the air — Technical Operations.

In trying to distinguish between Staff Engineering and Technical Operations, it is helpful to consider the very titles. The former is a "staff" organization; the latter is an "operating" organization.

The department is headed up by George McElrath, director of Technical Operations, and under him it is divided into radio operations, television operations, and maintenance. The manager of Radio Technical Operations is Paul Gallant, with Gerald Sellar, supervisor of Studio and Field Operations, reporting to him. The manager of Television Technical Operations is Thomas Phelan, and Fritz Rojas, supervisor of TV Operations, reports to him. Charles Phelan and Noah Sprecher are in charge of radio and television maintenance. In addition to those two basic functions of operations and maintenance, however, both AM and TV have the special functions of making record-

ings of broadcasts. Radio Recording, which records, on discs or tape, radio shows for rebroadcast or commercial pressings, is headed up by Charles Bennis. Kinescope Recording, which films TV shows right from the face of kinescope tubes for rebroadcast or audition purposes, is under Herbert DeGroot, supervisor of Kinescope Recording.

There is another area of operations, which, to put it mildly, is vitally important to NBC — that of operating our radio, FM and television transmitters. Obviously, we would be talking and nobody would be, or could be, listening, if we lacked the men and apparatus to transmit our shows. This entire function, however, is going to be covered in another issue of CHIMES.

Before we go into just what the men who are NBC's "technical operators" do, perhaps it would be in order to present a layman's word-picture of how a program goes out over the air.

The program, radio or television, may originate from a studio — the normal variety or dramatic show — or from the field — a remote pickup of a news happening or a sports event. Additionally, in TV, there are special film studios to handle that type of feature. The signal is picked up at that point of origination by the equipment operated

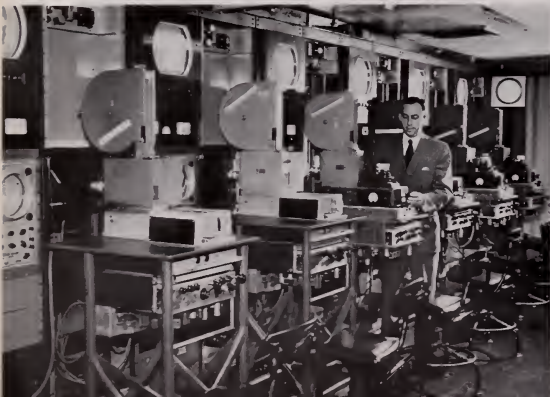


Bob Lindeman, left, turntable operator, plays records for background music; McNamara, audio man, is responsible for quality of sound portion of show.

by the studio or field crew. Then it travels by our internal circuits, or if from the field, via Telephone Company lines, to either the radio or the television Master Control Rooms.

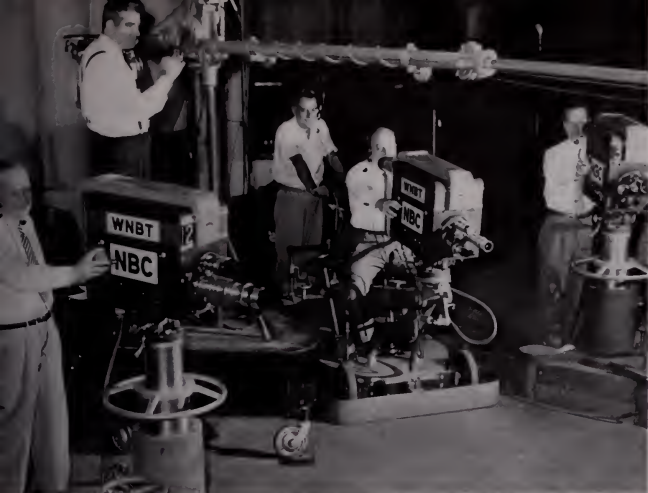
Master Control is really the hub of the wheel, our "point of no return." Once a signal leaves MC, as far as we are concerned, it is a matter of history, and nothing can be unsaid or undone. Master Control sends the program to either the local station, the network, or in many TV cases, to kinescope recording, or to all three. At NBC New York, there are two separate Master Control Rooms for radio and television, and although the two media call for vastly different equipment and skills of operation, the basic function of the men who work in each is the same. That is

Herbert DeGroot, supervisor of Kinescope Recording, at bank of kinescope recording cameras at NBC New York.



Seated at board in NBC Television Master Control Room engineer Felix Ghirlando.





is Technical Operations team on floor of studio: L to R, cameraman Art, boom operator John Kenny, dolly man Silvio Guisetti, cameraman Harvey, cameraman Bjorn Bjornsen. Number one camera, in center, is on dolly and is highly mobile.

to set up the network lines and circuits for distribution of shows, to monitor all shows going out to insure the technical excellence of the signal, and to switch from studio to field to studio, following the daily program log to provide continuity of broadcast operations.

That is the basic formula for getting out a program. Three jumps along the way—origination point to Master Control to the transmitters of the NBC and affiliated stations (via telephone lines). Simple? Hardly. A compilation of the skills required to keep NBC's tremendous technical plant in operation would fill volumes.

Actually, even if you memorized the contents of such volumes, you still would not have all the answers as to how NBC Technical Operations works. What else is there, besides the know-how to do the job? According to men who have worked in this field at NBC for years, that all-important extra requirement is coordination — close, in fact, split-second coordination. Perhaps this comparison is not the most apt, but a TV show in many ways resembles a house of cards. A technical director will plan his camera positions

and shots in advance—dozens of positions and hundreds of shots in an average show. He may provide 15 seconds for a camera to get from one end of a studio to another, with a whole sequence of shots depending on that being done. If that camera doesn't make it, or if someone else fumbles and doesn't do his part, on which that 15 second dash depends, the entire show can be ruined. At best, a second-rate improvisation is used instead, which may upset the whole mood of the show. No, in live programming you can't slip, even once. A manufacturer can reject inferior articles before they go out to

the public. In this business what's done is done, and the last recourse in case of a really bad foul-up — going off the air — doesn't correct, but compounds the offense.

At the origination point, in the studio or in the field, the man in charge of all technical operations is the technical director. He works with the program director in advance of the show, planning camera shots, making sure that the esthetic designs of the program director always remain within the realm of practical possibility. Under the technical director is the video man, who at his position in the control room, makes almost continuous adjustments on as many as 80 controls to make sure that a satisfactory picture is being received from each camera. Also stationed in the control room is the audio man, who rides gain on the sound part of the transmission. This is similar to the function of his counterpart in radio — making sure that the proper volume of sound is maintained, always striving to eliminate background noises. In television, however, there is the extra added handicap that you don't have a performer always stationed right next to a mike. In most TV shows, the familiar "boom mike" is used, and some of our more agile comedians, who move all over the stage, cause boom operators to resemble trout fishermen, as they try to keep them in range.

Another audio function, but a very special one, is performed by the turntable operator, a familiar control room figure in radio as well as television. This turntable man plays the records

(Continued on page 23)

In Master Control Room, the hub of Radio Technical Operations, are, L to R: Master Control engineers Walt Hill and Andrew Waddell, and Ted Clements, supervisor of Master Control.



The Cover

The technical director is in charge of all technical operations in the studio. On cover is Tom Smiley, NBC-TV technical director, at work in control room of "Howdy Doody" show.



CLEVELAND: (L to R) Rosemary Bartlett, Harriet Weiss, Mildred Secord, Bertha Wolf, John McHale, controller, WTAM-WNBK, Alice Soula, Joanne Barnes and Dolores Mattei



WASHINGTON: (L to R) Beverly Fayman, Carleton D. Smith, Vice President and General Manager of WRC-WNBW, Jo. Grimes, Mary Corey, Barbara Walter, Libby Serontas, and Ann Evans.

Secretaries' Day at NBC

NBC offices throughout the country — in New York, Chicago, Washington, Cleveland, San Francisco and Hollywood — on May 27 paused in the everyday rush of business to pay tribute to that all-important group of NBC employees, the secretaries.

In recognition of the great part these girls play in making NBC the leader in the broadcasting industry that it is, each company office on "National Secretaries' Day" sent flowers and a note of appreciation to each of their "Girl Fridays." The observance took place during National Secretaries' Week.



NEW YORK: Sally O'Brien receives a rose from Pete Orstein, at that time of Mailroom, now an executive trainee.

SAN FRANCISCO: (L to R) Mary Bland, Jean Strobel, Lorrie Bunker, Pat Covell, Muriel Jocz, Lois McInerney, Lloyd Yoder, General Manager of KNBC, Billee Short, Helen Debolt, Gloria Mazzarola, Adeth Gaspar and Norma Robison.

HOLLYWOOD: (L to R) Joan Eisleben, Gene Stokes, Don Norman, General Manager, KNBH, Aileen Henderson and Marian Bosche.



"Light Up the Sky"

Hollywood Little Theater Presents Moss Hart Play

NBC's Little Theatre group launched its second production since its founding last year when Moss Hart's "Light Up the Sky" graced the stage of NBC's studio "C" last April. The title of the play proved symbolic of the group's success when the audience left the theatre raving about the performance. With the Little Theatre's premiere production of "The Big Knife" and now "Light Up the Sky" both smash hits, a reputation is fast developing that the NBC Little Theatre is "real theatre."

After the "Sky's" Saturday and Sunday run in the NBC studio, it was planned to take the entire production to the Camp Roberts Army base, some 300 miles from Los Angeles. However, after all arrangements had been made, including Army transportation, word came back that "Light Up the Sky" had already played there some three months before. The junket was then called off to the disappointment of all concerned. However, the thought prevails, "there's always a next time."

A great deal of work goes into a good production of any three act play. When the participants are all holding down full time jobs it becomes twice the effort. It is to the credit of every member of the cast and crew that they

turned every available moment into rehearsal for the play. Those who worked office hours from 9:00 a.m. to 5:00 p.m. stayed until midnight every night during the last two weeks of rehearsal. Announcers, directors, staff writers, all had unique scheduling problems to overcome. One writer emoted his lines during rehearsal and at every break sat down at a typewriter to write a full half-hour radio show for NBC. All this work for a two-day run. That's why the Camp Roberts trip meant so much to all concerned. But with an attitude of "c'est la vie" the group moves eagerly on to the next project.

"Light Up the Sky" was produced by Don Stanley of Announcing, and directed by Harry Meuschke of Recording. The cast included Anne Davis, Richard Bellamy, Janet Tighe, Homer Welch, Patricia Costello, Glen Huling, Dick Pedicini, William Spelvin, Gloria Weeks, F. Pace Woods, David Lipp, Scott Runge, Fred Cole, Robert Conlan, Bob Moore and Harry Meuschke. The staff for the production consisted of: Karel Pearson, executive producer; Ted Switzer, NBC-AA president; Dean Craig, coordinator of Staging Facilities; Diane Murphy, business manager; Jay Justice, stage manager and

set design; Ted Rich, set design coordination; Bob Moore, properties and assistant stage manager; Vincent Avery, lighting; Ruth Wells, costume; Kate Drain Lawson, costume coordination; Joan Gowanlock, makeup; Milt Altman, signs; Elmer Holloway, photography; Robert Shannon, Bob Woods, Dave Manley, Richard Merrifield, stage crew; Mary Caroline Leahy and Jane Osler, script girls; Gay Faidley, Tari Rahn Helbrook, Elsie Radwick, Phyllis Krebs, Janet Tighe, Joan Gowanlock and Glendora Folsom, typists; and Margaret Schaffert, Lorraine Sterner and Elsie Radwick, usherettes.

On the NBC Hollywood Little Theater Committee are Karel Pearson, Don Stanley, Dean Craig and Ted Switzer.

The group came into being last year when Lew Frost, director of Public Relations for NBC Hollywood, and Oscar Turner, then president of the AA, decided to organize a Little Theater Committee, with the idea of putting on legitimate stage plays using only NBC employees in the production crew and cast. The Little Theater intends to follow up the enormous success of the first two productions with even bigger hits in the future.



Homer Welch played Owen Turner and Gloria Weeks took part of Irene Livingston. Note excellent illusion achieved by flat of tall buildings.



Principal players in the NBC Hollywood Little Theater production of Moss Hart's "Light Up the Sky" were, left to right, standing, Glen Huling, Dick Pedicini, Pace Woods, Richard Bellamy, Homer Welch; seated, Anne Davis, Patricia Costello and Janet Tighe.



In their act in a benefit show for St. Joseph's Orphanage, Ed Hugh, left, and Perry Cross called upon their extensive show business backgrounds to create their comedy act. Here an in-the-bag Perry is being lectured by Ed Hugh.



In the wind-up of their mind-reading routine are, left to right, Perry Cross, Ed Hugh and Jim Fox. In this act Perry, in audience, held up objects for Jim, blind-folded on stage, to identify—with the help of Ed, concealed under table.

Back in Harness

Two New York Employees, Perry Cross and Ed Hugh, Revive Their Old Routines in Benefit for Orphanage

A couple of months ago a fire engulfed St. Joseph's Orphanage in Englewood Cliffs, New Jersey, and burned it to the ground. This created headlines, but what made even bigger ones was the spontaneous way that civic and business organizations, religious groups of all faiths, and just plain citizens started

to work to put the orphanage back on its feet.

One of the most notable efforts took place when leading citizens and businessmen of Teaneck, New Jersey, obtained the use of a theater and produced a giant benefit show, which was coupled with a sneak preview of a new movie, with all proceeds going to St. Joseph's Orphanage.

NBC TV floor manager Ed Hugh, a resident of Teaneck, was approached by the entertainment committee for the benefit and requested to appear on the show. This was no chance selection by the committee. They knew that before coming to NBC two and a half years ago, Ed's theatrical career saw him as a burlesque comedian, a radio actor, and as actor and stage manager in Broadway plays. His Broadway play credits include such hits as "Counsellor at Law," "The Moon Is Down," and "Native Son." On radio, he was heard in "The March of Time," "This Is the Enemy," and "The Man Behind the Gun" on a regular basis.

The first thing Ed did was to get in touch with Perry Cross, who is production coordinator on "The Voice of Firestone," the same show on which Ed works as floor manager. This also

was no shot in the dark. Ed was aware that Perry's show business experience dates from childhood. In fact, at parties and during spare moments during the day the two could always be counted on for a comedy routine or general horsing around.

Perry joined NBC as a guide in Guest Relations in 1947. For the past four years he has been a production coordinator for NBC television. His show business experience stems from his childhood, when he travelled with his father Allen Cross, of the famous team of "Cross & Dunn." His own experience in comedy was gathered from three years as social director at a leading resort, and working as a comedian in various night clubs around New York and out of town.

Aside from their informal kidding around, neither had done any real audience work in years, so the 20-minute comedy act they formulated was really being broken in cold. Jim Fox, also an NBC TV floor manager, came along to help in one of the acts.

Much to their delight, it was a complete success. What's more, it gave a couple of old troupers, who long ago gave up the idea of being full-time performers, a chance to get back in greasepaint.

In one skit, Perry Cross, right, hypnotizes Ed Hugh into thinking he's various celebrities. Not much difficulty guessing what star he believes he is here.



AT NEW YORK'S SPRING DANCE



Ruth Johnson as she started up to be crowned "New York's Miss NBC of 1953." The announcement has just been made, after being kept a closely-guarded secret for days.



The enthroned "New York's Miss NBC," Ruth Johnson, listens to Ed Herlihy announce the list of prizes she has won. The other four finalists are, left to right, Sandra Reisenberg, Noreen Conlon, Joyce Harvey and Maria Niles.

The biggest and best employee dance in the history of NBC New York was held June 5 at the Hotel Roosevelt. Over 1,000 employees and guests attended the affair, which was highlighted by the crowning of Ruth Johnson of Personnel as "New York's Miss NBC of 1953." Some of NBC's top stars, including Milton Berle, Sid Caesar, Imogene Coca, Mata and Hari, Marguerite Piazza and Jack Russell put on a two-hour show. Ed Herlihy was master of ceremonies.

Overall scene of the biggest and best dance in NBC New York's history, which was held June 5 at the Hotel Roosevelt.



In This Corner



Ralph Stephen

Every working day, NBC Hollywood employees entrust over \$400,000 of their personal property to the care of a fellow employee, Ralph Stephen. You see, Ralph heads the NBC parking lot facilities that service all employees working at the Sunset & Vine offices in Hollywood.

Ralph has become a fixture to all NBC personnel. Every morning as the cars wheel onto the parking lot off Hollywood's fabulous Vine Street, a friendly figure stands by the lot office and signifies a cheery hello with an offhand wave or a quick smile.

Ralph has been watching the cars come and go at the Sunset and Vine headquarters ever since its construction in 1938. However, during the war and for four years following he had somewhat of a different vantage point than the parking lot. At the outbreak of the last war he was assigned to the NBC artist entrance as a special plant protection officer.

Ralph Stephen was born in Omaha, Nebraska where he attended high school and later the Van Sant Business college where he studied stenog-

raphy and general office procedure. But this was a far cry from his first real employment. After completing his schooling, he became a top flight cattle buyer in Omaha for one of the world's largest cattle buying commissions. This lucrative position lasted 13 years until the cattle buyers started bypassing the commissions and dealing direct through cattle auctions. This trend left Ralph without a job and a big desire to go West.

He came to California in 1928 where he located as a salesman for a local bakery company. After this he became a salesman for Ador Creamery and later went to RKO Pictures as a set watchman. It was this latter position that led directly to his employment by NBC in December of 1935.

Stephen's job with RKO was on a temporary basis so when the opportunity presented itself for steady employment with NBC he made application with five of his fellow RKO workers. He was interviewed by NBC's John Swollow and hired immediately as night watchman for NBC's offices located next door to RKO on Melrose

Avenue in Hollywood. Thus, he became the 25th man to be hired by NBC in Hollywood.

In 1938 he was transferred a few short blocks to Sunset and Vine to handle the parking facilities for the new plant that was to become famous as NBC's Hollywood Radio City. "In those days," smiles Ralph, "I had about 7 cars to take care of as compared to the 230 that overflow our lot these days."

On December 9, 1941, two days after Pearl Harbor, Ralph was assigned to special security duty for NBC. In keeping with this new assignment he was sworn in as a special police officer by the City of Los Angeles with duties at NBC. During those times a tight cordon was placed around NBC to protect against the possibility of sabotage. Ralph remained at the artist entrance until 1949.

During the years after the outbreak of war, all persons admitted to the NBC building were obliged to show proper identification before they could gain admittance. From the vice-president on down, this rule applied. One day a bearded man came through the artist's entrance on his way into the building. Ralph stopped the man rather curtly to check his identification. When he saw who it was he did a double take and said, "Well, I'll be darned. I'd never know you with that beard."

"That's o.k., my own dog doesn't recognize me with it either." With that Gregory Peck walked into the building.

Ralph also stopped General Sarnoff one day during the General's visit to the Coast. "I didn't recognize him right off," said Ralph, "but then I was just doing my job. Besides it was the General's orders in the first place for strict security so I'm sure he never held it against me."

In 1949 he returned to the parking lot staff where he is stationed at present.

Ralph is an ardent billiard enthusiast and at one time was the undefeated city and state champion from Omaha, Nebraska. While not currently playing, he owns a fine set of golf clubs and is seriously thinking of resuming his game. He is an avid football and baseball fan and has been ever since he played both sports in high school. Ralph has been married for 32 years to his lively wife, Dixie and has a 26 year old son.



In the O&O Division's closed circuit telecast for the Super Market Convention in Cleveland, WBNK cameras took them on a tour of a brand new super market in Painesville, Ohio.

O&O Division Presents Closed Circuit Telecast at Nation's Largest Convention

The importance of merchandising and the need for developing trade relations on the retail level was emphasized when the Owned and Operated Stations Division staged a closed circuit telecast at the Super Market Institute Convention in Cleveland in May.

This was the first time that a closed circuit television show had been brought into a food convention.

The Super Market Institute Convention is the largest in the country, attracting over 9,000 people. Those attending watched a 20-foot screen in Convention Hall in Cleveland as WBNK cameras took them on a tour of a brand new "Pik 'n' Pay" super

market 30 miles away in Painesville.

The convention took a camera trip through the new million dollar super-market as Jack Davenport, executive vice president of the food chain, pointed out new developments in retail selling techniques. Then the cameras showed the actual grand opening—the ribbon-cutting ceremony, crowds rushing in and all the color and glamour of a big super market dedication.

Hamilton Shea, general manager of WTAM, WBNK, NBC's stations in Cleveland, and Max E. Buck, director of Merchandising for the Owned and Operated Stations Division, coordinated the program.

Two-Hour Ford Show Makes TV History

Even now, almost a month after it took place, praise is still being heaped on the "Ford 50th Anniversary Show," which was seen on the NBC and CBS television networks on Monday, June 15.

Newspapers and magazines drew upon almost every superlative in the language in describing the show. "Terrific," "glorious," "TV's highest achievement," "worth waiting 50 years for" were among the comments seen in the enormous stack of newspaper clippings that overflowed the desk of Priscilla Campbell, of the Press Department, who handled publicity for NBC on the historic two-hour show.

The show had as its theme "Fifty Years Forward," and used drama, music, dance, comedy, film clips of memorable historic events, and excerpts from great movies of the past to evoke memories of the past five decades.

This was the first television effort for Leland Hayward, the noted Broadway producer, who was in charge of the mammoth production. The critics agreed that his initial television show could join the other great Hayward successes, such as "South Pacific," "Call Me Madam," "State of the Union," and "Wish You Were Here."

Also receiving plaudits was Clark Jones, regular director of NBC television's "Your Hit Parade," who directed the Ford show. Although a veteran of 12 years' experience in television, Jones had never seen anything like this show before. The production involved the use of three of NBC's studios — the Center Theater, 5-E, for film, and 3-G — eight cameras, 25 stagehands, 45 engineers, a cast of more than 50, a 24-piece orchestra, as well as art supervisors, script and film editors, set designers and painters, costumers, wardrobe assistants, clerical personnel and other "behind-the-scenes" people whose hard work made the fabulous production possible.

In charge of technical operations and the engineers were Bob Daniels and Heino Ripp, of NBC's Technical Operations Department.

The critics also raved over the performances of the star-studded cast, which included Mary Martin, Ethel Merman, Wally Cox, and Burr Tillstrom's Kukla and Ollie.



the crowds, ceremony and excitement of the grand opening of a big super market were presented on the telecast. The store is the new Pic'n' Pay super market.



Standing, L to R: Art Nelson, Jim Gladstone, Warren Sherman, Burgess Kazanjian, Dick Olsen, Frank Nestor, Don Rydell, Charlie Carruba, Joel Stivers and Harold Hartwell. Seated, L to R: Ann Culbert, Hallie Robitaille, Violet Young, Ernie Otto, Ann Breen, Peggy Heelan and Pat McInerney.



Clockwise around table are: Fred Hatke, Rita Stipo, Vernon Duke, Mr. and Mrs. Joe Waag, Dave Maurer, Bob Woodburn, Mildred Cuccinello, Don Gogarty and Marilyn Fredrikson. In right foreground is Joe Aimone.

N. Y. Bowling Dinner



Bowling League president Ed Princee, standing, addressing dinner. Seated clockwise around table are: George Roberts, Hal Miller, Ernestine Miller, Dick Connell, Joe Kent, Einar Johnson, Betty Jensen and Rita Cottom. That's Frank Woodrow in upper right corner, at another table.

Standing, left to right, are: Steve Woznica, Bob Burholt, Jim Reina, Tom O'Connell, Nick Gilles, Les Vaughan, Vin Carey, Rose D'Amico and Jerry DeMott. Seated, left to right, are: Evelyn Wulff, Eileen Monahan, Vickie Casella, Terry Di Genaro, Dorothy Spagna, Pearl Kurowski, Harold Hartwell, Margie Marshall, Anne Surowitz and Peg Riebhoff.



Clockwise around table are: John Mitchell, Dick Oelschlager, Lou Hathaway, Erick Berglund, Jack Kennedy (barely visible), Dave Moloney, Sal Salanitro, Fritz Rojas, Louis Newman and Jack Sutton.

Color TV Petition

(Continued from page 2)

Dr. C. B. Jolliffe, vice president and technical director of RCA estimated, in a statement included in the RCA petition, that if the FCC approves the proposed new standards by the end of the summer of 1953, a pilot production of color receivers can start during the spring of 1954.

General Sarnoff said that the standards proposed to the FCC were sufficiently high to leave ample room for

future developments. "Like the tracks of a railroad," he continued, "these standards provide color television with a gauge for a high-quality right-of-way. Like railroad cars, color television receivers can be changed and improved in the future, and still operate on the same standards or tracks.

"Color television is a major step forward in the science and art of seeing by radio. It will be revolutionary in its effect upon communications. Color greatly enhances the beauty and attractiveness of objects and scenes. It gives more information and increases our

powers of memory and identification. It is a powerful aid to advertising. It is a new dimension that will increase the public's enjoyment of news events, entertainment and education."

New Star, Format for 'Martin Kane'

Television's longest-running mystery detective show, "Martin Kane, Private Eye," will have a completely new format and a new star, Mark Stevens, beginning Aug. 27. Details of the new format will be announced shortly.

Tad Danielewski of NBC Wins \$6000 WAAM Fellowship

Tad Danielewski, studio supervisor in NBC's Plant Operations Department in New York, has been awarded the \$6,000 WAAM Television Fellowship for graduate study at Johns Hopkins University during the year 1953-1954.

The official announcement of the award was made by Dr. D. W. Bronk, president of Johns Hopkins, but NBCites got word of it at New York's Spring Dance on June 5, when emcee Ed Herlihy announced that Tad Danielewski had won.

The Fellowship was established in 1951 by the Board of Directors of Baltimore television station WAAM so that one person currently active in television may have nine months free to pursue special studies on a graduate level which may add to his effectiveness in his professional career.

Tad hopes for a career as a director in television, and plans to use his academic studies at Johns Hopkins for further research in the literature of drama, as well as working on ideas for a series of experiments in new ways of directing television shows. In those nine months, during which time he will be on leave of absence from his job at NBC, Tad will be able to take courses, attend lectures and do great amounts of research. This will be the theoretical part of his studies.

Then, on the practical side, he will be able to put the results of his studies to the test of real, immediate use, by producing and directing shows in co-operation with WAAM.

Tad was born in Poland in 1921 and began his theatrical career in 1937. After the Warsaw Insurrection of 1944, he was deported to Germany. After liberation from a concentration camp near Augsburg he participated in entertainment for troops until 1947, when he went to England. He was selected for training at the Royal Academy of Dramatic Arts in London and after that, in 1948, won a scholarship for study at Ohio State University. He received his Bachelor of Fine Arts degree at Ohio State and taught one year at Iowa State University before going to New York to join NBC.

Throughout his career, Tad has explored every aspect of the theater, from producing to directing to acting to writing, and, at Ohio State and Iowa State, added extensive work in radio and television.

Prior to NBC, almost all of Tad's experience in the field of the theater was creative, with emphasis on directing. In the past two and one half years that he has been with NBC, Tad's work has been technical, in the execution of his job as studio supervisor. This he considers one of the happiest and most

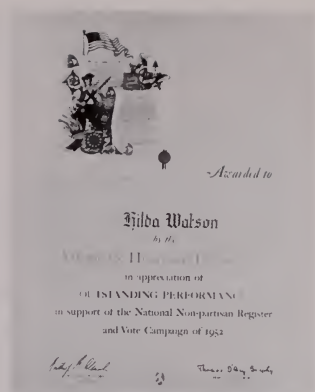


**Tad Danielewski, winner of the
WAAM Fellowship for 1953-1954.**

important experiences of his career and one which will be absolutely invaluable to him in the future. He feels that the wide practical knowledge of the "what-it-takes" on the physical side of the medium that he has gained here will be one of the cardinal aids in the pursuit of his career.

A couple of months ago Tad was completely unaware of the new twist his career was going to take. Then he saw a notice on the bulletin board and immediately went to see Donald A. Rutledge, who was handling applications for the Fellowship competition at NBC. He prepared and submitted a resume and a concise thesis of the research he would attempt if he were to win. Then came an interview with Lynn Poole, director of Public Relations for Johns Hopkins, and Robert Saudek, director of the Radio-TV Workshop of the Ford Foundation. This session Tad describes as a very tense and exciting ordeal, with every conceivable type of question being shot at him on all points of his thesis.

Apparently he had all the right answers.



The above illuminated scroll recently was presented to Hilda Watson, of the Public Affairs Department, by the American Heritage Foundation for her outstanding performance in handling the daily, seven-week series "See You at the Polls," which was presented during the 1952 campaign.

Thanks— From Fran Carlson

Very many New York employees remember well Fran Carlson, who worked in WNBC-WNBT until two years ago, when she had to cease work because of a serious illness. Recently she appeared on "Strike It Rich," which is broadcast on NBC radio.

One of the features of "Strike It Rich" is the "heartline," to which many NBC employees made contributions, which will go a long way to help Fran take care of some of her considerable medical expenses.

Unable to thank everyone at NBC who contributed, Fran sent a letter to Vi Sparks, of General Service, who helped organize contributions from employees, which we reprint here:

My dear friends:

I wish I could tell you all personally how much your kindness has meant to me. To say "thank you" couldn't possibly express what I feel.

I miss you all so much, and just to visit you would be so wonderful and mean so much to me.

Thank you again from the bottom of my heart.

*Love,
Fran Carlson*

People and Places

WMAQ, WNBQ, Chicago

Glamour Department: *Nancy Lee Terry*, formerly of stations WGAR and WTAM in Cleveland, has become the first feminine member of the NBC Chicago announcing staff. The statuesque brunette handles both AM and TV announcing chores.

Floyd Van Etten, who was a member of the NBC Chicago Network Sales staff from 1931 to 1942, has rejoined the network as a radio and television Network Sales executive. He joined NBC Chicago in 1931 and served as local and later as Network Sales service manager. In 1942 he entered the Navy and on his return from service in 1946, joined ABC Chicago as sales service and promotion manager. In 1949 he left there to become a member of the Needham, Louis and Brorby radio staff, a position he held until the present.

The sympathy of her Chicago colleagues goes to the family of *Mrs. Edith Anderson Partridge*, 57, a long-time NBC clerical employee, who died June 1 after a short illness.

Welcome to new regular staffers *Lila Pavis*, secretary in Accounting; *Joan Lackey*, PBX operator; *Terry Opela*, typist, *Gloria Marshall*, Guest Relations; *Gloria Gephart*, promotion secretary; *Lorraine Cech*, secretary in TV Film Syndication Sales; *Janice Kingslow*, promotion writer; *David Gray* and *Robert Knoles*, TV Production Facilities, and *Carl Swiger*, Maintenance.

A welcome also to new vacation relief employees: *Albert Recht*, *Joseph Palmer*, *Alfred Durocher*, *James Patterson*, *Jack Leib*, *Thomas Murphy*, *Carl Lyle*, and *Robert McCormick*, TV engineers; *Bruce Knowles*, *John Crispe*, and *Robert Peterson*, AM engineers; *Fred Whiting*, newswriter; *Charles Stamps*, associate director; *Alfred Charnas*, TV Studio Setup, and *Eduard Solner*, Air Conditioning.

WTAM, WNBK, Cleveland

NBC Cleveland still talking about the tornado which caused \$50 million worth of damage on the west side of town. WNBK was a first with the

twister films, thank to *Joe Masek*, NBC stringer, and had the most extensive film coverage. *Joanne Barnes* of the Accounting Department took the next day off to help out. Her aunt's home was directly hit. It took many of the NBC staff living on the west side hours to get in to work. *Bob Miller* of AM Spot Sales, an officer in the National Guard, was asked at 5:30 a.m. to volunteer his services directing traffic. *Tom Manning*, sports director, came across the all-time jerk. Right after the tornado broke, a viewer phoned to ask if the skies would be clear for his golf game the next day.

Nancy Yeager in the Continuity Department sang first alto in the "Falls Four" Saturday, June 6th on WTAM's "New Talent Cleveland" Show. *Bill McGaw*, assistant director for television, also appeared doing impersonations in a take-off on "Dragnet".

Carlyle W. Freeborn, who resigned his post as operations manager of WNBK, was given a rousing farewell party by the Production Department Wednesday, June 10th at the home of *George Cyr* and *Gene Harrison*. George has been appointed the new TV Operations Manager.

To be congratulated are *Bill Morris* and *Gene Harrison*, who have recently been appointed TV directors. Also *Jim Roue* — who replaced *Tom Taylor* as Night Operations manager. *Brooke Taylor* succeeds *Norman L. Cloutier* as program director of WTAM-WNBK. Mr. Cloutier begins a new position with NBC, N.Y. The staff welcomes *Pat Babb* who is Mildred & Gloria's secretary. Pat hails from Michigan State. The same greeting to *George Oblander* from Denver who joins the WTAM Engineering Crew.

Jake Hines was in charge of the music for the AFA Convention musical given at Studio 1, June 14th. Other NBC people appearing in the musical "Advertising Gets the Business" were *Lawson Deming* — operations manager for WTAM, *Bob Bouwsma* — announcer, and *Joe Bova* — free lance. Music was conducted by *Henry "Hot Lips" Levine*. *Paul Heresford* arranged the entire musical score for the show.

Our people have been active. *Howard "Cookie" Cook* of the Staging Crew

turned out to be a whiz on roller skates at a skating function arranged by *John Ziegler*. Other skating fiends from the staff were *Dick Desautel*, *Fred Foard* and *Gene Harrison* — all of the Production Department.

Tom Arend, director, has just undergone an operation at Cleveland Clinic. He'll be taking a rest and vacation in Nassau for the next two weeks. *Vivien Ives*, Traffic Sup't. of WTAM, on vacation in Indiana after a bout with the mumps.

WNBK remote crew really hops on Saturday. They do a half hour horse racing pickup from Cranwood track at 5:30 PM, and then pack up the equipment and dash thirty miles to Painesville Race Track to set up, rehearse and air trotting races at 10:00 PM. "Tubby" *Whittam's* field crew consisting of *Bob Fields*, "Curly" *Kimpton*, *Herb Posnik*, *Ed Tatulinski* and *Bill Seagert* really have to hustle to follow the ponies.

Cleveland on the move. *Glenna Hanson*, secretary to *Jack Treacy* in Spot Sales, leaves June 26th for a two week vacation in Grafton, No. Dakota. Another secretary, *Joan Illingworth*, so impressed with the Chippewa Lake spots, takes a week's vacation there effective June 19th. *Charlie Hutaff*, Joan's boss, isn't going anywhere. The weather has been too wet for Charlie to launch his sailboat. *Tom Cox*, AM engineer, just back from a vacation in sunny Florida. *Art Krohm*, another AM engineer, vacationing as this issue goes to press. *Bob Bouwsma* moved into his newly purchased home in Shaker Heights. *Rou deGravelles* and *Jack Roberts*, sec'y to *Captain Glenn* and *Cy Kelly*, have just set up bachelor quarters on the west side. Also setting up an abode in that part of town is *Bill Morris* and friend, with *Jim Rowe* his wife and daughter moving 1 kilocycle up in the same two story house. *Jack Street*, in Air Conditioning, off for two weeks in the Golden West. Back from a wonderful three week trip to Washington, D.C. & Williamsburg, Virginia is *Joe Tanski* — TV Director. *Lillian Buckto*, music library, and *Jeanne Walker* of programming, plan to vacation together.

NBC Cleveland's newsroom graced with a new INS facsimile machine. This is the first and only FAX service in Ohio. Other services carried by this station are United Press, Associated Press and telenevs besides extensive local coverage. *Ed Wallace*, news director, says we can now receive a four by

six picture in a period of four minutes from time of transmission.

KNBC, San Francisco

KNBC made San Francisco radio history during June with the signing of *Doug Pledger*, the station's clever new program personality, to an exclusive, seven-year contract—one of the longest and largest such agreements in the history of local radio.

Pledger first joined the KNBC program lineup on February 16 with 45 minutes a day (Monday through Friday) of humorous and unusual recorded music. From a weekly total of three and three-quarter hours on KNBC at the start, 34-year-old Pledger quickly took over other time segments and now plays host for a total of twelve hours a week on the station.

Pledger's quick popularity on KNBC has been based on his waggish sense of humor and his unconventional approach to music. He has also won notice for his skill in making commercials painless and easy to listen to. Pledger selects his own music for all his recorded sessions, drawing on his wide acquaintance with the folk music of all nations to present unusual numbers along with the standard popular tunes of the day.

KNBC is again joining the summer Stanford University Radio-Television Institute, June 22 through August 25. The eleventh annual Institute is being conducted by the Stanford Speech and Drama department in cooperation with KNBC and San Francisco television station KPIX, and is designed for educators, advertisers and professionals as well as for college students and others interested in the radio-television field.

Professional instructors from KNBC will include general manager *Lloyd E. Yoder*, assistant general manager *George Greaves*, program director *John Thompson*, news manager *Bill Cothran*, Spot Sales executive *Heber Smith*, traffic supervisor *Frances Davis*, writer-producers *Samuel Dickson* and *Dave Drummond*, announcers *John Grover*, *Budd Heyde* and *Hal Wolf*, agriculture director *Henry Schacht*, sportscaster *Ira Blue*, women's editor *Marjorie King*, disc jockey *Doug Pledger*, and musical director *Albert White*.

KNBC Shorts: *Mrs. Adeth Gaspar*, secretary to chief engineer *Curtis Peck*, has resigned on account of a move with her husband from San Francisco. . . . General manager *Lloyd E. Yoder* has

been elected to the executive board of the San Francisco Boy Scout Council. . . . News manager *Bill Cothran* has been elected vice-chairman of the California Associated Press Radio Association.

KNBH, Hollywood

KNBH nearly lost the star of its new Saturday afternoon telecast "Rodeo Roundup" before the show premiered. *Cowboy Slim*, emcee of the affair, was steer wrestling before airtime and came within an inch of being pinned to the ground by a particularly ambitious animal.

Ann Slater, assistant in the KNBH Press Department, out for two weeks, with of all things, a bad case of mumps. Instead of lying in bed and taking nourishment through a straw, she had planned at that time to be viewing the beauties of Yellowstone Park.

Jim Kilian, the delight of the female Personnel at KNBH, not only because of his handsome features, but also because at least once a month he gifts them with a spray of orchids, flew to Mazatlan, Mexico, last weekend and returned full of fish stories but no pictures to prove his piscatorial prowess.

John Wehrheim has arrived from NBC's Chicago office to take over the Controller's duties at KNBH. His wife and family will join his as soon as their home has been sold.

Don Norman, *Ham Nelson* and *Jim Parks* visited New York during June to attend an O&O stations meeting.

Dean Craig filled with ambition due to the summer weather has started a swimming pool at his San Fernando Valley home. This will make him among the more popular members of the company during August, but at present he can find no takers for an invitation of "why don't you stop by next Saturday." Too many have found themselves spending the day with shovel in hand excavating for the pool.

Rosemary Gorman, in Accounting, recuperating nicely from an emergency appendectomy.

Both *Gene Terrell* and *Marge Clark* decided to go South of the Border for their vacations this year. Gene spent a week in Ensenada, Mexico, and Marge flew to Guatemala to visit relatives.

WNBC, WNBT, New York

Well, it was moving day here Friday, June 5, at WNBC-WNBT. *Ted Cott*,

Dick Pack, *Frank Fitzgerald*, and *Max Buck* are now settled in their beautiful new offices on the third floor. We shall miss them all down here in Room 252. However, moving in, we welcome and congratulate *Ernest de la Ossa*, our new station manager for WNBC, WNBC-FM, and WNBT: *Sumner Glimcher* and his staff, consisting of *Elaine Pankopf*, *Marie McGuire* and *Hulda Carastro*, who now make up WNBT Operations; and *Steve Krantz*, on his promotion as WNBT Program Manager. We also congratulate *Ted Broida* on his appointment as assistant to Mr. Pack. Before closing, we wish a welcome to *Irene Connolly*, now secretary to the salesmen.

On The Lighter Side . . . *Bob Leder* is the captain and *Syd Rubin* his first mate on the aptly named "Channel 47", newest addition to the flag-ship's flotilla. "Channel 47" now joins the company of sailboats owned by vice president *Charles R. Denny*, *Faye* and *Skitch Henderson*, *George Stevens*, and *Dick Firestone*.

Pete Afje is keeping busy these week-ends fixing up his new home in Great Neck. With all the labor he's put into it, it should be ready by now. Well, Pete, how about that house warming?

Kudos to . . . *Kent Patterson*. WNBT salesman, who joins Admiral Bill Halsey as the only two men who have been named honorary members of the Class of '38 at Princeton University. Kent is a '31 graduate of Stanford and an alumnus of Harvard Graduate School of Business Administration: *Ralph Ginzburg* on his article about "Theatre-In-The-Round" which appeared in *Arts Magazine*; *Syd Rubin* for winning the Men's Singles and a runner up in the Men's Doubles at the Tennis Tournament held at the Westchester Country Club. For this feat, Syd received a beautiful wrist-watch, sterling silver plate and assorted "aches and pains." *Bob Leder* who was a winner in the Golf Tournament held also at the Westchester Country Club; *Joan DeMott* who was the highest woman scorer on the bowling team for this year. And, of course, to *Sandy Reisenberg*, runner up for the "Miss NBC" contest.

Jack Mann, WNBT salesman, is the sole owner of a *Bouvier de Flandres* (man, dig that crazy nom de plume). Anyone guessing the identity of Mann's possession will receive as a gift, a trip for two through the NBC studios. Well, so long people. a la maison.

NBC, New York

Owned and Operated Stations

National Spot Sales—Recent vacationers: *Diane Massey* to Daytona Beach; *Grace Erdokias* and *Ann Kelly* touring Georgia and North Carolina.

Farewell to *Lucy Ronco*, who leaves shortly on a seven weeks tour through Europe; *Bob Rodgers*, who is joining NBC's Film Division, and *Dorothy Fay*, TV Spot Sales secretary.

Welcome back to *Dick Bergh*, TV Spot Salesman, who is completely recovered from a recent illness.

Welcome to *Anne Morris* and *Lillian Lang*, who recently joined us as Spot TV secretaries.

Networks Division

Advertising and Promotion—*Mary Mealia* will be beside the beautiful sea every weekend this summer in her cottage on the Jersey shore. That's what we call doing the summer up brown!

And at present moment *Marge Wilcox* and *Marilyn Adams* are trying to work up the will power to leave the coral beaches of Bermuda and face the green walls of Advertising & Promotion. Staying at Elbow Beach ain't no bad investment, is it?

Mosquitoes aren't so bad for *Frank Macaulay* . . . it's the love-bug that has bitten him this summer. He and *Adrienne Bouchard* are planning to be married October 18th.

Gale Maass is trying her fortune in summer stock and *Marjorie Evans* from Flushing, New York, has taken her place as secretary to *Walter Duncan*. *Dee Vestal* and *Pierre Marquis* are in Sales Promotion. *Muriel Smith* is enjoying a New England vacation.

Clyde Clem wants to get away from it all this year so he and Mildred are going up to the mountains . . . taking Squeek and Diane with them—Adirondack Mountains, that is.

Marion Lutz and *Marie Ruppe* have split their vacations. This week they're at Eastover, Massachusetts. In August they have big plans for a sailing cruise.

Loretta Leehive was wearing an orchid the other day, but most important is the lovely diamond on her third finger left hand. She received it from *Ronald Brandmayr*, U. S. Army. They haven't set the date yet.

Merchandising — *Fred N. Dodge*, Merchandising Director, has just returned from a two-week vacation to Hawaii. Mr. Dodge reports that Ha-



NBC's unbeaten softball team gathered for this picture by Tom Wade right after their recent 2—0 win over the Kress team. (L to R, top row): Gene Kayeck, Maurie Verschoore, Art Schwartz, Art Topol, Gary Iorio, Tom Wade, Bob Hanretty, Vernon Kerrick and Frank Woodruff. (L to R, bottom row): Herb Oxman, Jim Byrne, manager Diane La Perch, and Morty Eaton.

waiian hospitality is unmatched anywhere and recommends Hawaii as the ideal vacation spot.

Irene Prentzel, secretary to Mr. Dodge, is leaving the Merchandising Department and is to be replaced by an NBC veteran—*Carolyn Maus*, who has spent 9½ years in National Spot Sales. Miss Prentzel plans to visit Puerto Rico among other places.

Music—*Dorothy Metcalf* is now a member of the 10 year club. The first week of her extra vacation time was spent learning to drive and we wonder how the pedestrians of New Rochelle took to it.

Edith Walmsley just returned from a relaxing Bermudian cruise. *Benjamin Baer's* daughter Carol is graduating from high school this month.

Plant Operations—*John Welsh* now known as "the clean man". He has to take four hot baths a day as part of post-operative therapy. We welcome back *Jim Cashion*, following his brief service in the studio gendarmerie. While filing past the Coronation replica in the sunken plaza, *Tom Longmore* became merry by Coronation fever, stumbled over an outrider's leading lines, teetered into a yeoman of the Guard, and finally came to rest prostrate in front of the royal coach. Be-

yond a few superficial scratches, Tom was fortunately completely unharmed.

In case we forgot to mention it before, a big welcome back to *Dick Lerner* who is returning from a military leave. The IA stagehands' union was very well represented (as were we all) at the recent NBC dance at the Roosevelt. Among the guests were *Joe Kerrigan*, *Bill Cole*, *Roy Heck*, *Teddy Reisig*, *Don Reilly*, *Bill Day* and *Ray Rowland* and others. They all proved themselves as dancers, as well as prop-slingers. A good time was had by all!

Tad Danielewski's recent fellowship award to Johns Hopkins University has the entire office all askew. Congratulations flowed like champagne and we all can now say "we knew him when!"

Press—Welcome to *Barbara Simpson*, Press Receptionist—another pretty face to grace our place. Nice to have you aboard.

Auf wiedersehen and best wishes to *Hank Williams* who left us and vie gets to *John O'Keefe* who just returned from Germany.

Sy Friedman cruised back from Coronation festivities to fry burgers for the Press annual picnic. Dig that crazy mixed up befeater.

Radio Station Clearance and TV Sales Traffic — Now that our very

tanned *Bill Coldwell* has returned from his honeymoon in Bermuda he is settling down to a new job in TV and we sure do miss him as now we have no one to tease. Good luck *Bill*! *Agnes Stivale* is the first of the group to embark on her vacation. She will spend two weeks at the Jersey shore, and *Agnes*, you'd better come back with a good tan, or else! With all the heat in 418 our little turtle "ICGY" is managing to keep cool in his little pool. We all envy him because all we do is try and catch an occasional breeze from one of our many fans—and just think—summer is only beginning!

Later on this month *Genevieve Fahey* will go on her vacation, and like *Agnes*, she too is going to bask in the sun and will wear herself out trying to "make like *Florence Chadwick*." Watch out for those sharks, Gen! But have a wonderful time anyhow!

We all miss *John Udry* very much as his antics were a very important part of our daily procedures. *John* is now vacationing in Europe and from his last letter we are assured that he is having a magnificent time. By now, I am sure, he has seen ever play that is being staged in London. Before he left, the office gave him a wonderful party at the Hotel New Weston and at this party *John* was presented with our parting gift to him—a camera. *John Cramer* returned from his vacation—and guess where he went—NBC Hollywood and NBC Chicago! Hey, *John*, thought you said you were going to forget business and have a real vacation—your vacation sounded like a "busman's holiday" to us, but glad you had a good time.

Honey Teeter returned from her vacation in Florida looking just wonderful. She had a terrific tan and from all reports she had the expected "terrific time." Bermuda surely must be occupied mostly with NBC people, what with another one of our girls going to Elbow Beach for her honeymoon. *Joan Nelson* was married on June 7 and certainly was excited about her trip to Bermuda. The office gave her a place setting of sterling silver and she really was delighted. Have neglected to welcome our two new girls, *Chris Dyruff* and *Randy Clarke*. Hope you girls like working in our department.

Research and Planning—Vacation time in full swing even if the weather refuses to settle down. *Mary Elizabeth Bernard* (tch! such formality) took a week's vacation in early June to tour

New England and returned to us thoroughly invigorated with her travels. *Art Johnson* encountered more of the same wet stuff which greets us every time a weekend comes along on his two-week motor trip to Miami. That's a vacation? Welcome home anyway, *Art*.

On June 12, *Carol Burton* departed for the Canadian Rockies, leaving the whole department envious of her trip. Hope she has one wonderful time. We dined *Barbara Figliola* at *Ronnie's* on June 9, the occasion being her 19th birthday. Oh, the beautiful Longines wristwatch her parents gave her. A big "Howdy" to *Joyce Holter*, latest addition to our Research section. She arrived at NBC just in time to take in the Spring Dance. Here's one really for the books, compliments of *A. Whitney Rhodes*: What's a bigamist? Answer: An Italian fog. Do you need any help?

Apologies to all *Jaspers* at NBC for transplanting Manhattan College from The Bronx to Manhattan, which we did in the last issue of CHIMES.

Staging Services —

When NBC to the Roosevelt went dancing. Many 36th Streeters were there a-prancing.

Herb Lager, *Dan Levitt* and *Ernie White*. *Bill Schelberg*, *Don Shirley* — having a big night.

And *Cliff Stiegelbauer* and *Cass Ohrynowicz*. Were in there pitching with all their "kibitz". *Fred McAliece* and the brothers *McGarty*. Thought it was a whale of a party!

Roseann Walsh and *Virginia Beliso*. Didn't want the show to cease—*Vince Mallardi* was there for a final fling—The following week finds him a-reveille-ing.

Ed Rossi, *Bill Swift*, each with his guest. Had no qualms when they confessed: A good time was had, and had by all. At the Annual Spring NBC Ball.

Yes, *Vince Mallardi* left his place For a U. S. Army base . . . And *Robert Brush* took up exactly where *John Sullivan* left off in trucking for *Vince's* chair.

Dan Levitt has decided his wedding date Will be in Boston, Mass. on August 8.

Lee Tucker's wedding went off without flaw Her replacement selected: *Miss Betty Bagshaw*.

Station Relations — Congratulations to our new contact representative, *Bob Aaron*, on the birth of his first child, *Robert Francis, Jr.* Young *Bob* came along on Monday, May 25, at Columbia Presbyterian Medical Center, weighing in at 6 lbs., 7 oz. We're all sure he'll be a future swimming and diving champion, just like his old man.

Technical Operations—Stranded!!! One *Hank Scott*, one wife, one daughter, one son, one dog and four parrots. *Hank's* furniture is now in a neighbor's garage. It seems that he sold his old house and bought his new one too soon to move into. Will *Hank* be evicted? Will his parrots all fly away? Come to Room 501 for the conclusion of this month's exciting thriller.

Other exciting things are happening in TV Tech, too. Master Control Room's flying spot has finally been grounded. But who's relieving whom in MCR? Their two summer relief men, *William Miller*, and *William DeLannoy* just took summer vacations. This relief work must be a pretty good deal.

In Scheduling, *Ann Pacurar* spent her vacation in Florida, while her co-worker *Win Clegg* went North to Canada. These kids really want to get away from it all. Scheduling isn't all hard work, though. At 4:00 PM, while the girls are having coffee, *Tommy Thompson* enjoys his daily gumdrops. This serves as dessert after a daily lunch of apples and milk. If he doesn't cut out that diet soon, he'll just fade away, and so will I now, after reminding you to look at all our good news under *Births* and to pay special attention to the ad on Page 23.

Traffic—Trafficites and all his friends were most happy to welcome back *Jack Hilton* who had been on the sick list since March. *Jack* is still taking it easy, per Dr.'s orders, but just to see him back at the old stand has made everyone happy.

H. A. Woodman, Traffic manager, motored to Lewiston, Maine, to attend a reunion of his old classmates at *Bates*, many of whom he hadn't seen since graduation. Anyone requiring golf lessons, please see Traffic Operations' champ, *Charley Mangano*!

We were all happy to hear that *Alice Bakmazian Adanatzian*, formerly in the Communications Division, is now the proud mother of a bouncing baby boy. Congratulations, *Alice*!

Staff Administration

Air Conditioning—*Bob Acton* has hung up his civilian clothes in favor of the olive drab. He went into the army on May 28th. *John Gilchrist* will soon be joining Bob as he has his notice to report for duty on June 23rd. We wish them both "Good Luck".

John Gregory is expected back in the department very shortly. John is back in the "States" after serving with the army in Korea and he will be discharged soon.

Bob Fyffe is off to Greene County, N.Y. for his vacation and *Graham Snediker* spent his vacation touring through Virginia and Tennessee. His luggage consisted of one small duffle bag, a large tackle box and a fishing rod. *Walter Carr* is back from Florida with a wonderful tan to show for his two weeks in Miami. *Harold Pietsch* spent his time in Vermont and has a case of maple syrup to prove it.

Newcomer to the department is *Arthur Mavrich*. Art is stationed at the Center theatre and we bid him "Welcome".

Continuity Acceptance Department—*Dottie McBride*, tanned and healthy, is back at her desk after a motor trip out to Florida. Ditto "*Wij*" *Smith*, who went to see his daughter Georgia graduate from Wheaton College, and then spent a week at Cape Cod. *Kay Henderson* is back, in body at least, but still starry-eyed after witnessing the Coronation procession from a vantage point on Regent Street. After Sir Winston Churchill's carriage got to where she was hanging out the window, he put his head out of the carriage, looked up, and gave his famous V for Victory sign!

Controllers—Welcome to *Dorothy Alexander* who was transferred to the Regular Payroll Division from the Artists Payroll. *Catherine Pepe* and *Edith Louche* returned from their vacations with such suntans — they should live and be well, but I sure envy such color! By this time in July the entire Payroll Division from the RKO Bldg. will move to the 15th floor of the RCA Bldg. This we like. Our sincere congratulations to *Arthur Garbade*, recently made Controller of Staff Central Controllers.

Duplicating—It's been quite a while since the Duplicating Column appeared in CHIMES so we'll try to catch up the Who's Who of 502.

Former duplicator *Bob Amante*, now with Uncle Sam, writes us that he may go to OCS. And *Bill Garvey* is now going through Basic at Camp Drum, N.Y.

Don Gogarty is planning quite a vacation. Flying to California, then to Mexico. Eager young duplicators recently added to the fold include *Jim Plock*, *Wally Boden*, *Dave Muster* and *Sheldon Pitnik*, the latter coming to 502 from the Mailroom.

Tom Leonard is the proud Papa of a son, Michael.

General Service—Ozone Park, L.I., had an exclusive the night of June 9th when the town was not only sprinkled with heavy rains, during which the sun shone brightly, but also with nickel-size hailstones. Yours truly found a very unconvinced audience the following morning in room 553 until later in the day when *Mike Scarola*, also an Ozone Park resident, substantiated the fact having made it a point to have both of his small sons witness the phenomenon.

Welcome mat out for patrolmen: *Frank Conway*, *Joe Sheehan*, *Emanuel Phillips*, *Phil Horgan*, *Tom Meagher*, *Alex Swenson*, *John Euh* and *Clarence Monsees*; Maintenance Man *Chester Toulson*; Electrician *Frank O'Brien*; Carpenter *Howard Scharpf*; and telephone operators *Margherita Lanzisera* and *Mary Herrmann*.

Good to see *Dan Kelley* back looking very well after his successful bout with the pneumonia bug.

Never know who's watching! Proof — a stranger entered room 553 on the morning of June 1st, pleasantly inquiring as to the species of a potted plant on one of the desks. The following day the stranger returned with a slip of a spider plant, instructions on how to make it grow, and hoping it would be as graciously accepted as offered — which it was. Curiosity prompted my inquiring whence the stranger came only to be informed, to my utter amazement, she had been watching me pass her desk in the Western Union booth on the concourse for a long time and now, having spoken, would appreciate my friendship. Just proves it always pays to put your best foot forward — you never know who's watching!

From the numerous pictures on the walls of Messrs. Monahan and Clancy's offices one would never suspect these two of being ardent dog and ship lovers, but never!

Personnel—This month the Personnel Department bids farewell to *Ernest de la Ossa* who is leaving us to accomplish many more good things for NBC as general manager of WNBC-T. We all extended our congratulations to him at his farewell party at the Hotel Dorset on June 11, but we sincerely want to say again — "congratulations and the best of luck always from all your friends in Personnel."

A big welcome to our two new records clerks, *Pat Mitchell* and *Electra Slominsky*.

(EDITOR'S NOTE: The correspondent from Personnel neglected to mention that a member of that department was elected by her fellow employees as "New York's Miss NBC" in the recent contest. Might be it was omitted because the correspondent and Miss NBC are one and the same girl—our beautiful *Ruthie Johnson*. Congratulations, Ruthie, from all of us in Personnel. No award was ever more fully deserved.)

Stenographic — Lucky *Margaret Leonard* has gone west to sunny California on her vacation and is having a wonderful time touring THE (loyal Californians please take note) STATE, seeing all the interesting sights that state has to offer. P.S. We won't see any pictures because she left the camera home.

Another of our number, *Irene Sniffin*, is also enjoying the rest and comfort of vacation life this week.

Much hustle and bustle has been going on in Stenographic since June is the month for wedding bells. *Joanne Clemments*, *Irene Sniffin*, *Mary Tallon*, *Audrie Baker*, *Helen Wilson*, and *Peggy McGrath* have been involved in one or more weddings. Regardless of all the hysterical chit chat of worries about tripping, forgetting to do important things, not having flowers delivered on time, etcetera . . . all the affairs have gone off smoothly and "a good time was had by all".

And of course, in Stenographic we have the event of *Helene Canale's* wedding June 20 which has made us all very happy. We all extend best wishes to *Helene* and *Jack O'Malley* for a long and joyful married life.

Staff Engineering

Audio-Video would like to welcome its new group of secretaries — *Ann Bartok*, *Beverly Berman* and *Gloria Eaton*. Good luck, girls.

The Model Shop welcomed *Bob Ellis* to their group as a replacement for *Bill McMurray*. Good luck to you, Bob.

Peg Conroy just ain't been the same since the arrival of her shiny new 1953 Chevrolet "Queen Elizabeth II." Hope she always takes you where you want to go.

Dolores Taylor of Development and *Peggy Keeley* of Technical Services both enjoyed their vacations in Florida.

Lloyd (Cover Boy of the June issue of CHIMES) *Clark* has gallantly withstood the strain of autographing copies of CHIMES. Any Hollywood contracts yet, *Lloyd*?

Film Division

Administration, Production and Sales—The film salesmen have a complaint, according to *Bill Grainger* . . . everyone else who so much as goes away for a week-end gets their name in this publication while the poor, neglected salesmen who travel all the time never get a mention. Alright, Mr. Grainger, there is your mention! (he's a good salesman so we like to humor him). Another salesman, *Jim Fuchs*, had a wisdom tooth out and felt so ill he had to take himself home to the Stork Club to recuperate . . . poor soul. Of course, it's not surprising the film salesmen aren't as happy as they should be . . . it seems they have an attractive secretary (called Sam for short) in their office who gets so upset with them she kicks them in the shins . . . little rough on salesmen.

Peggy Keller Gaither, film sales secretary, proved to be a traitor to NBC . . . she married an engineer from ABC and spent two weeks in Miami Beach. *Grace Johnson* proved her loyalty, however, and married *Cal Wheeler* in Network Controllers . . . but she got her two weeks in Florida, too.

Lots of people in the division are vacationing right about now. . . *Jack Cron* spent two weeks in Massachusetts as did *Beulah Jarvis*; *Dottie Schmidt* had a week's vacation at a dude ranch in the Adirondacks and *Marjorie Bandman* had a thoroughly enjoyable time sightseeing in the Kentucky Bluegrass region for two weeks. *Irene Fall* recently attended a "Bon Voyage" dinner for one of her friends leaving for Europe with the Martin & Lewis company . . . one guess who was there.

Jackie Bloch is contemplating a short hair-do these days . . . careful, Jackie, remember what happened to Samson. Belated greetings to *Anne De Rose*

formerly in the Film Library in her new position as secretary to *Iris Morelli* . . . and speaking of *Iris*, a recent poll has brought forth the fact that she is just about the busiest woman at NBC. *Carolyn Granzow* was temporarily held up in the business of moving into her new home in Roslyn . . . three little kittens had moved in ahead of her and, after all, possession is nine-tenths of the law.

NBC Engagements

Betty Lou Meinken to Harold Whittenberry, both Chicago
Helen DeBolt, New York, to Arthur Holmlund

NBC Births

To Win Uebels, Chicago, a daughter, Diane Rose
To Paul Hemptens, Chicago, a daughter, Jeanne Louise
To Don Trizzinos, N.Y., a daughter, June
To Howie Schumachers, N.Y., a daughter, Kathleen
To Bob Bullocks, N.Y., a son
To Jack McBrains, N.Y., a daughter
To John Rossillis, N.Y., a son, John Vincent
To Pete Petersons, N.Y., a son, Gary Edward
To Herb Oxmans, N.Y., a son, Alan Gary
To John Morcos, N.Y., a son, John Francis
To Donald Stixes, N.Y., a son, John Louis
To Bob Aarons, N.Y., a son, Robert Francis, Jr.
To Bob Sarons, N. Y., a son, Clifford

Bargain Counter

For Sale: Four automobile tires U.S. Royal, all black, 670-15. Only 4500 miles wear. Good price, Call Gloria Swett, Ext. 284. N.Y.

For Sale: Ranch-type house in Chappaqua, Westchester. Two years old, excellent commutation, fine school, with bus service seven rooms, fireplace, garden, garage, automatic oil heat and hot water, complete electric kitchen, many extras, ¼ mile to station and village, ¼ acre, \$21,500 from owner, Call Austin O. Huhn, Ext. 372. N.Y.

For Sale: 1947 Packard "Clipper" for \$350. Call Herb Broetz, Ext. 8835. N.Y.

For Sale: 2-family duplex house. One apartment with 3 rooms, 1½ bath; other with 6 rooms and bath. Separate cellars, separate oil steam heating systems, 2-car garage, 100 by 150 plot, in East Northport, L.I. 1 mile from RR station and shopping center, 10 minutes from school newly decorated, fruit trees on property. Asking \$14,000. Call Alys Reese, Ext. 8211. N.Y.

For Sublet: 2½-room apartment with all utilities, including kitchen with bar. Good for 3 people. On West 88th St. near Central Park West in New York. Rent subways. For sublet from July 1. Call Marilyn Rosenberg, Ext. 326. N.Y. or Doris Braverman, Ext. 8777. N.Y.

For Sale: 6-room wood frame house, 1½ stories, 50 ft. by 125 ft. lot. White Plains area, ready for Sept. 1 occupancy. Asking \$15,000. Owner: Bill Fahsing, Call Ext. 8513. N.Y. or go to Room 591, RCA Bldg. and ask for Bill.

For Sale: Seven beautiful fawn boxer pups, eight weeks old. Sire, Champion Rojo Impressario; out of Fawn Sheen, a four ribbon winner at Darton and White Plains. Reasonable prices. Call Milt Williams, Ext. 623. N.Y.

NBC Marriages

Bob Manami, Chicago, to Shizuko Tashima
Mark Roberts, Chicago, to Audrey von Clem
Allan Craig Curtis, Hollywood, to Suzanne Wallschlaeger
Andy Mitchell, New York, to Miss Morris Tom Gallagher, New York, to Geraldine Thomas

Technical Operations

(Continued from page 9)

that provide the background music for our programs. Sometimes the music is the theme for a show, that opens loud and strong and fades away as a voice comes on, or it may be a drum roll, or a trumpet blast, extracted from a long record, that is a key effect in a show. Or it may be subtle mood music, of which the listener is barely aware, to give an impression of haste, or impending disaster. It is startling to a layman to find that a dramatic show may use 30 to 50 records in the course of the program. It would only be if that background music were dropped that the listener would vaguely become aware that the program seemed "dead." An additional audio function is required when a studio audience is present, and a public address system operator is there to make sure they hear what is going on.

The function of the cameramen is fairly obvious. On the average show, there are three cameras, two on pedestals, which are movable, but are more often restricted to stationary shots. The other camera is mounted on a dolly and therefore is highly mobile, and is used for dramatic sweep-in close-ups.

Another figure unknown at NBC before the advent of television is the lighting director. His work is primarily before the actual show, plotting the use of the big Klieg lights, but even during the program, he must be on hand, always correcting and readjusting. In film studios the set-up of personnel is essentially the same, except that the people on the floor, cameramen, boom operators, are gone, and film projectionists there instead.

The men who maintain NBC's technical facilities must be at the same time highly skilled in specialized vacuum tube, motor and power work and also jack-of-all trades who can fix a flat tire on a boom mike pram. Their work never really ceases, because they are not only continually maintaining, repairing and modifying equipment, but they also investigate and compile data on equipment performance.



Johnny Andrews



Karl Bates



Paul Bedford



Bob Bauwsma



Joe Bova



Gloria Brown

These are Cleveland's
best known
radio and television
personalities



Maggi Byrne



Ken Coleman



Lawson Deming



Joe Portaro



Gordon Ward



Tom Field



Joe Finan



Mildred Funnell



Marjorie Harm



Tom Haley



Cy Kelly



Henry Levine



Jackie Lynn



Tom Manning



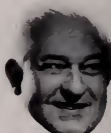
Jay Miltner



Joe Mulvihill



Carl Reese



Glenn Rowell



Lorenzo Simonetti



Bill Tompkins



Edward Wallace



Marion Resch

WTAM • WNBK
Your Community Stations