

CHAINBREAK

CENTRAL DIVISION, NATIONAL BROADCASTING COMPANY, CHICAGO



August
1949

CHAINBREAK

PUBLISHED MONTHLY BY AND FOR THE EMPLOYEES OF THE
CENTRAL DIVISION OF THE NATIONAL BROADCASTING COMPANY,
222 WEST NORTH BANK DRIVE, CHICAGO 54. ILLINOIS

AUGUST 1949

VOL. 4 NO. 5

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A Memo From The Boss

To: NBC Chicago Employees

From: Niles Trammell

Sometimes broadcasting is referred to as an art, sometimes as a science, and at other times as a business. But from the viewpoint of one who earns a living in broadcasting, it is first and foremost a profession.

In the early days, radio was a happy hunting-ground for the gifted amateur. We had amateur talent, amateur salesmen and amateur station operators. They were amateurs, not in the sense that they did not take money for their services, but in the sense that they relied on inspiration and hunches to bring them success.

Nobody was to blame for that-- it was a natural situation in a new and unexplored enterprise. Knowledge comes from experience-- your own or somebody else's. But in a field where there was no experience to draw upon, the only way to learn was by the trial-and-error process.

Things are different now. The accumulated experience of broadcasters is a vast textbook for the guidance of the industry. Program results and sales results and station results are studied and chartered by scientific methods.

There still is plenty of room for inspired thinking in broadcasting, and particularly in the new field of television, but it must be inspiration based on exact knowledge and a methodical survey of available data. One reason television is going ahead at a faster rate than radio did in a comparable period is

(Continued on Page 13)

OUR COVER

It is said there are two sides to every story and here is proof that the same applies to some pictures. Elsie Jatzcak, traffic, as a typical Chicago bathing beauty uses an age-old method of testing her admirers. The other side of the picture is on the back cover.

Chicago Trade Winds

Something of an innovation in network radio advertising was chalked up recently with the Brown and Williamson Tobacco renewal of the People Are Funny time spot on the full NBC net. In addition to

ordering the Tuesday night spot on 161-plus NBC stations, the client ordered another half-hour on Saturday mornings on 17 of these same stations for a repeat airing of People Are Funny, which means those stations will carry the show twice. B and W hopes to reach an entirely new and different audience on the Saturday a.m. repeat, and if successful, this might establish a pattern other advertisers will follow.

Heavy spot business and new and renewal orders for over five-hours weekly on Station WMAQ has lead the way out of the summer business doldrums. Time renewals included Longines-Wittnauer, Carson Pirie Scott, and Wilson and Company. New-comers were Kyron Foundation, for a quarter-hour five-a-week; Iowa Soap, five-minute news, four-a-week; Continental Soap, for 15 minutes three-a-week, and Turner Brothers Clothing, which will sponsor Kup's Column of the Air, with Sun-Times columnist Irv Kupcicnet, on Sundays at 10:30 p.m. starting September 11.

Free samples yet! To salute the debut of the Hoberg Paper Mills as a WMAQ spot client,

Hal Smith's station promotion staff included a sheet of Charmin cleansing tissue in each of 11,000 copies of the Q retail drug and food monthly bulletins.

Smilin Ed McConnell and his Buster Brown Gang begin their fifth year of sponsorship by the Brown Shoe Company on August 27 with another 52-week renewal of the show...Mars, Inc., has bought a quarter-hour portion on Mondays of the Howdy Doody Show on NBC TV...Lassie's bark is an NBC radio exclusive again, with Red Heart Dog Food picking up the tab for the Saturday show for another year. Incidentally, if Eddie Cantor were following Lassie, would it be a wag tailing the dog?

STRAWS IN THE WIND--Sylvester (Pat) Weaver, Jr., formerly of Young and Rubicam, has joined NBC as vee-pee in charge of TV...Ethel Merman is starring in her own new NBC comedy show on Sundays...NBC's video net will carry all championship ring bouts from Madison Square Garden starting in September with Gillette Safety Razor sponsoring...Light's Out has returned to NBC television on Tuesday nights.

CHAINBREAK

Yes, It Was Another Big NBC Outing; Wiley Wins 1949 Golf Championship

Some 225 NBC Chicagoans helped send another NBC AA outing into glorious oblivion on August 2 when they gathered at the Medinah Country Club for a full day and evening of fun from swimming to samba-ing.

The weatherman gave his closest cooperation and all events went off as scheduled under the general chairmanship of Steve Roche, AA president.

Ernie Wiley, violinist, became the new NBC Chicago golf champion when he carded a low gross score of 78 and became the first holder of the new Showerman Golf Trophy, put into competition this year for the first time. He also picked up a pair of golf shoes and socks.

John Whalley was second with an 84 and won a shirt and six golf balls and Jules Herbuveaux finished third with 85. He won a dozen golf balls. Blind bogey winner was Elmer Kaniuk, another one of Joe Gallicchio's boys. Charles Mountain, announcer, won golf shoes and socks by finishing first in low net scoring. Al Schroder was awarded a shirt and half-dozen golf balls for second low net and Neil Murphy won a dozen golf balls for third low net score.

Booby prizes went to Ken Nelson for high gross score, rumored to be closer to 200 than 150 for 18 holes, and Vern Heeren for high net score. Each received three golf balls in consolation.

Justie Eckersley led the women golfers with low gross of 122 and collected a pair of golf shoes. Second low gross was scored by Vivian Martin, who won sweater and socks, and high gross consolation prize of three golf balls went to Jimmie Jennings.

A special prize of three golf balls and a golf instruction book went to Betty Lou Meinken who turned in the highest score on any one hole for all golfers--an 18 on number 10.

The golf prizes were presented

by second-placer Whalley and Herbuveaux presided at the awarding of the door prizes which included:

A radio to George Heinemann, a television-type fellow; an electric mixer to Vern Mills; engineering; and an electric coffee-maker to singer Jack Haskell; an automatic toaster to Frank DeRosa, general office; a shoe-shining outfit to Robert Guilbert, continuity; a mirror to Helen Carey, program; a power light to R.C. Leite, tape-recording engineer; a walkie-talkie to Ed Cerny, transcription production; an iron to Jean Hohmeier, general office; a raincoat to Ed Terlikowski, platter-turner; a raincoat to Jim Hurlbut, the Reporter-at-Large ace; a knife set to Mildred Murphy, recording; a power light to Ralph Brooks, engineering; a

(Continued on Page 5)



Ernie Wiley, (left) violinist, officially becomes NBC Chicago golf champion for 1949 when he receives the Showerman Golf Trophy from John Whalley. (Other outing pictures on pages 8 and 9.)

Fourth NBC Chicago TV Studio Is Placed in Regular Service

The fourth NBC Chicago television studio was placed into service on August 8 when Kukla, Fran and Ollie returned to the air. The studio--DD--is located on the southwest corner of the 19th floor and is headquarters for the popular puppet program.

The new, specially-designed 38 by 14 foot studio and its associate control room has been equipped with the most modern lighting and engineering equipment available. Control room equipment formerly used in the temporary control room setup of Studio A has been permanently installed in the new studio. Two cameras have been assigned to the studio.

In addition to the studio space, a suite of three offices, a reception room and storage vaults are provided for use by

Burr Tillstrom, bossman of Kukla, Fran and Ollie; his production staff, and NBC engineering personnel.

A Couple of Gregorys Born to NBC Employees

A pair of lads named Gregory are newest members of NBC Chicago families.

Gregory Arnold Uhles was born on July 7 to Mr. and Mrs. Glenn Uhles (he's day supervisor of guest relations), and John McPartlin, TV salesman, and Mrs. McPartlin announced the arrival of Gregory Michael McPartlin, their fourth child, on June 30.

Miss Waller Finds French Lead British in Postwar Recovery

France is rapidly returning to prewar standards of living but England, where austerity is the order of the day, has made only slight progress in its comeback. Waller, director of public affairs and education for the NBC Central Division, who returned recently from overseas where she represented the United States at a UNESCO conference on educational broadcasting. That is the observation of Judith

Miss Waller reported that food is excellent and plentiful in France, and at prices comparable to this country. This is in direct contrast with conditions in England where meat, butter, tea and sugar are still rationed and all foods are high in price. She added that British restaurants, catering to the tourist trade, offer complete menus but that the shortages are acute in supplying the family table.

Rates at the smaller hotels in Paris are quite inexpensive, Miss Waller reports. She stayed at the Miami Hotel, near UNESCO House, where the charge was under \$3 a day and included full service. She reports adequate dinners could be purchased for from \$2 to \$4 per plate.

Clothing proved to be a different story, however. Prices are much higher in comparison with those in the U.S. She recalls that house dresses, selling here for \$5 to \$7.50 cost \$25 in Paris. Better dresses, made to order on purchase from the leading stores, cost more than \$200 apiece and hats range from \$40 to \$60.

"As a result," Miss Waller says, "the average Parisian looks shabby but the children are smartly dressed, indicating that any money available for family clothing is spent on the youngsters."

Another of Miss Waller's recollections of her visit to Paris is the speed and recklessness of French motorists and bicyclists. "If a pedestrian is hit by either," she reports, "it's his fault."

Miss Waller spent a week in London, visiting the British

Broadcasting Corporation, and friends there. "One hesitates to accept dinner invitations," she said, "because of the food shortages but still you can't embarrass the hostess by refusing." Fish, although extremely high in price, seems to be the main fare.

Miss Waller said that clothing prices are slightly less in London than in Paris but a 100 per cent purchase tax is levied by England against every article of clothing from socks to hats, with the exception of a few designated as utility garments. Tourists can avoid paying the tax by having purchases sent directly to the ship on which they are returning home.

France escaped serious bomb damage during the war except for the northern areas where the Allies launched their invasion, but Miss Waller reports that the sight of postwar London is heartbreaking to anyone who knew the city before the German bombers came. While buildings are down in all sections of the metropolis, the business district known as "The City" is completely destroyed except for St. Paul's Cathedral which rises in the midst of the wrecked area. It suffered only one bomb hit during the war.

In addition to the demolished buildings, which Miss Waller expects will not be replaced for many years, the bombings left Londoners with a horticultural mystery. A purple flower, entirely strange to the area and whose identity has not been determined, has started growing and blooming over the bombed-out sections. She said Londoners speculate it is from seeds that lay dormant in the ground from the days of the Roman occupation and were brought to the surface by Nazi bombs.

FM AND ADVERTISING TOPICS OF ADDITIONS TO EMPLOYEE LIBRARY

Books on frequency modulation broadcasting and advertising are included in the most recent additions to the NBC Chicago employee library, according to Ruth Pashley, librarian.

The new books include:

"Frequency Modulation," by Nathan Marchand; "Practical Advertising," by Harry P. Bridge; "Social Class in America," by W. Lloyd Warner, Marcia Meeker and Kenneth Eels; "Antenna Manual," by Woodrow Smith; "English Grammar Simplified," by James C. Fernald; "Your Creative Power," by Alex Osborn; "Teaching Through Radio," by William B. Levenson, and "Radio Handbook," compiled by Editors and Publishers.



Norm Frank, program traffic, became a member of the NBC family in February 1947. He was transferred to traffic after about five months in the mailroom. Norm served 18 months in the Navy after graduating from Kelvin Park High School, is married and has a six-months-old daughter. When he's not trafficking in programs, Norm likes to shoulder a shotgun and head for the tall timber for a spot of hunting.

225 Frolic at Annual NBC Outing; Ernie Wiley Takes Honors in Golf

(Continued From Page 3)

pencil set to Les Washburn, engineering; a cigaret lighter to Ed Berg, mail and messenger; a pencil set to Mary Kaye O'Brien, communications; an iron to Paul Visser, agriculture; an electric clock to Joe Goodman, musician; a set of dishes to C.P. Lonie, television engineering, and an iron to Roy Graham, drummer. A number of the door prizes were donated by Tommy Bartlett and his Welcome Travelers program.

Another of the day's highlights was the annual softball game in which the team led by Rudi Neubauer scored a 12 to 4 triumph over Leonard Anderson's men. The winners' attack was paced by DeRosa, Harry Hellberg, Howard Cilke and Neubauer. Art Van Danne homered for the losers.

Dancing, to the music of Bill Brewer and his orchestra, topped

the day's activities. A musical highlight of the evening was vocal program appearances with the band by Maurie Streitmatter, music library; Barbara Gleich, national spot sales; James White, communications; Elsie Jatczak, traffic, and Ken Nelson, production.

In addition to Roche, the outing committee included Richard Wehrheim, Mary Clancy, Miss Jennings, Chet Campbell, Howdee Meyers, Bob Carman and Laura Skidmore.

Fibber McGee: This room is cold, and I know why. It's that weather-stripping I bought for the front door that makes the draft under there.

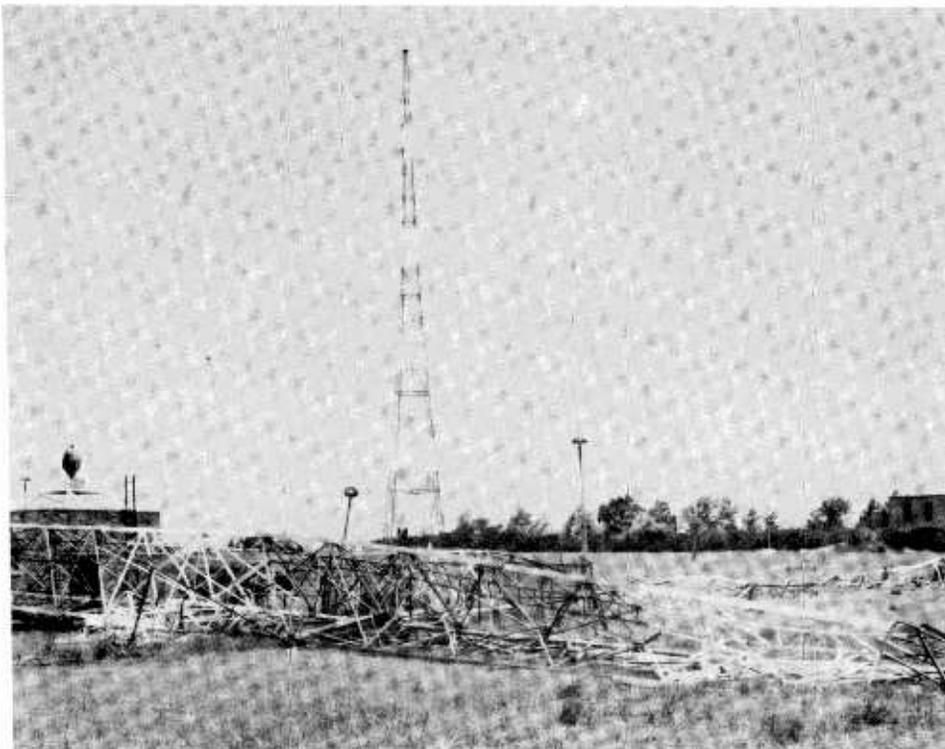
Molly: How on earth can the weather-stripping make it drafty?

Fibber: By being down in the basement where I left it when I bought it the summer before.



- | | |
|-----------|--|
| August | 1--Mary Geahos |
| | 2--Stanley Strausburg |
| | 3--Paul McCluer |
| | 4--Frank Fruzyna |
| | 5--Norman Frank
Neil Murphy |
| | 6--George Creech
Harold Smith |
| | 12--Lillian Fertig |
| | 13--Thomas Horan
Pete Roski |
| | 15--Robert Banner
Patricia Tucker
Ed Bernheim
John Katulick |
| | 17--Robert Becker
Thomas Bowles
John Martin
Howard Newbouer |
| | 18--Mirth Durbahn
Eugene Preston |
| | 19--A. W. Kaney |
| | 20--Tom Duggan |
| | 22--James Leahy
Joan Mulloy
Mary Kaye O'Brien |
| | 23--Bea Koujourian |
| | 24--Steve Hasmonek |
| | 25--Lenore Berner |
| | 27--Jack Ryan
Arthur Hacker |
| | 28--Al Osterhoff |
| | 29--Mary Kelly |
| | 31--Mildred Verheyen |
| September | 1--George Diefenderfer |
| | 3--Mike Eisenmenger |
| | 5--Arnold Johnson
Howard Luttgens |
| | 5--Gus Lindholm |
| | 9--Lynwood King |
| | 11--Bea Curran |
| | 12--Dolores Figiel
Roy Holm |
| | 14--John Wehrheim |
| | 15--Marie Barts |
| | 16--Chet Campbell
Ray Limberg
Bill Reilly |
| | 17--Aryl Aldred
Olga Ladene
William Meyer |
| | 18--Art Hjorth |
| | 19--Marshall Head
Robert Leite
Walter Lester
Don Marcotte
Frank Ulrich |

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This is what remained of the main antenna tower at the Station WMAQ transmitter after the big wind of June 23. The emergency tower which put the station back on the air in a minute and a half can be seen in the background. NBC has filed an application with the Federal Communications Commission to erect an 800-foot tower to replace the one toppled by the wind squall.

MAKE WAY FOR THE WILLIAMSBURG AND PATTYSBURG EXPRESS!

Bill Healion Turns Home Into Model Railroad Yard

All aboard for the Williamsburg and Pattysburg railway! Of course, if you're over a half-inch tall, you may find the Pullman slightly cramped, for this tiny four-mile (at a scale of a 10th of an inch to the foot) railroad runs over a four by eight-foot layout in the basement of Bill Healion's south side home.

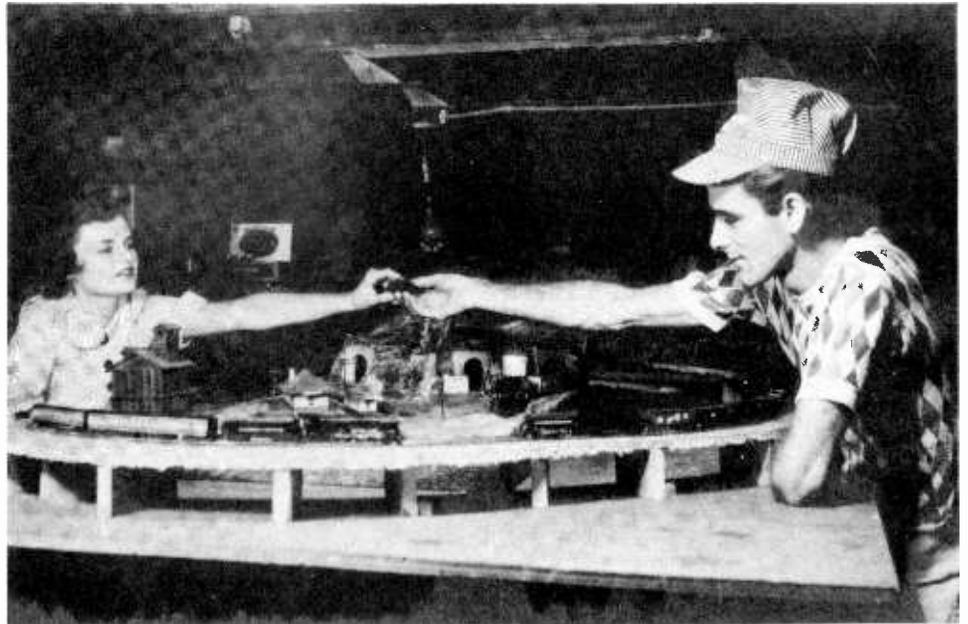
Bill, NBC Chicago television art boss, who's been miniature railroading since he was 15 years old, is busy these evenings building his third tiny railroad empire. When complete it will have a snow-capped mountain, the thriving city of Pattysville, double-track mainline, branch lines, yards and workshops for the rolling stock of the W and P.

He got the minnie railroad bug one day when he went into a hobby shop seeking equipment for his model boat hobby, and instead walked out with a model locomotive kit, abandoning a seafaring career. Because the kit contained only the wheels and locomotive engine, Bill commandeered tomato cans from the pantry and wire and paint from his dad's workbench to build the superstructure.

Then the hobby was relatively unknown in America, having originated in Germany and England. But today, the U.S. has taken the lead in model railroading, and anyone with a few bucks and passable ability with a screw driver and pliers, can buy a kit and set himself up in business. The trend is toward a smaller and smaller scale of model, so even the renter of a one-room kitchenette can run his own road.

To prove this point, at a recent hobby show in Chicago Bill exhibited a complete miniature railroad--with a mountain already!--on a 20 by 30-inch board, which is even smaller than a card table.

But back to the W and P. It's named after Bill and his wife, Patty. The scale is TT--aforementioned 10th of an inch



Bill Healion and his chief assistant, Mrs. Healion, never cease making improvements in their model railway system.

to a foot, which means that a 40-foot freight car is reduced to a four-inch model. The tracks are about a half-inch apart. TT scale is the smallest used in America today, but the Italians have developed a tiny gauge with the tracks one-quarter inch apart!

Pattysville will be a division point on the W and P, with yards, depot, turntable, and an engine terminal modelled after the Wabash railway's terminal at North Kansas City, Mo. The streets of the town will be lit by tiny street lamps, and warning lights will flash and guard gates snap down when engineer Healion sends the streamliner whistling through.

There are five engines in service now, including two powerful switch locomotives and a diesel. In work in the W and P shops is a faithful reproduction of the Union Pacific's "Big Bby," a 16-drive wheel mountain climber now awing crowds at the Railroad Fair. There is a set of seven gleaming streamline passenger cars, 35 freight cars, and two oldtime wooden coaches which will see service on a branch line--the Cripple Creek and Tin Cup, with

apologies to the Railroad Fair.

The central control panel, where Healion will don his peaked engineer's cap (a model railroader won't throw a switch without one), electrically manipulates the trains, automatic car coupling devices, block signals and switches. It's verboten to touch the equipment while operating the line, and if things get fouled up down in the yards, no fair picking up a string of freight cars and setting them on another track!

A serious business, this model railroading. The hobbyists strive for realism, not only in their equipment but in the system. The railroader who has a serious crackup on his line finds himself in disgrace with the fraternity. Bill points out that the model road isn't "just a Christmas tree layout," but that every length of track, every switch and signal is located according to a realistic and logical plan.

Trains run on schedule and at a proper scale speed. Bill will be able to run as many as four trains at a time on his system, and it takes some deft handling

(Continued on Page 13)

The seeds sown by those vacation folders that have been floating in and out of desks of nineteenth floor habitués really brought on a heavy crop of holiday-bound NBC folks in recent weeks. Packing and unpacking called for many man-hours of labor but everyone reports it well worth the effort as they checked back from jaunts to almost every section of the U.S.A. Rhita Dhu Wray, the TV makeup artist, took one of those postman's holidays by participating in summer stock at the Putnam County Playhouse in Mahopoc, N.Y.

- O -

Gail McCosh, continuity, vacationed at Lake Delavan, Wis., listening to her husband and fellow musicians serenade the dancing fraternity...Parker Gibbs, production, went all the way up to Canada for some fishing...Louise Enright, announcers' gal Friday, visited spieler George Stone and wife in Grand Haven, Mich...Capt. Bill Rosee, 122nd Field Artillery, left behind the sounds



"Chainbreak's" special correspondent in Oradell, N. J., submitted this picture of Art Jacobson, NBC Central Division program manager, at the age of nine months, with his mother, as proof that "Arthur's expression (see July cover of "Chainbreak"), to say nothing of his disposition, has not changed since the picture was taken." The correspondent, one Frederick Arthur Jacobson, adds "even when the kid has been over a barrel it has never affected his spirits."

of marching men and pistol shots for some of the real thing on maneuvers with the Illinois National Guard at Camp McCoy, Wis. Jack Trudeau, building maintenance, had some of the same at the same place.

- O -

Bob Morton, transcription, took one of these home-and--holidays, landscaping his new Libertyville home, sailing on Crystal Lake and making a flying trip to Lakeside, O., for a concert appearance with a vocal quartet...Bill Ray, news boss, spent his three weeks catching up on all the golf he's missed in recent months.

- O -

Gale Swift, music department, hibernated at his summer home in Michigan, returning just in time for the big outing...Rosemary Kortas, central steno, visited a resort near Algonquin, Ill., on the Fox River...Dorothy Horton, production, one of the many who took a look at the Colorado mountains. Some of the others were Harry Ward, continuity, and his family, taking a look at the old home grounds...Helen Wentz Forbecker, transcription, took her comparatively new husband to Virginia to show him off to the home folks.

- O -

Tom Evans and Mike Eiserminger, both of sound, hied away to Indiana lakes...Isabelle Cooney, television, battled the mosquitoes and wood ticks for two weeks at Spooner, Wis., and Bill Hobin, also of TV, concentrated on gaining weight while loafing at Three Lakes, Wis...Bob Carman, continuity, also visited the folks in Wisconsin for a week...Bert Whaley, production, transported his fishing tackle to northern Minnesota with appropriate success...Sally Sharkey drove through Wyoming and the Black Hills of South Dakota.

Bea Curran left her TV scripts behind and joined Dolores Figiel, net sales, for a week of ice skating, tennis, swimming, golf and skiing at Sun Valley, Ida...Ted Mills, TV program boss, got as far away as New Hampshire, and Marcella Hein, also TV, just loafed around the Milwaukee homestead...Mary Loske, central steno, spent her holiday resting at her Glen Ellyn home and writing frantic letters to Macomb, Ill., in search of a room to rent when she enrolls in Western State Teachers College there next month.

- O -

Dorothy Masters, continuity, reports her mother much improved from serious injuries suffered in an auto accident near Iowa City last month while en route to Chicago to visit her daughter...Clint Youle and Len O'Connor of the newsroom and
 (Continued on Page 14)



Helen Murphy, cashier, and Duane Bogle, assistant TV producer, both of NBC Chicago, leaving the First Congregational Church in Whitewater, Wis., following their wedding on June 18.





"Baby, it's HOT outside!" and the denizens of the airconditioned 20th are seeking devious and diverse methods of keeping cool during those some 16 hours a day that they must desert the temperate zones and descend to Wells Street and warmer climes. F'r instance, Pete Roski, the guy who's responsible for those airconditioned breezes, went out to Yellowstone National Park to get some pointers from Mother Nature. Other vacation news from engineering is that Ralph Davis, recording super, went East; Wisconsin claimed Art Hjorth, Curt Pierce and Al Otto, while Lou Heiden, Dick Wehrheim, Howard Newbouer and Art Elkins headed to good fishing waters in Minnesota. Ed Holm was Tennessee-bound, Chuck Corliss sojourned in South Dakota and Vern Mills made a safari to California.

- O -

But the envy of all the engineers--and the rest of us, too--is Joe Rife, field boss, who got the nod to make a two-week flying tour of European sites where NBC's *Welcome Travelers* show is playing to American troops. Paris, Berlin, England, and Newfoundland were included on the itinerary.



Bill Connolly, sales promotion, and his bride, the former Cornelia Jones, of Miami, Fla., do the traditional honors at the reception following their marriage on April 29 in Miami.

Another fortunate one who was able to shove off from home shores was Ev Mitchell, who, with Mrs. Mitchell, made a trip up to Alaska, where Ev got a first-hand report on agriculture in the Northland. It's even tough to grow weeds up there, Ev says. No sooner back from there and he took off for Nebraska to address a group of farmers. Paul Visser, of agriculture, went down to Cincinnati to cover a Farm and Home Hour broadcast. Betty Ross, of public service, who has been tied up with the NBC-NU Institute most of the summer, headed for Daytona Beach, Fla., as soon as the closing bell rang.

- O -

Capital gains: A new fresh-off-the-assembly-line Buick for Ralph Brooks, of engineering; and for co-worker Roy Smith, a Chriscraft motor launch which Roy is rebuilding this summer for next year's capers at Fox Lake; and a diamond engagement ring for general office's Helen Grateful, from swain John Branda. No date set for the wedding. The military has claimed the services of two 20ites. Dave Kimble, of promotion, spent two weeks at Camp McCoy, Wis., with the 33rd Division of the Illinois National Guard, and Bob Otter, of guest relations, had two weeks active duty with the Marine Corps Reservists.

- O -

Nearby vacation spots claimed some of the general office force: Ruth Pashley to Michigan, Edith Partridge to Wisconsin, and Millie Verheyen to Quincy, Ill. Ditto network sales: Ruth Buttron, soaking sun at her family's new summer home at McHenry; Arnold Johnson to Michigan; Gene Hoge found weather good, fishing not so good at Hayward, Wis. and Jack Galbraith tried rod and reel in the same state. Jim McEdwards, strayed farther afield, travel-

ling to New York, where his daughters made their TV debut on the *Howdy Doody* show.

- O -

Barbara Gleich and Mary Frederick, of spot sales, week-ended in Springfield recently, where U. of I. fraternity men, not the state capitol, were the big attraction. Spot salesmen George Halleman and Howdee Meyers will head west on their vacations, but Mary Frederick and Bob Ewing spent theirs in respective back yards, and Lillian Wack hopped across the lake to Michigan. Scotty Keck and his wife headed east again this year, and New York City beckoned Don Sychowski, and Pat Tucker, of guest relations.

- O -

Familiar faces in new places: Glenn Uhles is now working the morning shift for *Welcome Travelers* over at the Hotel Sherman, and Peg Rothe and Mary

(Continued on Page 11)



Jack Ryan, NBC Chicago press boss, didn't like moving out of his former office any more than a certain mail order firm chief did a few years ago, so he received the same treatment at the hands of Howard Cilke (left) and Herman Hinkle, maintenance men, under orders from "Sgt." Jim Wehrheim.

DAN CUPID CHALKS UP SOME MORE VICTIMS

The sound of wedding bells and the scent of orange blossoms has permeated the atmosphere around two NBC Chicagoans recently, and is in the offing for a third.

Lillian Fertig, spot sales secretary, will be married to Richard Braun on August 27 at the Windermere East Hotel on the South Side. Another 18th floor habitant, Bill Brewer, spot salesman, was married to Virginia Sherman, of the 23rd floor's United Wallpaper, on July 23 at the home of the bride's aunt in Norwood Park.

George W. Schaffer, TV stage technician, and Frances Oliver, well-known character actress, currently appearing as the comedienne in "Wheels A-Rolling" at the Railroad Fair, were wed on April 28.

Twenty

(Continued From Page 10)

Bertacchini have set up the information department in the guest relations office. Information has an annex, too, handling the several hundred letters received every day asking for Welcome Travelers tix. Mary Riley, former ag secy, now doing the same in net sales, and Lulu Nebelsick has returned to the guide staff, replacing Ann Lawrence who resumes studies at Antioch College...Guide Joe Morton convalescing from a recent operation...Look-a-likes: John McPartlin and Howdy Doody!--well, that's what his children say!...Press chief Jack Ryan is pouring over timetables to schedule a forthcoming tour of a half-dozen Central Division cities on behalf of the fall promotion campaign...Franny Clark, press, recovering from painful attack of bursitis in her left arm.

Farmer: I got a very unusual chicken. I point my shotgun at her and she lays me an egg and a strip of bacon.

Dagwood: (Arthur Lake): A hen can't lay bacon.

Farmer: When you get a gun in your face, you'll find talents you never knew you had.

AUGUST

NBC VACATION ALBUM



What's a vacation without a camera, attest the above NBC Chicagoans, who return to their offices with pictorial records of good summertimes. Top left, Elsie Jatzcak and friend on Loveland (!), Colo., ranch; and right, Rosemary Kortas, sunning at the Recharge Resort on the Fox River. Center left, Bert Whaley with a Northern Minnesota catch, and at right, Parker Gibbs, ready to try Canadian waters. Bottom left, Jimmie Jennings and friend in New York, and right, Dorothy Masters, at Forest Lake, Wis.



KNOW YOUR PROGRAMS



As far as a very large segment of the television audience is concerned, the greatest stars in video came back on the air this month when Kukla, Fran and Ollie began a new season from brand-new Studio DD on the 19th floor of the Merchandise Mart.

Created by Burr Tillstrom, the man who works behind the scenes giving voices and life to the various little people, the show now is in its second year, having always ranked high in favor as a television feature. It is seen Mondays through Fridays from 5:00 to 6:30 p.m. over Station WNBQ and the entire NBC television network, sponsored by RCA Victor.

As most everyone who owns a television set knows, Kukla and Ollie are the top members of the Kuklapolitan troupe of puppets. Fran, the only "live" person in the show, is Fran Allison, a long-time radio favorite who has gained new honors in television.

Supporting stars are Clara Coe, Mercedes, Col. Cracky, Fletcher Rabbit, Buelah Witch and Cecil Bill. Any or all of them might be seen with Kukla, Fran and Ollie in any show, the theme of which usually isn't whipped up until the afternoon of the broadcast when Burr, Fran and Beulah Zachary, the producer, get together.

Burr is a 10-year veteran of television, having made his bow in 1939 under the aegis of RCA at the New York World's Fair. He was a puppeteer long before that; he made his first puppet when he was 14 years old. The Chicago Century of Progress Exposition, state fairs, vaudeville and night clubs eventually brought him to television and to Kukla, Fran and Ollie which bowed on Station WKBK (Chicago) on October 13, 1947.



Kukla (left) and Ollie (right) introduce Burr Tillstrom, their bossman, and Fran (Fran Allison).

77 STUDENTS RECEIVE FINAL CERTIFICATES AS INSTITUTE CLOSES

The seventh annual NBC-Northwestern University Summer Radio Institute passed into history on August 5 at a banquet in the Merchants and Manufacturers Club when certificates were presented to 77 students.

Judith Waller, director of public affairs and education for the NBC Central Division and a co-director of the Institute, made the presentations. I.E. Showerman, vice-president in charge of the NBC Central Division, addressed the group.

A full scholarship in recognition of outstanding work in the institute was awarded to Melvin Alpern, of Oklahoma City. Half scholarships were presented to George Arms, Manhattan, Kans.; Hugh Cordier, South Bend, Ind.; Catherine Dillon, St. Louis, and William G. Porter, Troy, N.Y.

Jimmy Durante: Men look shorter when they sit down these days--they're sitting on flat wallets.

Alumni Corner

Feminine ex-NBCites returned to the old halls in recent weeks to show off their offspring to fellow associates--and vice versa.

Henryta Roehler Oakes, Ted Schreyer's secretary way back when, stopped in with her youngsters, Robbie and Beth, during a vacation in the "North." They're making their home in Florida now.

Mary Maroney, who was Everett Mitchell's secretary until she met a Canadian student at the NBC-Northwestern University Summer Radio Institute--and married him--was here with her young daughter.

Mary Martini, formerly sales secretary, stopped in too-but she'd left her daughter home. Mary has been singing with a band, making the Twin Cities circuit for the most part.

News of the death of Betty Lou Simson Taylor reached us recently. She leaves two small children. And Laura Satterwhite Wicker's mother died after a short illness.

Edith Sperling, who formerly wrote pothooks for Jack Ryan, was married to Walter H. Glassner on July 10.

"JZ," 60-pound German shepherd dog who qualified as a loyal NBC employee by serving as a watch dog at the WMAQ transmitter during the war, and a member of the Jack Ryan family since his "retirement," died last month.

Ed Bailey and his wife, Jeanne Foote, who moved to the West Coast some time ago, are among those lucky ones who are in Europe in connection with Tommy Bartlett's Welcome Travelers show.

Peggy Shearer Raggil, former sales secretary, has a new daughter - Nancy Gay.

The NBC sound effects department has over 7,000 sound recordings in stock ready for instant use.



FOR SALE--Two piece blue mohair parlor set. Good condition. \$35. Call Rosemary Kortas, Ext. 309.



Bill Healion presents one of his favorite products of his model railroad workshop.

Bill Healion

(Continued From Page 6)

of the controls. He's realized profit from the hobby, too, by combining it with his artistic ability to draw up detailed construction instructions for a firm manufacturing TT kits.

And what does Mrs. Healion think about her husband's hobby? Well, the Williamsburg and Pattysville boasts one of the few female engineers in the business.

Memo

(Continued From Page 2)

that television has the benefit of everything that we have learned to do and not to do in radio.

We want enthusiasm and zest in our business, but the basic essential is the type of dependable skill and judgment that is characteristic of the professional in any line of endeavor. The "pro" may not be brilliant but his day-in, day-out performance is absolutely reliable. The key jobs in broadcasting go to the people who have professional competence and reliability.

AUGUST

On the Other Side of the Mike

Osborne Putnam Stearns, the Food Magician, was expected to be back behind a WMAQ--WMAQ-FM microphone on August 15, returned from a month-long tour of Europe in search of new material for his radio series.

Stearns flew to Europe via Air France and scheduled stops at Paris, Rome, Madrid, London, Luxembourg and occupied Germany. It was his first trip to the continent in 20 years.

Stearns' program continued during his absence with broadcasts recorded before his departure last month.

Another NBC Chicago traveler in Europe these days is Clifton Utley, the commentator, who left at the end of July for a six-week study tour. He was accompanied by his family and is due back on the air on September 25.

- O -

Gail Compton, proprietor of the Pet Shop television show on WNBQ, and Mrs. Compton announced the arrival of their third child, a son named Christopher, on July 10.

Which doesn't have anything to do with Gail's experience while watching the Shriner parade last month. While he was busy enjoying the affair, Gail felt a tap on his shoulder and looked around at a six-foot gentleman who introduced himself as Sgt. So-and-So of the pickpocket detail.

The officer asked Gail to step into the doorway of a nearby building and Compton was



Wedding bells rang on July 23 for Bill Brewer, NBC Chicago national spot salesman, and the former Virginia Sherman, of Norwood Park, Ill.

wondering how he would talk his way clear in the event he had been mistaken for some noted pickpocket when the sergeant asked him if he was Gail Compton of the Pet Shop.

Gail gulped yes and was only too happy to oblige when the officer asked Gail to help him pick out a puppy for his daughter.

- O -

THIS 'N' THAT: George C. Flynn, father of Bernardine Flynn, Sade of NBC's Vic and Sade, died on July 20 at the age of 75...Edna Odell, former NBC songstress, and her husband, Paul Higgins, are owners of a night club near Boulder Junction, Wis...Alma Platts, Don Gallagher, Herbert Newcomb and Leo Curley have been commuting to Indianapolis where they are making a movie, "Johnny Holiday"... Dave Garroway gifted Mayor Kennelly with a gold-plated RCA Victor recording by the Pied Pipers of "Gone to Chicago," a musical salute to the Railroad Fair and the 100th anniversary of the Chicago and North Western Railway...Chicago was host to Bob Trout and his Who Said That? radio-television program.



(Continued From Page 5)

- 20--Mary Lou Brennan
- Rita Dhu Wray
- 21--Duane Bogie
- 22--Maurie Streitmatter
- 23--Grant Hopperstad
- 24--Sterling Williams
- 25--Bill Brewer
- Phil Fortman
- 27--John Keys
- 29--Dorothy Masters
- Francis Nault
- Martha Reinecker
- Helen Wentz
- 30--Ray Freutel

NBC LOST TO U-NO-WHO AND NOW WE FORGET IT

The 1949 softball season never happened as far as the NBC Chicago team is concerned. This was decided after the July 30 game in which ABC scored a 9 to 6 victory in the annual grudge game between the two bitter rivals.

The loss left NBC in sixth place in the Merchandise Mart League with one game remaining to be played--on August 5.

The NBC crew earlier in the month had defeated Mart Motors, one of the league leaders, by the score of 5 to 4, and the Microfilm 10 of the Treasury Department, 21 to 20. A loss to the Toni Company team, 11 to 5, preceded the ABC debacle.

IT'S TIME TO SIGN UP FOR NBC AA BOWLING; SEASON OPENS SEPT. 5

Baseball, swimming, tennis and golf may be at their height of popularity these days, but plans already are well under way for the 1949-50 NBC Chicago AA bowling season which is set for a Labor Day opening, Monday, September 5, at 6:30 p.m.

Roy Smith, AA bowling chairman, and Dick Maslan, league secretary, have started organizing teams for the new season. Play this year will shift to the Lakeview bowling alleys, Clark and Belmont.

The League is open to all NBC employees and anyone wishing to participate is asked to fill out the blank printed below and send it to Maslan, mailroom supervisor, by Monday, August 22.

NBC AA BOWLING 1949 - 50

Yes, I want to join the NBC Chicago AA Bowling League for the 1949-50 season.

Name.....

Dept.....Ext.....

(Blanks must be sent to Dick Maslan, Mailroom, by Monday, August 22.)

With a single game remaining in the season, three teams--Mart Motors, ABC and Pullman--were tied for the league lead with seven wins in nine starts. The Merchandise Mart team was fourth with five wins and two losses and Mart Freight was fifth with a six and three record. The Toni Company, Alexander Smith, Kinkead, 18th Floor, Microfilm and Merchandise National Bank teams trailed NBC in that order.

With the one game remaining in the regular season, Ed Berg, third baseman, was well on the way to taking hitting honors for the NBC team with an average of .625. He was followed by Ken Nelson, catcher, with a .571 average. Nelson is the leading distance slugger of the team with six doubles, a triple and five homeruns.

The averages as of August 1:

	AB	R	H	Avg.
Berg, 3b	32	12	20	.625
Nelson, c	35	15	20	.571
Zolp, sc	35	14	18	.514
DeRosa, ss	37	16	17	.459
Anderson, p	30	9	13	.433
Cilke, 1b	19	4	8	.421
Wehrheim, 1b	31	11	13	.419
Murphy, 1f	26	3	10	.385
Allee, rf	21	3	8	.381
Frank, 2b	20	5	6	.300
Hellberg, 2b	34	5	11	.324
Leipzig, cf	14	3	3	.214

Doctor: Now stick out your tongue and remove your hat.

Judy Canova: I'll try, but I don't think my tongue can reach that high.

GOT ANY

IDEAS?

They May be Worth \$\$
in NBC's Suggestion
Contest!

Nineteen

(Continued From Page 7)

announcer George Stone are filling Clifton Utley's many radio jobs while Cliff is in Europe. Incidentally Len purchased a new home in Westchester...Dave Squires, sound, and his wife gave their new car a real workout with a jaunt to New York and up into New England...Joan Mulloy, central steno, next month enrolls in Northern Illinois State Teachers College in DeKalb... The music library gang recently was entertained in the homes of Sulo Forsberg and Emil Soderstrom.

- O -

Continuity reports a lot of noise what with carpenters installing a new wall and Morgan Perron discussing plans for her annual trek to the wilds of Colorado...But Joe Klinker and Bob Liepsiz claim there's no noisier place than the NBC loading dock when they have to chase off drivers of "foreign" trucks...Ed Cerny, transcription boss, drew loud huzzas for his novel party invitations--each prospective guest received two cocktail glasses with a note attached advising where and when they could be filled...Marilyn Harsin, music library, got too much sun recently and wound up with second degree burns.

- O -

Shirley Willer, continuity, this month has been delegated by the NBC Workshop folks to issue the formal invitation to interested NBC colleagues to join in the Tuesday night sessions...A short, or something, in the air-conditioning system one morning recently sent central steno gals scurrying for mufflers and hot coffee until the snarl was straightened out...Bob Allee, duplicating, reports his knee injured in a baseball mishap is as good as new again...Dean Boyington and William Coyne have joined the NBC television camera crew...And Vic Hedgren filled in for vacationing Bob Doyle in music library.

There are an estimated 35 million radio families with one or more radio sets in their homes in the United States.

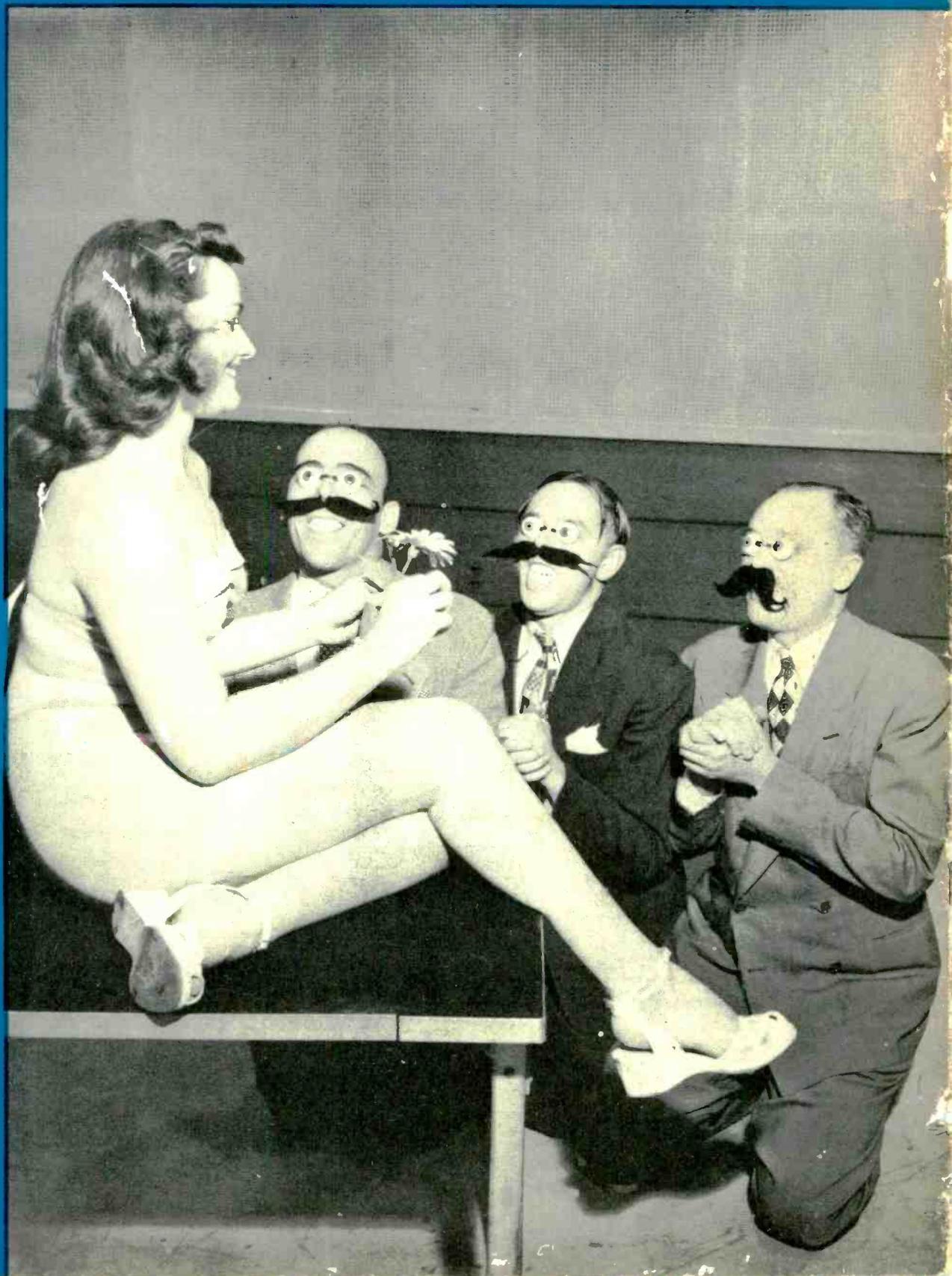
Camera Records an NBC Softball Victory



Frank DeRosa (top left), co-manager with Jim Wehrheim of the NBC-AA softballers, helped pilot the squad to a close 21 to 20 win over the Treasury's microfilm 10 recently. At top right, the NBCers relax after the victory. At bottom left, score kibitzing is interrupted by action on the diamond. Junie Zolp (center) loudly protests the ump's decision, and at right center, Dave Kimble sprints for home. Hero of the game was Howard Cilke (bottom right) shown getting huzzas from his teammates after clouting a home run in the last inning to break a 20-20 tie.

CHAIRNBREAK

CENTRAL DIVISION NATIONAL BROADCASTING COMPANY, CHICAGO



August
1951