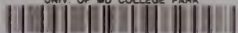
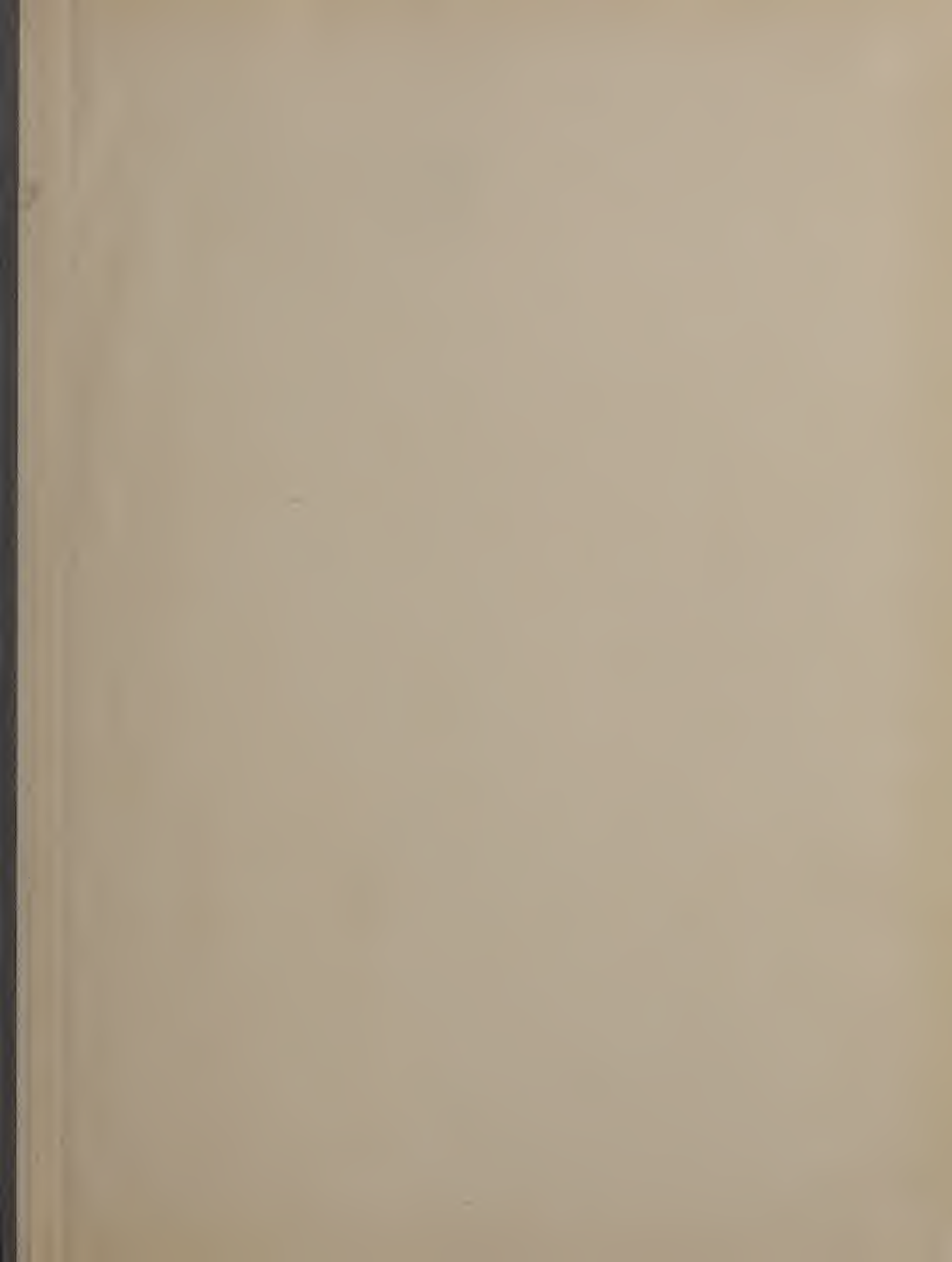


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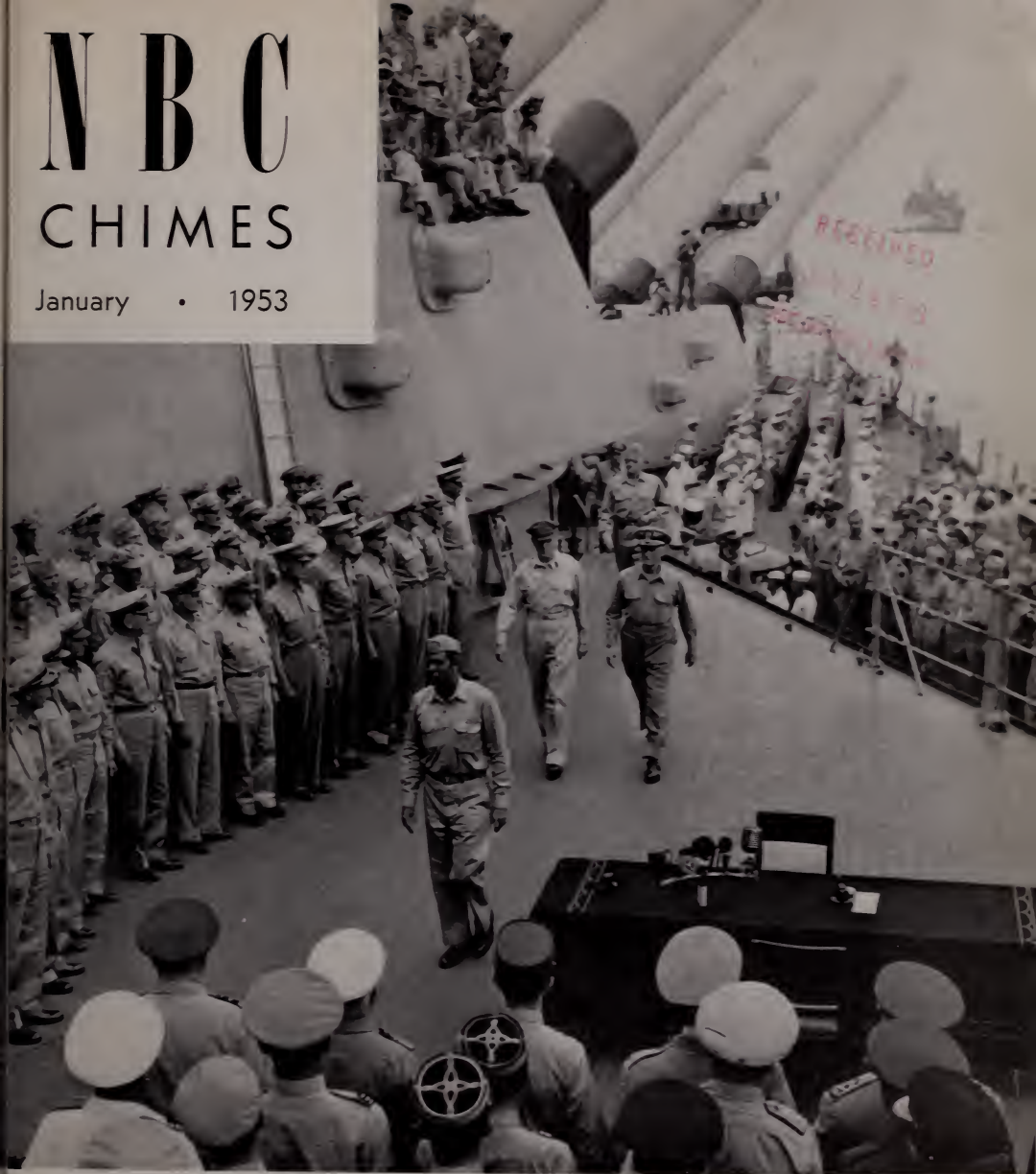
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NBC CHIMES

January • 1953



"Victory at Sea" • NBC • The "Grand Award"





CHIMES

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The Covers

“... The greatest program on television ...”

Last month (December 11) at the second annual Sylvania Television Awards dinner in New York's Hotel Pierre, NBC's "VICTORY AT SEA" received an unprecedented Grand Award as "the greatest program on television".

(We are reproducing on the *Chimes* covers this month two of the scenes from episodes of "Victory at Sea").

The Sylvania Television Awards, established in 1951 by Sylvania Electric Products, Inc., are made each year "for outstanding contributions to creative television technique."

The Awards Committee, headed by Deems Taylor, did not choose a program for a Grand Award in 1951. "But this year," Taylor said, "a very late comer was so significant in its conception, so magnificent in its content, so high in the self-imposed standards of its execution, so deep in its honest impact and so sweeping in its summation of what it means to be an American that the committee could only throw its hat in the air and say, 'This is what we have been looking for: this is American television that is truly great.'"

"VICTORY AT SEA" is NBC's 26-part film-and-music dramatic history of naval operations which began as a public service on the television network October 26, 1952.

Sylvania Awards for "VICTORY AT SEA" went to the National Broadcasting Company: Henry Salomon, who wrote and produced the series for NBC; Robert W. Sarnoff, vice-president in charge of NBC-TV's Film Division, under whose auspices the series was coordinated; Richard Rodgers, who wrote an original musical score for the series; and the United States Navy, with whose full and official cooperation the series was produced.

Sylvania Certificates of Merit for "VICTORY AT SEA" went to M. Clay Adams, director; Isaac I. Kleinerman, film editor; Richard Russell Bennett, who arranged the musical score and conducted the NBC Symphony Orchestra in its performance; Richard F. Hanser who, with Salomon, wrote the scripts; Leonard Graves, the narrator; and Captain Walter Karig, USN, tech-

nical adviser in the production of "VICTORY AT SEA".

In accepting the Sylvania Award on behalf of the Navy, Dan A. Kimball, Secretary of the Navy, said, "Television has done what the printed word or the spoken word alone could never accomplish, and that, of course, is to enable people to participate in history's most stirring events. . . . It gratifies me that you have chosen 'Victory at Sea' as one of the milestones on television's road."

Of the 14 programs honored December 11, seven were NBC network programs and special events telecasts.

Other Sylvania Awards were:

For the best dramatic series: "Robert Montgomery Presents," with awards to producer Montgomery, NBC, the American Tobacco Company and S. C. Johnson & Son, Inc.; and Certificates of Merit to the alternating directors, Norman Felton and Herbert Bayard Swope, Jr., and to the advertising agencies of Batten, Barton, Durstine & Osborn, Inc., and Needham, Louis & Brobyr, Inc.

For the year's outstanding sports telecasts: The World Series, with awards to NBC and the Gillette Safety Razor Co., and Certificates of Merit to remote camera crews from WPIX and WOR-TV, New York; to the American League, the National League and Maxon, Inc.

For the best documentary melodramas: "Treasure Men in Action," with awards to NBC and the Borden Company. Certificates of Merit to director Daniel Petrie, producer Everett Rosenthal, and Doherty, Clifford, Steers & Shenfield, Inc.

For public service in giving the country's youth its own program: "Youth Wants to Know," with awards to Theodore Granik, producer-moderator, and NBC, and Certificates of Merit to directors Joseph Browne and Donald S. Hillman.

Sylvester L. "Pat" Weaver, then vice-president in charge of NBC's radio and TV networks, received a Sylvania Award for pioneering and developing daytime television. It was Weaver who launched the unprecedented, two-hour early morning news and special events show, "Today".

New NBC President



White Named President As McConnell Resigns

**"Pat" Weaver Now Vice-Chairman of the Board;
Herbert Named to Succeed Him in Radio-TV**

FRANK WHITE, vice-president and general manager of the Radio and Television Networks of the National Broadcasting Company, has been elected President and a director of NBC to succeed Joseph H. McConnell, it was announced last week by Brig.

General David Sarnoff, Chairman of the Board of RCA and NBC.

Mr. McConnell has resigned from NBC to join a company in another industry, and his new position will be announced by that company in the near future.

Sylvester L. (Pat) Weaver, Jr., was elected to the new position of Vice Chairman of the NBC Board of Directors, and John K. Herbert, formerly Vice President in charge of network sales, was appointed Vice President in charge of the Radio and Television Networks.

The new appointments were announced Friday, January 2, immediately following the action of the NBC Board of Directors. The announcement was made simultaneously by distribution of a memorandum throughout the NBC organization, by release to the press, and by closed circuit talks in which Mr. McConnell, Mr. White and General Sarnoff addressed NBC's affiliated stations.

In speaking to NBC's affiliates on the closed circuit, Mr. McConnell said:

"Good morning to you all.

I have an important announcement to make to you.

I have today resigned as president of the National Broadcasting Company to accept the presidency of a large company, not in our industry, the announcement of which will be made by that company later on. My close associate and good friend, Frank White, has been today elected as president of NBC.

Frank White needs no introduction to you. You know of his long and distinguished career in broadcasting, as a high executive at Columbia, as president of Mutual, and more recently as vice president and general manager of our network operations at NBC. He has a deep understanding of the network business and he understands the problems of the stations as well. You will find in him a friend, and I am sure you will give him the full support and cooperation which are so important in the relationship between NBC and its affiliated stations.

As for myself, while I am going to my new position with enthusiasm and happiness, I cannot leave the National Broadcasting Company and the RCA family without a real wrench in my heart.

I have had deep satisfaction in my work at NBC, and my decision to leave the company for the opportunities and challenge offered to me in my new position was a hard one.

I want at this time to express my heartfelt appreciation for the warmth of the association I have had over these past years with Niles Trammell and all

the people at NBC who have helped me so much in my work; and particularly to thank Mr. Folsom and General Sarnoff, the father and founder of our industry, for all they have done for me.

And to you, my friends at the stations, I want to acknowledge the great debt of gratitude I owe you for the unflinching support and loyalty you have shown to me through many trying times, while I was president of NBC. I thank each and every one of you and I shall always remember you with regard and affection.

God bless you all, and good luck to you and to NBC and to Frank White, its new and able president, to whom I now turn over the microphone."

Mr. McConnell was followed by Mr. White, whose remarks to the stations follow:

"Thank you, Joe, for your generous remarks.

The presidency of the National Broadcasting Company is a big job. In taking over the office from Joe McConnell I do so with full knowledge that his resignation means that we are losing from the organization a man who earned and merited our respect and affection. It will not be easy to fill his shoes.

There is one asset, however, on which I know we may rely and build. This asset — and it is a priceless one — is the strength and power which stems from the combined talents and abilities of the men who operate the two groups of great stations affiliated with the NBC radio and television networks. With your cooperation and support, I believe that together we can do a job in which we may all take proper pride.

It would be sheer presumption for me today even to attempt to give you a blue print of what I hope we can do in the year ahead. There will be problems in both radio and television — perhaps more serious and more acute than those which have confronted us in the past. Their solution will require careful planning. It will require our best coordinated efforts — both on the part of the staff here in New York and on the part of all of you — our friends throughout the country. And above all it will require a lot of plain hard work.

The goal which we have set — the potential which is available to us — the end result which we are mutually seeking will deserve every ounce of energy which we can give to the task. Your networks can be the greatest

single influence in our public life — as well as the greatest advertising force in our country. If we start the new year with that target clearly before us, I know that we will be well along the road by the end of 1953.

Before I close there are two additional appointments which I believe will interest and please you, as they do me.

Pat Weaver has been elected to the new office of Vice Chairman of the NBC Board of Directors, and General Sarnoff will tell you in a few moments about the important role which Pat will play in our organization.

Jack Herbert has been named Vice President in charge of the radio and television networks and in addition will continue to be in general charge of our network sales activities.

And now I would like to introduce to you a man who really needs no introduction — the Chairman of the National Broadcasting Company and of the Radio Corporation of America — General David Sarnoff."

General Sarnoff concluded with the following statement:

"I welcome this opportunity to talk to NBC's affiliated stations throughout the country about the appointments we have just announced.

We feel very fortunate in having within the organization an executive so uniquely qualified to assume the presidency of NBC as is Mr. White. He brings to his new responsibility the practical experience of a long and distinguished career in broadcasting, an unusual executive ability, and a great talent for human relationships which is so important in any business, and particularly in the business of broadcasting. I know that you gentlemen, as well as the whole NBC organization and its advertisers and their agencies will share our pleasure and confidence in this new appointment.

During the past three years in which Mr. McConnell has been president, the National Broadcasting Company has grown in stature and strength and has further enlarged the scope of its service to the American people. The great strides which NBC has made in speeding the development of television and maintaining the strength of radio are in themselves the greatest tributes to Mr. McConnell's leadership. Our appreciation for a job well done and our best wishes go with him as he leaves to assume his new responsibilities.

We have established within NBC the new position of Vice Chairman of the Board, and this has been done to meet the needs of our expanding activities. We believe that progress in broadcasting is never-ending, and that new ways of using the power of radio and television, new forms of programming and new opportunities for the broadcast media can and must be developed. To this important post, we have elected this morning, Mr. Sylvester Weaver, whom all of you know as "Pat".

Under Pat Weaver, NBC television has led the way in creating many of the new concepts which have become part of the pattern of television. In his new position as vice-chairman, Pat will be enabled to concentrate on the problems of long-range development, both in radio and television. He will fill a vital function in a rapidly expanding industry.

I know you will also be pleased at Mr. Herbert's appointment to the position of Vice President in charge of NBC's radio and television networks. In his former capacity as vice-president in charge of radio sales and more recently as vice-president in charge of sales for the radio and television networks, he has demonstrated not only great sales leadership but a grasp of our overall network problems and an ability to deal effectively with them. In his new position, he will serve as the chief executive of the networks division of NBC. He will continue to exercise general supervision over NBC's network sales department.

I think you will agree that with the new appointments we are announcing today and with the rest of its seasoned executives, NBC has an able, experienced, and strong management that will do its best to serve faithfully and well the interests of its affiliates, its clients and the public.

We are starting off the new year with great confidence and I know that you all share that confidence. My best wishes to all of you for a Happy and Prosperous New Year."

Carleton Smith Takes Over In Washington, D.C.

Effective January 1, 1953, Mr. Carleton D. Smith, vice-president of Owned and Operated Stations Operations took over the management of WRC, WRC-FM, WNBW, Washington, D. C.

NBC News Roundup . .

"Life of Riley" On Television

"The Life of Riley", starring comedian William Bendix in the role he made famous on radio, has become a TV feature on NBC-TV as of last week (January 2). The new family situation comedy series, produced on film at the Hal Roach studios in Hollywood, will replace the "Gulf Playhouse". However, the Gulf Oil Corporation will continue through Young and Rubicam, Inc., to sponsor this NBC-TV time spot. Bendix is seen as Chester Riley, Marjorie Reynolds will portray Riley's patient wife.

Tom McKnight is producer of "Life of Riley". Abby Berlin directs and Henry Clark writes the series.

WNBT Grant to Princeton University

On the premise that "once the educator leaves the classroom and starts broadcasting, he no longer has a captive audience," Princeton University and WNBT, key station of the NBC Television Network, have inaugurated a joint project designed to explore the problems and potentials of educational television. The project will begin with a survey of the field by representatives of the Princeton faculty, with WNBT putting its staff and facilities at Princeton's disposal. Announcement of the project was made by President Harold W. Dodds of Princeton and Ted Cott, Vice-President of NBC and General Manager of Stations WNBC-WNBT.

NBC to Cover Pro-Bowl Game Jan. 10

Climaxing its post-season coverage of football bowl games, NBC-TV will telecast the Pro Bowl Football game coast-to-coast on Saturday, Jan. 10 from 4:15 p.m., EST until approximately 7 p.m. The "Pro Bowl" will match picked teams of stars from the National and American conferences of the National Professional Football League in Memorial Coliseum, Los Angeles.

TV Sets Now 19,751,200

Television sets in use in the United States totaled 19,751,200 as of November 1, 1952, according to an estimate released last month by Hugh M. Beville, Jr., director of Research and Planning for the National Broadcasting Company. The total represents a gain of 626,300 TV sets during the month of October. Beville predicted at the time that by this week there should be close to 21,000,000 TV set installations in the U. S. representing approximately 47 percent of all U. S. homes.

NBC Stars Chairmen March of Dimes

Four NBC radio and television stars have been named division chairmen of the 1953 National March of Dimes Committee. Committee chairmen, who will direct 1953 March of Dimes entertainment activities in various fields, include Eddie Cantor, Bob Hope, Ralph Edwards and John Cameron Swayze.



William Bendix and "The Life of Riley", made famous on radio, is now an NBC-TV feature.

NBC Marshals Staff for Inauguration

For the first Republican inauguration in 20 years, NBC will muster key personnel and latest model material from broadcast centers across the country. Fifteen fixed and mobile electronic cameras, and 50 microphones will assist 15 reporters and commentators to capture the whole story of inaugural day. A news and engineering staff of 250 will work behind the scenes. William R. McAndrew, NBC manager of news and special events, will be overall producer of NBC's television coverage of inauguration day. Joseph O. Meyers is radio producer.

GM to Sponsor Coronation on NBC

NBC's radio and TV coverage of the coronation of Queen Elizabeth II in London, June 2, 1953, will be sponsored by General Motors.

AMA Honors NBC's Judith Waller

Miss Judith Waller, NBC-Chicago director of public affairs and education, was cited by the American Medical Association for her 30 years of outstanding public service in radio during a recent AMA broadcast on the NBC network. The citation for distinguished service was presented to Miss Waller by Dr. W. W. Bauer, AMA director of health education. He expressed appreciation to Miss Waller for her many years of cooperation with the association in its radio programs.

Film Division in Chicago Enlarging

NBC-TV's film division is enlarging its sales staff in Chicago to handle increased activity in the Mid-West, John B. Cron, national manager of film sales, announced recently. Cron said salesman John M. Burns will transfer from New York to Chicago. NBC's film division currently syndicates daily and weekly newsreels and "Hopalong Cassidy", "Dangerous Assignment", the "Lilli Palmer Show" and "Douglas Fairbanks Presents".

NBC-ers Help Out on "Panorama of Holy Land" on Broadway

Members of the NBC family have played a major part in bringing to New York the world-famous Holy Land Panorama, a scale model of Palestine as it was in the days of Christ. The exhibit is located at 1580 Broadway, between 47th and 48th Streets, and is open from noon daily, and from 1 p.m. Sunday until further notice.

Among NBC boosters have been Tex McCrary and Jinx Falkenburg, Fred Allen, Jackie Robinson, Uncle Jim Harkins, and Ben Raub of Legal. Uncle Jim was master of ceremonies at the opening of the Panorama on Tuesday, December 9, and Fred Allen and Tex and Jinx participated in the ceremonies to the great enjoyment of all present.

The Panorama is 44 feet long by 18 feet wide, and contains faithful reproductions of the cities of Jerusalem and Capernaum and the villages of Nazareth and Bethlehem, as well as other towns. There are 740 moving figures which depict over 80 scenes of outstanding Biblical events. Realism is added to the exhibit by the running water which flows out of wells and through the rivers and seas, and by moving donkeys and camels which operate the water wheels. Every half hour the sequence of dusk to night to daybreak is shown. The scene at night with the twinkling lights of the towns, the bright Star of Bethlehem and the warm glow through the stain-glassed windows of the Temples and the less pretentious windows of the homes is unforgettable.

Dave Camerer with NCAA

Dave, Camerer, who coordinated NCAA-General Motors-NBC football games this fall on television, has finished his work with NBC and is now working directly out of the NCAA office at the Hotel Biltmore.

Obituaries

Last month William P. "Pat" Haynes, maintenance engineer in the radio technical department, passed away. Also DeWitt Shultis of NBC's technical division died on November 25 after an extended illness.

At the Opening of Holy Land Panorama



NBC's "Uncle Jim" Harkins, together with NBC stars, opened up Holyland Panorama during the holidays at exhibit located at 1580 Broadway.

Hank Allard, Young Writer, Hits Newsstands This Week in *Esquire*

This week on all newsstands throughout the country, *Esquire* Magazine for men will include a fiction story by Henry F. Allard, 29, an NBC employee now working in the TV Scheduling Department. It was Hank's first try in the bigtime writing field—and it clicked from the start. The piece is entitled, "The Other Side of the Hedge".

It's in the February issue of *Esquire*.

Allard had written very little previous to this piece. He was graduated from Harvard in the Class of '46, and majored in Physics. Last year he had his first piece published in the *New Mexico Quarterly Review*—a young author's prestige piece, but no money.

Hank has travelled a bit—been to England a couple of times, and thinks he picked up some background material there for this first try of his. He's presently attempting a novel, but not too seriously; he hopes that something may come out of it.

Hank has been with NBC for three

years. He lives here in Manhattan. And a point of interest, he has a twin brother.



Hank Allard
His first serious try worked.

Niles Trammell Resigns as NBC Chairman

Also Resigns from RCA Board to Head Up New TV Station

Niles Trammell, chairman of the board of NBC and member of the board of directors of the Radio Corporation of America, resigned these positions last month to become president of the newly-formed Biscayne Television Corporation, which has filed an application with the FCC for a television station on Channel 7 at Miami, Florida. Mr. Trammell, almost 30 years with NBC-RCA, along with James M. Cox, Jr. and John S. Knight and their associates in the formation of the new company.

The announcement of Mr. Trammell's resignation was made on December 8.

Brigadier General David Sarnoff, chairman of the board of directors of RCA, stated, "It is with a deep sense of personal regret that I acceded to Mr. Trammell's request to relinquish the chairmanship of the National Broadcasting Company—a post he filled with great distinction as he had done with every other office he held in the Radio Corporation of America and NBC.

"Niles Trammell is a fine example of the opportunity America affords for self-development and personal advancement to the man who wants to work hard, to serve faithfully and to make his contribution to the industry and the public. I am proud to have brought him into our organization 30 years ago and derived the greatest personal as well as official satisfaction in watching him climb from the bottom to the top in his chosen profession. His success is due to his own fine accomplishments, and I am certain he will succeed in the future as he has in the past.

"The Radio Corporation of America and the National Broadcasting Company are happy that Mr. Trammell has accepted their invitation to continue as a consultant and that they will have the benefit of his great experience and wise counsel."

In leaving NBC, Mr. Trammell said, "I cannot fully express my feeling of regret at leaving the magnificent organization with which I have been



Niles Trammell

associated for almost 30 years; nor can I adequately express my gratitude for the help and cooperation I have had from my associates in the company, my many friends among the advertisers and their agencies, the stations affiliated with NBC, and the radio and television artists. I am delighted to be associated with Mr. Knight and Mr. Cox in their effort to bring another television service to the important expanding market of Miami at an early date."

One of the real pioneers in the broadcasting business, Mr. Trammell combines the rare talents of creative salesmanship and instinctive showmanship. He guided the radio broadcasting industry through its crucial years and led the way in the development of the pattern of local and network television. Many of the great stars and programs in radio and television today were first brought to public attention by Mr. Trammell. Likewise, many of the major on-the-air advertisers today are companies whom Mr. Trammell first sold on the merits of radio and television advertising.

Mr. Trammell was elected president of NBC in July, 1940, and served until October, 1949, when he was made chairman of the board of directors.

With the announcement of Mr. Trammell's action, Mr. McConnell then president of NBC said, "We here at NBC are going to sorely miss Mr. Trammell's sound advice and guidance. No other broadcasting operator has contributed so much as he to the public's enjoyment of radio and television. He commands the respect of every advertiser, every station owner and every artist with whom he has dealt. The people of Miami are fortunate indeed to have such a person serving them."

Mr. Trammell entered the radio business in 1923 as a commercial representative for the Radio Corporation of America on the West Coast. He was given his first job by General Sarnoff, who was making an inspection tour in San Francisco, California, where Mr. Trammell was stationed as a member of the staff of Major General Charles G. Morton at the Presidio. A year later, in 1924, Mr. Trammell was named district manager of the Pacific Northwest for the Radiomarine Corporation and in 1925 became assistant sales manager of the Pacific Division of RCA.

In March, 1928, he began his association with NBC as a member of the sales staff. Within two months he was promoted to manager of the Central Division, headquartered in Chicago. In March, 1929, he was elected a vice-president, and in January 1939 he was promoted to executive vice-president of the network and transferred his office to New York City. The following year he became president and director of NBC and subsequently was elected to the board of directors of RCA.

Mr. Trammell was born in Marietta, Georgia, and attended Sewanee Military Academy and the University of the South. In World War I he was commissioned a Second Lieutenant and remained with the Army until 1923 on General Morton's staff. It was as a young Army officer that Mr. Trammell first became intrigued with the possibilities of the then infant industry—radio—and decided to seek his career in that business.

Within a year after Mr. Trammell was named vice-president in charge of

(Continued on Page 20)

Third in a series

NBC Sponsors:

GM

General Motors

... more and better things for more people ..."

In April of the year 1892 the first successful gasoline car in America coughed and wheezed its way down a side street in the quiet town of Springfield, Massachusetts, to the great annoyance of the residents and the terror of their horses. This "horseless carriage" was built like a buggy, had a four-horsepower engine and ran very uncertainly—but it was the beginning of a great industry.

One of the greatest pioneers in this American industry was General Motors, whose ancestry dates back to this period, and which is today the leader in the automotive business. More than 1,600 different makes of motor cars have been produced in this country at one time or another. Yet of all these only a handful remains today. General Motors has stood the test of time. It lives as a leader today.

"GM" (now a household word) was organized in 1908, but its roots go back to the very earliest days of the industry and even beyond—to carriage and wagon building, stationary engines and bicycle bells; to the days when men like R. E. Olds, David Buick and Henry Leland were experimenting and tinkering and forming their companies to make the "horseless carriages" about which everybody joked.

Incorporation papers of the General Motors Company, organized by W. C. Durant, were filed in New Jersey on September 16, 1908. Within the next few months Buick and Oldsmobile



Two of the TV shows sponsored by GM divisions are "The Buick Circus" with Joe E. Brown, left, and "The Dinah Shore Show" put on by Chevrolet.

joined General Motors, and early in 1909 the Oakland Motor Car Company was added, followed by Cadillac in July. These four companies formed the nucleus of what is today General Motors Corporation.

In 1908 the Oakland company brought out a four-cylinder car that undersold all competitors and became famous as a champion hill-climber. About twenty years later Oakland was to introduce the Pontiac car.

It was also in 1908 that Cadillac won the Dewar trophy in London for developing interchangeability of parts. This award recognized one of the most important advancements in manufacturing that had taken place up to that time. It has had more to do with making quality cars available to everyone than any single technical advance.

As time went by General Motors slowly added accessory plants to its group, such as the units now known as the Saginaw Steering Gear Division and the AC Spark Plug Division. To handle an increasing volume of foreign sales, and to build up a broader market for GM products, the General Motors Export Company was formed in 1911. In the same year GM was listed on the New York Stock Exchange, and Chevrolet Motor Company was organized. The thousands of GMC trucks on the highways today are the

direct descendants of one of the first gasoline-powered commercial vehicles to appear on the American scene. Their forebear in 1902 was the Rapid Motor Vehicle Company, which joined General Motors in 1908.

Probably the outstanding event of 1911 was the installation by Cadillac of an experimental electric self-starter on one of its cars. Charles F. Kettering was the man responsible for this remarkable invention, and out of his first demonstration came the present famous GM trade name, "DELCO". It is a contraction of the name Dayton Engineering Laboratories Company, which was the company formed to manufacture the new electric self-starter. The self-starter served to double the number of potential drivers, opened up an entirely new market by making available a new group of purchasers and immeasurably increased the field of usefulness of the automobile. Along with the introduction of the self-starter came the development of better batteries and generators, and these improved units in turn led to the increased use of electrical equipment and accessories.

As the demand for cars increased so did GM production increase. Improved tools, machinery and working conditions all contributed to more efficient operation, which in turn lowered

the cost of the products, enabling more people to buy, and making more work to be done at better pay.

As a result, today GM's social and economic significance is tremendous. The conveniences and better standard of living it has afforded the American public; the gigantic production it gave to war efforts; and the employment of thousands of citizens are good reasons why GM is now a household word.

During the third quarter of 1952, for instance, General Motors employed on an average of 426,399 people on a quarterly payroll for the same period of \$471,000,000. Its total sales during the year 1951 amounted to \$7,466,000,000 and its net income for the same year was \$506,000,000. GM stock has always been "blue chip". During 1951 there were 478,924 shareholders who thought so too.

Alfred P. Sloan, Jr. is the chairman of the board of directors of General Motors. He has been with the company for 57 years. GM's new acting president is Harlow H. Curtice, a former executive vice-president who has been with the company 38 years. Charles E. Wilson, until recently GM's president, was granted a leave of absence in order to take over his new duties of Secretary of Defense of the new administration in Washington.

Seemingly General Motors is located everywhere, but its main administrative offices are in Detroit and New York. Many of its other locations center around the factories in which its automotive products are made: Buick in Flint, Michigan; Cadillac, Chevrolet in Detroit; Pontiac in Pontiac, Michigan; Oldsmobile in Lansing, Michigan; GMC Truck in Pontiac. It has accessory and parts divisions in Flint, Dayton, Ohio, Syracuse, New York, Saginaw, Kokomo, Anderson, Lockport, Harrison. GM has many overseas and Canadian units. There are 112 plants in 54 cities in the U.S.

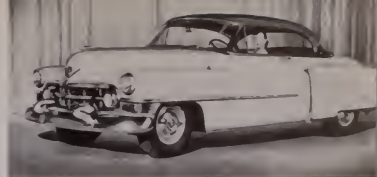
Not only concerned with manufac-

turing, GM operates finance and insurance units: General Motors Acceptance Corporation, General Exchange Insurance Corporation, and Motors Holding Division, and other smaller units.

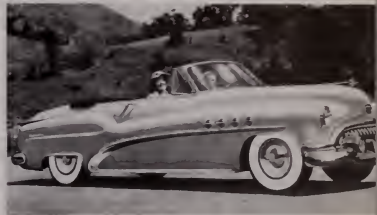
During World War II General Motors met and conquered its greatest manufacturing challenge. At the outset it had only one divisional activity out of all its magnificent manufacturing plant that was specifically designed for military requirements. But when the war was over, it was found that GM had produced 119,562,000 shells, 206,000 airplane engines, 13,000 complete bomber and fighter planes, 38,000 tanks, tank destroyers and armored vehicles, 190,000 cannons, 1,900,000 machine guns and submachine guns, 3,142,000 carbines, 854,000 trucks, 193,000 Diesel engines and many other implements of war. Now, once again, GM is meeting Korean military requirements.

In order to promote its many and diversified products, General Motors advertises extensively in the nation's four leading media. In fact, GM is one of the biggest advertisers in the country. During 1951, General Motors spent \$36,918,064 in the four national media of magazines, radio, television and newspapers. And in the first six months of 1952 it had spent well over two million dollars in just radio and TV alone. \$420,653 went into radio advertising, and \$1,812,543 was spent in television advertising.

On NBC-TV General Motors sponsored part of the Big Show in the early part of 1952. Since that time GM has sponsored the Chevrolet Dinah Shore Show on NBC-TV, the NCAA football games during the past fall season, the Pontiac Football Scoreboard, and the Buick Circus. This month, on January 20, GM will sponsor the showing of the President's inauguration in Washington. This too will be on NBC-TV. It will also sponsor Queen Elizabeth's Coronation on June 2, 1953 on NBC.



Cadillac



Buick



Pontiac



Chevrolet

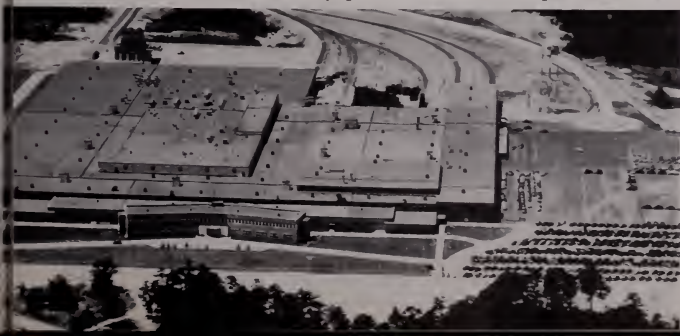


Oldsmobile



GMC Truck

General Motors division assembly plant in Atlanta, completed in 1948.



Jackie Robinson to Direct New Community Project:

WNBC-WNBT Music Foundation

January 19th will be the kickoff date for promoting WNBC-WNBT's newly-created Music Foundation, which has been designed to fill a much overlooked need in the recreational opportunities afforded persons of all ages in hospitals and other community service organizations where time is a morale problem. Under the direction of Jackie Robinson, director of Community Activities, the "WNBC-WNBT Music Foundation" will provide record players and record libraries to all organizations that require them.

The Foundation, which will be completely non-profit, will be administered by Jackie Robinson and the musical equipment will be distributed to the various organizations that have submitted requests. Based on preliminary inventory queries, the Foundation has received an overwhelming number of requests indicative of the dire need for this type of recreational facility.

Organizations that have been contacted concerning the proposed plan have wholeheartedly offered their support and embraced the purpose of the Foundation, stating in one instance that "This is one of the most unique plans brought forth to improve civic relations, and presents the answer to a problem that has been growing more and more pressing in every hospital and institution where the lack of adequate recreational facilities has created a morale problem."

The Foundation has the support of, and will distribute through, such agencies as Catholic Charities, the Federation of Protestant Welfare Agencies and Jewish Philanthropies, through the Department of Hospitals, under Commissioner Marcus Kogel, and many fine independent agencies under the auspices of the Welfare Council.

Mayor Vincent Impellitteri of New York, who has discussed with Jackie Robinson the Foundation's plans for the city's welfare hospital and school organizations, lauded the plan, and stated, "I would like to extend my heartfelt congratulations to Jackie Robinson and Stations WNBC-WNBT for initiating the Music Foundation project. I feel that through these ef-

Non-Profit Organization Will Aid Hospitals And Community Service Clubs



Jackie Robinson
Director of Community Activities

forts countless numbers of people of all ages will, for the first time, be able to enjoy music of their own choice and that the Foundation is filling a definite need in the community."

Dr. Marcus Kogel, Commissioner of Hospitals for the City of New York, enthusiastically endorsed the project and remarked: "The WNBC-WNBT Music Foundation can count on our complete cooperation in making their plans to provide much needed musical equipment for the ailing people in this city, particularly the elderly, the infirm and chronically ill. I would like to extend my congratulations to Jackie Robinson and the Foundation for the initiation of this much needed and worthy project."

To promote the funds for the Foundation, which will be administered by the NBC legal and financial sections, Stations WNBC-WNBT are launching an intensive promotional campaign for funds via on-the-air promotion and special programs. Jackie Robinson, as Director of Community Activities for the stations, will coordinate all activi-

ties and will be responsible for all aspects of this new civic project.

Robinson, who has long been interested in civic welfare and better community relationships, in commenting on his new role, said:

"During the past two months I have visited all types of institutions outlining the plan for the Foundation, but never before did I realize the importance of this particular phase of community life. Everywhere I went and with everyone I talked I found a tremendous enthusiasm and willingness to cooperate. I only hope that I can equal in this new project the spirit of the people we are working with, and that we will be successful in bringing a little more enjoyment into the lives of those who need it most."

NBC Reserve Unit Coming Back from Overseas

NBC's active Army reserve unit, which was activated May 1, 1951, and eventually joined the 301st Radio Broadcasting and Leaflet Group, is slowly filtering back from Germany, where it has been since November 9, 1951. Already returned to NBC are Edward Starr, now working in the Central Personnel Department, and William B. Buschgen, who has rejoined the NBC Spot Sales Department.

Some 40 NBC employees were sent to Fort Riley, Kansas, in the spring of 1951, to the Psychological Warfare School there. From Fort Riley the NBC group was sent to Camp Kilmer, the stepping off point for Bremerhaven, Germany. Due to the fact that NBC employees are being rotated back to the States, not all have returned at this time. However, all of the NBC employees should be out by the last week in March.

Ferdinand Wankel Named

Ferdinand A. Wankel, formerly Manager of Television Technical Operations, was appointed Union Relations Coordinator last month, and henceforth will report to Joseph A. McDonald, Treasurer.

Warren Scofield Dies

Warren D. Scofield, assistant director of the NBC music library, died on Thanksgiving Day. His death occurred barely a week after he was admitted to NBC's 10-year Club. Employees in the department remember "Scof" for his happy beach parties on Compo Beach, Westport, and other NBC employees will remember him as conductor of the employees' chorus that added so much to the spirit of Christmas here. Scof was a veteran in radio. He sang with CBS's Cathedral Choir in the 30's and worked in the CBS music library before coming to NBC. He was the composer of a lovely ballad, "There's a New Road at the End of the Day", which was sung by Robert Merrill and other soloists.

Bourgholtzer - Fast Work

Frank Bourgholtzer, NBC correspondent, arrived home from Korea last month, just three hours before he appeared on the NBC-TV program, "Today", and thus help score a beat for the network on the Eisenhower-in-Korea coverage. Bourgholtzer had 700 feet of exclusive film, which provided colorful sidelights of the well-reported trip—most of it shot by leading Korean cameramen. Getting it back to the country, however, was a problem. Bourgholtzer got a MATS flight to Tokyo, secured a seat on a Canadian Pacific Airliner bound for Vancouver and ended up on a Trans-Canada flight into Toronto. NBC in New York dispatched a chartered plane from Teterboro (N. J.) Airport to meet him in Toronto. When the craft landed there, it was discovered that because of customs regulations Bourgholtzer could not leave the country on it. Undaunted, though a bit tired, he took a taxi over to Buffalo, paying \$12 duty on his film at the border. While he was so engaged, the NBC plane flew over to Buffalo and met him there; took off again immediately and arrived at LaGuardia Airport in New York at 4:00 a.m. Between then and 7:00 a.m., the time "Today" is aired, the film had to be edited. This job was done by expert Frank George, who was able to serve it up in an hour.

NBC radio and TV were first all the way with broadcast coverage of General Eisenhower's trip to Korea.



At his job in the RCA Building, Joe Tempone. He also advertises WNBC.

“Joe”

Joseph Tempone, NBC's Shoe-Shine Man, Is Starting His 20th Year in the Building

A great many employees at NBC know him as just "Joe". His name is Joseph Tempone. He's the regular bootblack for the National Broadcasting Company, RCA and the Rockefeller Brothers in the RCA Building . . . and has been for the past 19 years. This year he celebrates his 20th anniversary with the companies, shining shoes for every employee from General Sarnoff all the way down.

Joseph Tempone started to work in this building four months after the RCA structure was completed in 1933. And since that time, the 54-year-old, 5' 3" gentleman from Long Island City has ranged the building daily from 9 a.m. to 6:30 p.m. Three men are assigned to the RCA Building from Joseph Suozzi's cobbler shop in the lower levels. Tempone has always been assigned NBC, RCA and Rockefeller personnel. His base price for a shine these days is fifteen cents (15¢) and tips are extra. Asked how much he garners in tips, Joe was diplomatic, "They take good care of me here."

Joe supports his family from the tips. On the base intake, he works on a commission basis. He has two married children and two grandchildren. Joe migrated to the United States in 1922. Previous to this he had served in the Italian Army during World War I and spent 15 months of it in a German concentration camp. He immediately went into the bootblack business on his arrival in the U. S.; worked on the "Street" for eight years (Wall Street, that is).

During early radio, Joe appeared on WEAf. Julia Conway interviewed him. And during World War II he appeared on "Bond Night on the Blue" selling War Bonds. The *Long Island Star* also featured him in an article three years ago.

During his five-day week tour, Joe tries to hit every office every day. He usually does, then . . . tired and dirty, he washes up, heads for home. Tomorrow he'll be shining the stars again . . . Faye Emerson, Skitch, Milty and many others.



NBC's Jackie Robinson and his children were on hand at the Center Theater Children's Party.

The Picture Story



On stage during NBC Children's Christmas Party were Clara-belle, Gabby Hayes, Morey Amsterdam, Ed Herlihy, Santa Claus, Jack Smith and an unidentified youngster.



NBC Chorus presented a medley of Christmas carols throughout RCA Building—here on Mezzanine steps.



After the party was all over, anxious kids mobbed tables where Christmas gifts were given to each child attending the affair.



The NBC kids enjoyed themselves thoroughly at the Christmas party in Center Theater.

at NBC

Right, Gene Rayburn, formerly an NBC page, is welcomed back to WNBC by several of NBC's guidenttes. Gene came from WNEW, where he was part of the team of Rayburn & Finch.



Kukla and Santa "Ollie" were in the Christmas spirit also.



Girls in personnel department volunteered to wrap the hundreds of presents for the NBC Children's Christmas party. Here they are in action.



During a number that "Hit Paraders" staged on Rockefeller Center rink previous to Christmas.



Right, Dave Garroay receives duplicate of Sylvania Award for pioneering in daytime TV from Dean Kenneth Bartlett of Syracuse. Pat Weaver, whose idea started "Today" NBC-TV show, is on the right.

NBC NEWS

It's Gathered by the
Largest Network Staff
Spotted Strategically
Around the Globe

Every day into each NBC radio and TV newscast go the coordinated efforts of the largest, best-equipped network news staff ever spotted around the world. It's a never-ending process—this search for news.

NBC's headline hunters patrol the frontlines of the world, collecting the raw materials for the polished 21 hours of news broadcasting aired on both networks each week. They report the major newsbreaks plus the human side of the news: the President striking harmonic chords on his piano, the first stirrings of discord behind the Iron Curtain in the opposite political hemisphere.

Davidson Taylor, NBC Director of Public Affairs, supervises the network's integrated news and special events department, a single staff serving radio listeners and televiewers. William R. McAndrew, Manager of News and Special Events, supervises the 30 weekly news telecasts and the 65 separate newscasts and commentaries on radio.

Sixty-five correspondents stationed in 20 foreign countries report to back-home audiences directly via transoceanic radio and a large staff of cameramen provide film taken from areas beyond "live" TV range. NBC's correspondents are located in all of the principal cities of the world (See listings).

Naturally, NBC maintains diplomatic correspondents at the United Nations in New York.

NBC has first call on films of six large European newsreel companies to supplement its own overseas camerawork. The BBC in Great Britain, Pathé Cinema in France, Kinocentralen in Scandinavian lands, Ciné Suisse in Switzerland, Pologoon in Holland and

NBC Network Commentators, Newscasters And Correspondents Around the World

NEW YORK

Kenneth Banghart
Henry Cassidy
W. W. Chaplin
Bob Considine
William Fitzgerald
James Fleming
Don Goddard
Ben Grauer
Radcliffe Hall
George Hicks
H. V. Kaltenborn
Merrill Mueller
Leon Pearson
Peter Roberts
William B. Sprague
John Cameron Swayze
William R. Wilson

WASHINGTON

Morgan Beatty
Frank Bourgholtzer
David Brinkley
Ned Brooks
Leif Eid
Earl Godwin
Richard Harkness
Ray Henle
Bill Henry
Ray Scherer
Albert Warner

CHICAGO

Alex Dreier
James Hurlbut
Len O'Connor
Clifton Utley
Clint Youle

SAN FRANCISCO

Bobb Letts

HOLLYWOOD

David Anderson
Edwin Haaker
Elmer Peterson
John Storm

CLEVELAND

Edward Wallace

LONDON

Romey Wheeler
Edwin Newman
Pierre Myers
Jon Farrell

PARIS

Paul Archinard
William Frye

ROME

Jack Begon

FRANKFURT

Robert McCormick

VIENNA

Josef Israels II

MADRID

Richard Mowrer

MEXICO CITY

John Wilhelm

STOCKHOLM

Sven Norberg

HELSINKI

Paul Sjoebloom

ANKARA

Osman Ferda

TEL AVIV

Dan Kurzman

CAIRO

Mark Seedon

BEIRUT

A. C. B. Squire

TOKYO

George T. Folster
John Rich
James G. Robinson
Peter Murray

MANILA

William Dunn

MALAYA

Jerome P. Newmark

HONOLULU

Marion Mulroney

PANAMA

Len Worcester

OTTAWA

Robert McKeown

FAIRBANKS, ALASKA

A. D. Bramstedt

ANCHORAGE, ALASKA

A. G. Hiebert

PUERTO RICO

Fred Wilhelm

HAVANA

Ed Scott

SÃO PAULO, BRAZIL

Henry W. Bagley

RIO DE JANEIRO

James Christie

BUENOS AIRES

George Natanson

HONGKONG.

FORMOSA

Robert Elegant

Belgavox in Belgium increase the scope of NBC foreign film reports.

During an average week NBC cameramen shoot 100 stories, a total of 75,000 feet of 16mm and 35mm film celluloid per week. NBC is the largest consumer of film in the country, and the best of this film is seen on the nation's television screens. No major event of 1952 escaped first-hand NBC coverage. Televiewers and radio listeners tuned to NBC repeatedly learned of bulletin developments from an hour to three days ahead of other networks.

The integration of the television and radio news staffs accomplished within the past six months is typified by the central newsdesk in New York. Here, editors, under Joseph Meyers, serve radio and TV concurrently, coordi-

nate every source of news and information for evaluation and broadcast possibility. The central newsdesk features a private TV link connecting NBC's newsroom in the heart of New York with news film laboratories up town.

NBC's combined radio and TV news staff has paid audiences many dividends in recent months. NBC scored beat after beat at the Chicago political conventions and during the Presidential campaign.

In many different ways, NBC is continually improving its potentialities and its performance in broadcasting the news. The department motto, "Today's News Today", means the news is presented immediately and accurately, the facts and their significance.

Robert E. Sherwood Signs With NBC-TV

Four-time Pulitzer Winner Will Write Nine Original One-Hour Plays for NBC Television

Robert E. Sherwood, distinguished American playwright, and the National Broadcasting Company signed a contract last month unprecedented in the history of the television industry to date.

The agreement between the playwright, who three times has been awarded the Pulitzer Prize for drama and once for biography, and NBC became effective New Year's Day. The contract calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time, with a further option to continue the rights for five additional yearly periods.

The extent of freedom allowed the author in the exercise of his work is believed to be without precedent in the television or radio industry. Sherwood has complete independence in the selection of his subject matter and treatment of his story.

In announcing the successful negotiations for Sherwood's services on the air, an NBC spokesman expressed his pride in welcoming to NBC's creative staff one of America's most successful and honored writers. "It is a significant milestone in the progress of television," he said, "when a man of Mr. Sherwood's stature in the theater and in contemporary writing brings his talent to us. This is another of NBC's steps for continually elevating the quality of American radio and television. It is my hope this will have a constructive influence in attracting other prominent authors to these fields."

Sherwood will write, and NBC produce, under the terms of the agreement, an average of one manuscript every four months, a schedule which will bring the actual production of the nine originals all within the first three years of the five-year contract.

Robert E. Sherwood's first play, "The Road to Rome" (1927), immediately established him as one of



Robert E. Sherwood
Distinguished American playwright

America's front-rank playwrights. Since that time he has moved steadily forward through a series of brilliant successes, among them "Reunion in Vienna" (1931), "The Petrified Forest" (1935) and his three Pulitzer Prize dramas, "Idiot's Delight" (1936), "Abe Lincoln in Illinois" (1938) and "There Shall Be No Night" (1940). In 1941 he was awarded the Gold Medal for Drama by the American Academy of Arts and Letters.

Sherwood's newest play is "The Better Angels", a story of the Mormon community in Utah in Civil War days, to be produced soon after the new year, in association with Joshua Logan and with Logan directing, by The Playwrights' Company, of which Sherwood has been a member since its inception in 1938.

Sherwood was born in New Rochelle in 1896, and studied at Harvard until the outbreak of World War I, when he enlisted in The Black Watch, Canadian Expeditionary Forces, with which he served in France.

A close personal friend of President Roosevelt, he was summoned to Washington and spent his time in government service from 1940 to 1945: he was director of Overseas Operations for the Office of War Information, was in England prior to the invasion, in France shortly after D-Day, served in the Pacific area in the Winter of 1945.

"Victory at Sea" Preview



Pictured above are (l. to r.) Captain F. C. Stelter, Jr., commander of the heavy cruiser USS St. Paul; Don Norman, general manager of KNBH; and Commander D. C. Lyndon, executive officer, shown just prior to the press preview of VICTORY AT SEA held aboard the warship off Long Beach, Calif.



Jim and Mary Kiernan at the Hotel Victoria the night of the party.

Jim Kiernan, NBC'S Popular Maintenance Head, Leaves After 22 Years of Service

Last month, NBC's popular maintenance head, Jim Kiernan, left NBC after 22 years of faithful service. He and his lovely wife, Mary, decided it was time that they "basked in the Florida sun and just let the crowds go by."

Jim leaves NBC at 65 years of age, and he spent the greater part of his working years with the National Broadcasting Company in its maintenance department accomplishing an efficient, happy and productive day-to-day job. Jim knew everyone here; everyone knew Jim. His attitude, his personality transcended his job.

In view of this, NBC employees responded with a party for Jim and Mary Kiernan at the Victoria Hotel on Tuesday evening, December 16. It was a gala affair. William S. Hedges, vice-president in charge of Integrated Services, on behalf of all Jim's friends, presented him with a gold watch, cash with which to keep Jim well stocked in those hefty cigars, and a scroll bearing the names of all those who found it a pleasure to know him. Mary Kiernan beamed.

"Uncle Jim" Harkins was there. So were Joe Kent, Ed Denning, Warren Simmons, Arch Robb, Grace and Evelyn Sniffen, Bill Kelly, Harriet Egan, Tommy Tart, Bill Irvin, Billy Read, George Monahan, Helen Davis, Jim Bob Hennig, Al Humbert, Hal Atwood,

Nelson, Stan Parlan, and many others.

Ernest de la Ossa, NBC's Personnel Director, who was also there, told *Chimes* later. "Jim Kiernan was my idea of an exemplary employee. Jim had a job to do here and he did it with efficient dispatch—plus a bit of something from within which doesn't show on paper. It was this extra something that Jim put into a job that made him a fine employee and a fine person. It was satisfying to have him around, and I'm sure he accomplished his job to his and to everyone's satisfaction. We will all miss him very much at NBC."

Aiding in the party preparations for Kiernan were Lou Anderson, Helen Davis, Al Humbert and many others.

New Year's Eve at Marquette Prison

An inmate of Marquette Penitentiary, who because of good behavior acts as a disc jockey within the prison, requested some sound effects records recently, so that on New Year's Eve he could bring the celebrations of the free world to the men who had forfeited that freedom. With the cooperation of one Christmas Spirit (Clem Walters of Sound Effects), the records went out to Marquette.

NBC—Columbia Courses Now in Their Ninth Year

Unknown to many daytime employees here at NBC are the evening courses offered in conjunction with Columbia University. Now in their ninth year, these courses cover instruction in almost every phase of Radio and Television Broadcasting. The classes are taught by NBC personnel who are experts in their respective subjects, and the students range from high school graduates to Ph.D.s. from teen-agers to retired workers, and from office boys to vice-presidents.

Each weekday night the classes are held in studios here in Rockefeller Center and at Columbia University at 116th Street. On Monday nights Mr. Edward King of the Radio Production Department instructs the "Radio Drama Workshop" in the arts of acting and directing radio productions. This class makes records of their work for criticism and analysis. Later on Monday nights, Mr. James Glenn, the manager of our special effects department, holds a class in "Special Video Effects". This course delves into the secrets of how to make a television show interesting and unusual, how to create the impossible realistically and economically within the four walls of a TV studio.

Tuesday nights finds Mr. Sydney Eiges, our vice-president in charge of Press, teaching the intricacies of "Radio and Television Publicity". The aim of this news-hungry crowd is to invent diabolical methods for winning press space for broadcasting entertainment and entertainers without stooping to sensationalism. Mr. Eiges has promised a straight "A" for the course to each student who is able to get himself publicized in print before the end of the term.

A new class this year is Mr. William Hodapp's course in "Television Program Techniques". The students in this class were recently treated to a preview of "Victory at Sea" before the show was publicly televised. The actual subject matter covered in the class includes study of programming and production problems at network and local station levels, with a sidelight on experimental program forms.

The Tree

Rockefeller Center's Christmas Tree Was Cut At Allamuchy, New Jersey

You've seen the big tree up in Rockefeller Center for the past few weeks, and you've seen it taken down, maybe you'd like to know a bit about its history.

The Center's 1952 Christmas tree, an 85-foot Norway spruce, came to the Plaza early Monday morning, December 1. The tree, weighing almost 11 tons, was hauled 63 miles by truck and trailer from Tranquillity Farms, the estate of Rutherford Stuyvesant in Allamuchy, New Jersey (northwest of Morristown), where it has stood for more than 60 years.

While the tree was still on the trailer, workmen attached a four-foot white plastic star to the top, and then strung wiring and lights on the top-most branches. A huge crane hoisted the tree to its base in front of the 30 Rockefeller Plaza entrance to the RCA Building. A crew of 20 men decorated the giant spruce.

To permit passage of the tree on the highways and over the George Washington Bridge, its branches had to be firmly tied up, and to prevent the large lower limbs from breaking, some of which measured 20 feet, birch sapling splints were used. The tree was gently lowered to the trailer and



Towering 85 feet at Tranquillity Farm on the property of Peter W. R. Stuyvesant at Allamuchy, N.J., the tree is shown ready for cutting. The branches have already been tied up to facilitate loading on trailer.

carefully placed on supports to distribute its great weight evenly.

The trailer, hauling the tree, had to be parked overnight on the Jersey side of the GW Bridge as New Jersey officials would not allow it to be transported during the dark of night for safety reasons. Truckmen were given from 6 a.m. to 6:30 a.m. to get it to Rock Center. They did it.

This year the tree was decorated with more than 5,600 lights and plastic globes and gave a colorful effect day and night. More than 5,000 7-watt clear, sparkling fire-fly lights and 600 nine-inch translucent globes, illuminated from within, created a brilliant nighttime effect. The bright plastic globes in red, yellow and white and

(Continued on page 20)



Workmen start using a power saw to cut through the trunk of the 60-year-old Norway spruce of 11 tons.



To keep the giant spruce in good condition and to prevent broken branches, a huge crane swings into action.

Military-Businessmen's Conference:

NBC's Edward Madden Covers Joint Meeting for Communications Field

Late last fall the Department of Defense's "Joint Civilian Orientation Conference" was held for the last time in 1952. It convenes four times annually and conference members are drawn from a geographic cross-section of representatives of American business, finance, labor, religion, education, farm, various professions and communications.

Representing the American communications field—and the only member from the radio-TV industry—was NBC's Vice-President and Assistant to the President, Edward D. Madden.

The Conference opened at the Pentagon with presentations by civilian and military chiefs, the purpose of which was to provide businessmen with a comprehensive understanding of the Department of Defense and its integration with other branches of the Government and the community at large.

The welcoming address to over 60 guests was made by Honorable Robert A. Lovett, Secretary of Defense. Other speakers at the Pentagon phase of the joint military-civilian conference were General of the Army Omar N. Bradley; Honorable Frank Pace, Secretary of the Army; General Lawton Collins, Chief of Staff; Honorable Dan A. Kimball, Secretary of the Navy; Honorable Thomas K. Finletter, Secretary of the



Madden talks with Major Gen. Robert N. Young, Infantry Center Commander at Fort Benning, Ga. during airborne demonstration.



NBC's Edward Madden right, ready for jet flight, gets encouragement from Brig. Gen. Stuart P. Wright of Eglin Field Proving Grounds, Fla.

Air Force, and many other notables in the military world.

The Washington phase of the conference was followed by trips to field installations of the Army, Navy, Air Force and Marine Corps in order to acquaint members with the responsibilities and activities of the several military departments within their assigned roles. Most of these trips, Madden said, were made in C-47s, and the whole group even flew down to the Air Force's experimental base at Eglin Field, Florida. Madden also was given a ride in a jet-trainer—at close to 500 mph—which he enjoyed very much (see picture). The group was taken aboard the *USS Coral Sea*; they visited and inspected Fort Benning, Georgia; Quantico Marine Base; Norfolk Naval Base. "I learned a great many things," Madden said, "that I didn't know before—about military operations, the expense involved, and the military's manner of doing things. I think these conferences are a wonderful idea for the layman, and not only that it's smart public relations. We all came away from the conference with a more concrete idea of the military's problems.

"I found too how closely our economy is integrated with military expenditures, and in the event of peace

or a 'static war', it would again be a challenge to American industry to keep the American standard of living in its present state."

Madden was able to throw a bit of lightness into the orientation meeting at Fort Benning by writing an original song-parody to the tune of "Sound Off". The military there liked it; printed it in their program. Here's one stanza:

"The legal eagles, financial gents
And business men with no more sense
Keep trudging grimly and looking wise
Through red-rimmed slits that should
be eyes
Sound off for Jaycock, sound off for
Jaycock
The business wheels are not such heels
They're okay. (Chorus)"

NBC and TV Affiliates Work Out Revised Plan Compensating Stations For Programs

Establishing a new milestone in the history of the industry, the National Broadcasting Company and the stations affiliated with its television network have worked out together a revised plan for compensating the individual stations for carrying network commercial programs.

The plan was presented to a meeting of executives representing 41 of the NBC television network stations at a session in Chicago December 16, and was favorably received. The stations adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their individual contract negotiations with the network.

Thomas Phelan Appointed

Thomas H. Phelan, formerly Manager of Radio Technical Operations, was appointed last month as Manager of Television Technical Operations. Mr. Phelan will be responsible for television technical operations, radio and television scheduling and maintenance, kinescope recording and technical supervision of WNBC technical operations.

Charles Phelps Named

Effective December 15, 1952 Charles Phelps was appointed Assistant Night Executive Officer, reporting to William Burke Miller.

Need a Plane, Train, Bus Reservation? Call NBC's Efficient 9th Floor Transport Office

Not known to many of us are the services rendered daily by the NBC Transportation Office in Room 951 of the RCA Building. Headed up by Albert Walker, who also does special assignment work for Arturo Toscanini, the Transportation Office will handle your plane, train, bus or steamship reservations, either for your NBC business trips or for your own personal travel. Tickets arranged for through the office are picked up by its messenger, and you in turn may pick them up at the NBC Cashier's Office. However, Transportation will not handle railroad coach tickets. They will also take care of hotel reservations for you and your immediate family.

Ninety percent of the office's business is for NBC personnel on NBC business; however, the personal request is always welcome.

Walker and his staff of four also handle limousine service for visiting celebrities, obtain pier passes, meet and greet celebrities, obtain press passes for cutters meeting Trans-Atlantic boats.

Walker, who will be here 20 years this month, has Bill Treloar as his assistant. Marge DuBois is secretary and Lee Reizen transportation clerk. Charlie Pough is the efficient messenger in the outfit.



Albert Walker. He heads up NBC's Transport Department.

NBC Basketball Team

The NBC basketball team, playing for the first time with a full squad, and ably coached by Marty Cohen, smashed the BBD&O team in a rough but well-played contest. This New York team is manned primarily by Guest Relations' Al Recht, Ted Tobias, Art Topal, Jerry McGavick, John Tornell, Jerry Moring. They, along with Jack Weir, Woody Zelkind, Bill Coldwell, Bill Lynch, Herb Oxman and Tom Wade are looking forward to a strong finish in their remaining games this season.

"Jolly Girls" in Washington Help Needy Children

Contributing toys to the WRC Doll House is just one of the activities of the Jolly Girls, an organization made up of women in the Washington office of the National Broadcasting Company.

The term "organization" is used loosely, however, in referring to the Jolly Girls, for the group really seems to thrive on lack of organization. It is primarily a social club, for the purpose of getting together outside of the office once in a while, and for honoring individuals on special occasions.

There actually are not even any officers, as such. Several girls are in charge of the various jobs, such as collecting dues and arranging luncheons, and every few months these duties are turned over to new people.

The Jolly Girls originated back in 1946, when most of NBC was quartered in the Translux Building. However, a few employees were housed in the Bond Building, and one of them, Ruth Collins (now the wife of NBC engineer Bob Shenton), thought it would be a good idea for the girls in the two buildings to become better acquainted through a social organization.

A little later, when the television station began operations out of the Wardman Park Hotel, it was increasingly difficult for the radio and TV employees to get together, but now that all WRC and WNBW facilities are combined at the hotel, the club is gaining added solidarity.

The name for the group, though often ridiculed by NBC's male contingent, was suggested by Bob Shenton. He recalled the "Jolly Boys" on the "Great Gildersleeve" program and laughingly dubbed the new club, "The Jolly Girls."

The rules and regulations are few—any woman employee of NBC is eligible for membership upon payment of the small initiation fee, and she must have worked for the company at least a year in order to have a party given in her honor upon leaving.

The treasury is maintained by monthly dues from each member, and until recently, a coke machine was a source of profit for the Jolly Girls.

(Ann Evans)



Washington's favorite baritone, Gene Archer, accepts gifts of dolls and toys contributed by members of NBC-Washington's "The Jolly Girls". A lot of children were the happier because of their efforts and contributions.

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



Lawson Deming, WTAM producer, has been named program manager at the Cleveland location. He will report to Norman Cloutier, program director.

Trammell Resigns

(Continued from page 7)

NBC's Central Division, he had boosted the billings from \$1,000,000 a year to \$1,000,000 a month. It was in Chicago that Mr. Trammell persuaded many of today's great figures in the entertainment world to join the growing radio industry and negotiated the first of the million-dollar contracts for which he later became noted.

Under Mr. Trammell's direction, NBC constructed its large and modern broadcasting studios in the Merchandise Mart in Chicago and its own building in Hollywood, California.

The Tree

(Continued from Page 17)

more than 3,000 feet of golden glanding made of aluminum foil, specially created for Rockefeller Center by the Reynolds Metals Company, complete the daytime decorations.

Center officials say that they send out professional spotters each year in the search of trees appropriate for their Christmas trees. There are also many "amateur" spotters, who call in annually to report that they have just seen a "beaut" for the Center. The price of the tree was not divulged; it's bought by the foot, and is not as much as one would suspect.

NBC-Chicago's Audiophile Hugh Downs Practices His Audiophilology at Home

This brave new world of strange new sights and sounds has engendered sciences and quasi-sciences totally beyond the imaginations of our forebears. One of these, the natural child of radio, is labelled audiophilology. Its proponents are audiophiles, which semantically-speaking means they are "scholars of sound".

Although a large number of the cult are actually audio engineers, many in other fields are avid in their pursuit of pure sound. Notable among these—who fill their homes with vanloads of complex equipment to reproduce recorded music with life-like fidelity are Maestro Arturo Toscanini and NBC-Chicago's versatile announcer-emcee, Hugh Downs.

Unlike the incomparable Maestro, who had vast amounts of technical help installing his *ne plus ultra* home music equipment, the doughty Downs did all his own work. True, he had some help from Ed Reed, technical director of Hawkins Falls, and a close friend, but in the main the selection of equipment and installation were entirely of Hugh's doing.

Heart of the system is a Williamson-type amplifier, and a professional quality turntable. A combination of two bass reflex speakers and a theater-



Hugh Downs

type treble horn is the speaker system that produces the "real big good sound," that Hugh—like all audiophiles—wants.

According to Hugh, he's been playing recorded music daily for 17 years, and for that same length of time he's been interested in reproducing that music in his own home. But, he says, it has only been recently that records have been pressed that have enough quality to warrant investing in expensive ultra-high fidelity equipment.

Blue Cross, Blue Shield Re-Opening This Month

NBC employees in New York who have not had a chance to enter into the Associated Hospital Service or the United Medical Service (the Blue Cross and Blue Shield plans) will have their chance this month. A new drive for membership is now in progress for non-participants in the plans and all membership cards have been sent out. These cards must be returned to Employee Services section by the 15th. Those who join now can pick up effective hospital and surgical service effective February 1.

Blue Cross stands for 90 non-profit Plans sponsored by employees, em-

ployers and hospitals in the United States, Canada and Puerto Rico. These Plans give the best hospital care obtainable to 40-million men, women and children.

The Blue Shield surgical plan is designed to meet the increased cost of surgical care, now provides allowances up to \$250 for surgical operations, the treatment of fractures and dislocations, and for maternity care for the wife on the Family contract—complete payment of your bill (except for maternity care) if your income is within the specified limits.

People and Places

Hollywood, KNBH

Don Norman, General Manager of KNBH, won the "Bob Hope Golf Trophy" with a score of 104 . . . repeat, 104! This sounds more like a temperature reading than a golf score. *Ann Slater* (KNBH press) will spend her New Year's Eve in Acapulco. Some people have all the luck.

Florence Chadwick began her new TV series on KNBH with Olympic coach *Dean Cromwell* and discus champion *Sim Iness* as the first guests. Flo will be in New York with a new show during the latter part of February. In June she plans to swim the Dardanelles and the Straights of Gibraltar.

KNBH reached the highest ratings in its history during November of this year. All the ratings gave Channel 4 the top spot in popularity among Southern California televiewers. "Peantit Circus", whose star *Fance Colrig* was once an NBC parking lot attendant, topped all the multi-weekly shows. Other programs in that category seen over the Channel in the first ten include "The Adventures of Patches", "Komedey Klub", "Dinah Shore", "Camel News Caravan" and "Howdy Doody".

All the company ski enthusiasts, happy over the heavy snowfall in the High Sierras, are hoping to form a week-end skiing club to take advantage of group rates in the various mountains resorts. The sun-lovers, meanwhile, congregate at Palm Springs. *Johnny Knight*, out of the hospital, returned to his duties as supervisor of the transmitter operations on Mt. Wilson just in time to order some more alfalfa. Yes, that's right, alfalfa. Seems it's part of the NBC contract with the hotel that owns the land to keep the wild deer well fed.

New York, NBC

The News Department welcomes *John Wingate*, our Esso reporter, *Jane Crabtree*, secretary to *Joe Meyers*, replacing *Betty Rapp* who sailed on December 9 to Frankfurt; *Burt Lieper*, who joins us from the 106th Street staff as writer of the Esso Show. Glad to see our witty *Bill Ryan* back healthy and comical after his recent illness. Correspondent *Frank Bourgholtzer* has just returned from Korea after covering General Eisenhower's recent visit there. Frank's recuperation will take the form of a vacation to Key West, Florida . . . a mchb needed one. *Art Wakelee* is still taped up in the tape room on the hour-long year end show, the News Department's annual review of the top stories of 1952. *Chet Hogan* received a plug in the *Daily Mirror* the other day by columnist *W. Winchell*, who stated that the Nielsen Radio Ratings for News programs rated *Moran Beatty's* "News of the World" as Number three. Mr. Winchell a letter in 1938, by the name of *Chet Hogan*. *Leo Seligson* is back from one week's rest.

In Purchasing, *Mary McNulty* celebrated a birthday on December 6. *Bill and Marge Bloxham* celebrated their anniversary on December 9. *Fred Vestal* flew to Florida to spend Christmas with his folks.

Occupants of "Hassle Alley" (Room 688) said goodbye to Chimes Correspondent *Louise Gorski* and welcomed back from the unit *Ron Guzik* to the night staff. Mrs. *Bernard Tarpe* (*Joan Porter*) left for a Florida honeymoon. *Jack Weir* reports the NBC basketball team touring BBD&O (teeming relations, eh?).

GUEST RELATIONS has had its share of folks moving out of the company and on to jobs throughout the country—we have: *BOB MESSNER* announcing on WCSI in Columbus, Indiana; *CHUCK CARRON* announcing at WLVA in Lynchburg, Virginia; *GUY AYLSWORTH* announcing at WFOY, St. Augustine, Florida; *DON FOREMAN* to WCPS in Tarboro, North Carolina; *DUDLEY MALONE* to the training program at BBD&O; *WARREN CHRISTMAN* entertaining at Vero Beach, Florida. *ANN VON WENING* joins her sailor husband in France for Xmas and *MARY PFAFF* leaves us to start teaching in the New Jersey school system, thereby substantiating the GR claim of superintelligence.

Welcome to new Pages *JOHN MIZNER*, *LEO HAGGERTY*, *JEFF LO BAITO*, *JESS STRUM*, and to new Guides *BOB WATSON*, *JIM SMITH* (he of the big smile), *GLORIA CROMWELL*, *SALLY GILBERT*, *HALARAL KIRN*, and *ROBERTA AUSTIN*.

Sympathy from the staff is extended to *JOEL FEAGINS* on the sudden passing of his father. Sympathy of another sort has been extended to *PETER LASSALLY* who joins the ranks of GR personnel in the Armed Forces (on Jan. 5) *BARBARA WITZELL* in Tickets tells us that Christmas time will be a real vacation for her—she goes to night school at NBC through the facilities of Columbia University, and school's out for Xmas . . . whole *KELLY LIGHT* says that she expects most of time taken up with parties at home in Huntington, West Virginia.

Adding an international flavor to GR, *DALE* (*Symphony*) *REMINGTON* told us about "his day" as a luncheon guest of Madam Berger, Canadian Delegate to the UN. Most interesting was his description of Mr. Molotov's manners, which we will not reprint for fear of international repercussions.

All the wonderful Santa Clauses in TV Technical Operations have shaved their beards and have resumed their roles as Cameramen, Lighting men, Technical Directors, etc., as they embark upon the sea of 1953. New clothes adorn the girls, and colorful ties are added to the attire of the men. In short, faces are brightened. Speaking of faces, some new ones have been added this month. Young and charming *Rosemary Ianuzzi* joins us in 501 in the stead of *Janie Wetherell*. Mr. *Thomas Phelan*, our new Manager of TV Technical Operations, and his secretary, *Rosemary Schaubel* moved in with us. The show must go on! and Hats Off to all the men in this department who made the shows possible on Christmas and New Year's Day. *Andrew Stephanac's* most joyous Christmas present was that of a baby granddaughter. Congratulations. TV Technical Operations con-

tinues to have babies, in compliance with the birth of a new year. (See Births!)

Donald Bartsch, duplicating, now the proud owner of a '52 Olds 98 is spending his weekends exploring the highways of New England and Pennsylvania. Cities such as Boston and Pittsburgh used to be real expeditions with the "Old Diesel" (his old '40 Chevy), but now, with his rocket power, they're mere excursions!

Virus seems to be running rampant in old Room 502. Four victims during the last month!

Welcome to *Paul Barnwell*, another new Duplicator.

In seems our latest addition to the Plant Operations staff found the atmosphere in the office a little chilly for him and has decided to make his home with *DOUG SCHULTZE*. Our own little *OLLIE*, THE ALLIGATOR once lived in *Jack Geagan's* fish tank, but no one really felt very close to him.

We all enjoyed our Christmas Party at the Fraternal Clubhouse to the hilt. Of course, the girls were a bit outnumbered by all the men, but no one really seemed to care about that!

And everyone in PLANT OPERATIONS would like to take this opportunity to wish everyone A VERY HAPPY NEW YEAR!

The "most beautiful girl" in room 563, namely *AGNES STILLALE*, has become quite an expert at French. Does anyone know a nice handsome Frenchman with whom Agnes could converse???? Vacation time finally rolled around for *H. PIERRE HATHAWAY*. While he's enjoying the warm weather of the South, Florida to be exact, we'll be donning our red flannels and snow shoes!

We all wish *ELSIE SCHMIDT* a very speedy recovery after her visit to the hospital to have her appendix removed. Belated birthday greetings to *JOHN UDRY* and *HAMISH MCINTOSH*. Welcome back to *SAM NOVENSTERN* who just returned from his winter vacation in Washington and the neighboring states. This department wishes everyone a very HAPPY NEW YEAR!

Mary Regan, formerly with PRODUCTION SERVICES, is now with *Benton and Bowles*, in the Television Department.

Bob Peary expects to be leaving for the Coast during the first week in January. He's taking the whole family on this cross-country tour.

Jackie LaBelle will be working for an Engineering Firm in New Jersey by the time you read this.

Dick McBride had less than a week's notice to straighten out his affairs before going on active duty with the Coast Guard. He's stationed on Ellis Island. His biggest gripe—He'd just had his loafers re-soled!

Was the week before Xmas throughout NBC Departments were busy as anyone could see. In Research and Planning, activity was a sight

I nibbled for some news and just couldn't get a bite.

So I rack my brain wondering just what I can say

Must be something exciting besides getting our pay.

But I have to make a deadline, so here's what I'll do;

On behalf of the whole section, HAPPY NEW YEAR to all of you.

Network Controllers can now boast of its own IBM section. Will start full production sometime between Christmas and New Year's. We welcome **Bill Ratcliff** to Controllers, along with **Violet Fairhurst**, **Gertrude Gilroy**, **Steve Barone**, and **Stewart Warkou**. Bill will be Supervisor of our IBM section. Controllers extend "best get well wishes" to **Joy Wotke**. **Maralyn Hass** looking mighty chipper after minor operation. **John Bechtel** now is a "Proud Uncle" of a baby girl. **Eileen Monahan** concentrated a little too hard on **Vickie Casella** instructions on the art of knitting. The studious students pocket-book was stolen on the IND. **Joe Fuller's** absence last month was not another vacation. Exercising the great American right—to serve on jury duty.

HAPPY NEW YEAR FROM NETWORK CONTROLLERS TO ALL.

Questions of the month: How did **Marge Hadley** dwindle away the hours while snow bound in Omaha on her recent vacation and what was **Jeanne Jenks** doing modeling a wedding gown at a fashion show. Did it give you any ideas, Jeanne? Welcome to **Robert Phillips** our new Communications Operator.

Justice Is Served

The ogre of jury duty has been finished with **MEL SCHLESSEL** and **DICK BLAKE** leaving them both gasping with the efficiency of New York State justice. From WDSR down in Florida, comes word of ex-A&P writer **VERNON LOWELL** who has become a veritable tycoon in station work down there. It's a great pleasure, too, to welcome back **LEN GIARRAPUTO** to the Production division of A&P. He had been "vacationing" in Germany, in particular, and in Europe, in general . . . courtesy of the U. S. Army. **JAKE EVANS** has been spotlighted by a recent story and picture in "Radio Daily", besides acquiring a brand new Mercury. There are two new people in the Sales promotion group, namely **PIERRE MARQUIS**, formerly of Research, and **DEE VESTAL**. **MIRIEL SMITH** has gone into the fish business with the possession of a fancy aquarium complete with 11 tropical fish, electric lights, California red wood furnishings, and other things too grand to mention. It's a Small World Dept.: **JACK HALLORAN**, lunching with **Betty Lannigan** of Press, got talking about the Philippines in the last war. When the smoke had cleared, it turned out that Betty had been a Red Cross girl serving coffee and doughnuts at exactly the same spot in the Philippines where **HALLORAN** had been stationed in the Army. Needless to say, mutual memories soon appeared.

Needs Shoes For '53

On the night staff in STENOGRAPHIC—**Marie Freda** has worn out two pairs of shoes Christmas shopping. **Pat Kirk** had a wonderful time on her trip to Worcester, Mass. She celebrated her birthday recently, too, and the girls took her to the new smart restaurant "THE OTHELLO" for her party. **Gertrude Zarnoteski** went to Oswego, N.Y., for Christmas.

We're all celebrating the holidays with the famous "Steno-graphic Cocktail"—a mixture of typewriter cleaner, grain alcohol, and stencil correction fluid.



Network Controllers Christmas party went over with bang. **Bob Burholt** sweats it out as **Violet Fairhurst**, **Vickie Casella**, **Ann Cahill**, **Esther Limone**, **Bea Biespiel**, **Warren Gherman**, **John Bechtel** sing parody: "Old Man Burholt".



Bob Burholt, **Jack Lavan**, **Joe Fuller**, and **Art Garbade** have boss **Frank O'Shea** in a dither over "Twas The Night Before Closing".

Just one new person in the press department since last time. **Barbara Evers** joins the staff in Photo Files to take the place of **Rod Dwyer** who left to go to France.

The single people in the office are seriously thinking of forming some kind of an organization to preserve their liberty and freedom. If any one in the company has any helpful suggestions on how the few remaining souls can remain single, please forward suggestions to "Single People" care of **Hank Williams**, Room 400

George Stilgenbauer, supervisor in the Tabulating Room certainly has his department looking nice with new carpeting and new helpful machines. Thanks to him for getting all our paychecks run-off in time.

New additions into Staff-Controllers is the Television Weekly Payroll, supervised by **Sal Verdey**, and assisting him are: **Arthur Barnett** and **Lillian Marziano**. We're happy to have them with us.

A mighty big welcome in PERSONNEL goes out to **John Michel** and **Eddie Starr** who have returned to NBC after their military service. Our traveling **Eleanor Nadeje** is off again and we must say that Bermuda should be called her second home. Eleanor could easily be their Chamber of Commerce representative since she does a good job of promoting vacations in Bermuda.

The friends and co-workers of **Bob Sharpe** IN SET-UP OPERATIONS tendered a surprise dinner in his honor in celebration of his 25th anniversary as an NBC employee. About forty people attended this most en-

joyable affair, which was held at Healy's Restaurant, 66th Street & Columbus Ave. So successful was this get-together that the boys are already planning another shindig, this one in celebration of Tom Longmore's 60th birthday which occurs early next year. **Bill Bush** loses a source of steady income, now that the New York tracks have closed for the season.

NEWS FROM AIR-CONDITIONING:

Welcome back to **Bill Santhouse** who just finished a hitch in the Navy.

We hear that **Jimmy Schlag** is going to bring in a piggy bank for **Hugh Reilly** to save his pennies in for coffee.

When **Ken Sullivan's** wife presented him with a baby the other day, he got so excited he answered the phone with the ear piece to his mouth and was listening through the mouthpiece.

Bill Conboy is walking around with his head in the clouds since he joined the "Poppas' Club".

Place Bets Early

Jack Caragliano is overjoyed over the fact that he just came in possession of a pair of prize pigeons. Now he can't wait until the racing season starts.

We all join in with a hearty "Season's Greetings" to all.

Three additions to the Film Library's staff are **Sol Axelrod**, who joined our organization November 18. **David Weixel**, who started work at the library on December 10th, and **Henry Ferens**, who returned December 1st to the job from which he was called into the army in November, 1950. Henry served as a projectionist in the 300th Special Services Company at Camp Rucker, Alabama. **Dave Weixel** served four years in the army, twenty-seven months of which he spent in Africa and Italy as a member of a tank destroyer battalion in **General Mark Clark's** Fifth Army. Both Henry and Dave have photography as a hobby. One of Dave's photos, a picture of children playing, was printed in *The American Annual of Photography* for 1952.

Another addition to the Film Library personnel is **Betty McLoughlin**, who transferred to the library from the office of the Cost Comptroller, Film and Kinescope Operations. And Mr. Traeger, the library supervisor, is back after being absent because of a recent illness.

Joel Friedman and his wife **Lauryanne** are expecting a Christmas package from the store.

Best of luck to **Irving Oshman**, Film Library shot-lister, who has transferred to a new position with Broadcast Film at 1600 Broadway.

For Sale or Rent —

Wanted: 1½ or 2-room bachelor apartment in Manhattan. Maximum rental \$75. Please call Dan Levitt, Ext. 582.

For Sale: Attractive 6-room house with 3 bedrooms, a large living room, fireplace, paneled den, tile kitchen, in Hawthorne, Westchester County, 55 minutes from New York. Huge 125' x 100' lot, vegetable and flower gardens. Low taxes and upkeep. Only \$24,000. For information, call: Joan Calcutt, Extension 8253.

OFF TO THE ARMY



Nicholas Ponella, formerly of Audio-Video Engineering, N.Y., left for the Army December 1. He waves goodbye to his friends.

NBC Marriages

Susan Lanci to Arnold Koppell
Alex Mumford to Beverly Bentley
Auriel Macfie to Russell Douglas
Don Bishop to Robbie (Just Robbie!)
Beverly Badger to George Durfee
Joan Porter to Bernard Tarpe
Alice Greenstein to Barbara Kane
Carol Segal, KNBH, to Edwin Clement
Nora Weinraub to Fred Shock

NBC Engagements

Chris Casserly to Henry Launhardt
Helene Schuck to Richard Janssen
Seymour Feldman, Staff Controllers
Hermine Eisenberg to Ensign Gilbert Liss
Meta Heiberger to Charles Wechsler
Bob Garthwaite to Barbara Chappell
Rita Morey to Larry Sisson

NBC Births

To John Gramhams, a boy, Bruce Ayrey
on Dec. 5
To Ken Sullivans, a girl, Kathleen Mary
To Bill Conboys, a girl, Laura Patricia
To Hank Scotts, a girl, Virginia
To Arthur Dahms, boy, Brien

Tunisia to Stenographic

Simone Zeiloun, new employee in the NBC Stenographic department, is from Tunisia, where she worked in the American Embassy. Stenographic is building up a small French delegation.

Fleming Compiles "Mr. President" Record Album for RCA

James Fleming, news editor of "Today", NBC-TV's news and special events program, has drawn upon the experience of "four years of listening to 20 years of history" to compile an album of records entitled "Mr. President", which documents the American scene and the executive office from Herbert Hoover to President-designate Dwight D. Eisenhower. The RCA Victor album will be released this month.

Nighttime Radio Truth

Last month in full page ads in *The Wall Street Journal*, *New York Times*, *Herald Tribune*, and *Chicago Tribune*, NBC's Advertising and Promotion department pointed up the fact via an A. C. Nielsen Company survey that "Nighttime Radio delivers a multi-million radio audience . . . at the lowest cost per-thousand circulation in radio's history . . . at only a fraction of the cost-per-thousand circulation of any of the nation's top magazines . . . and NBC Radio's nighttime costs have shown the greatest decrease . . . NBC's cost-per-thousand is now lower than any of the networks . . . only 33¢ . . ."

Correction

We are reproducing here (in corrected form) the 10, 20 and 25-year club members from NBC-Washington. The December CHIMES listed them incorrectly.

25-Year Members

Virginia P. Birgfeld
Frank Fuguzzi
William Scott

20-Year Members

Clyde "Speed" Clark

10-Year Members

Paul Meyers
Arthur Hamilton
Hollis Wright
Bob Shenton
Kennedy Ludlam
Eileen Burger
Edward McGinley

NBC's Spot Salesmen



Martin Percival

"... a birdland devotee"

Martin Percival . . . popular New York NBC radio spot salesman . . . services McCann Erickson, Kudner, Compton, SSC&B . . . business career began in SSC&B mailroom and media research department . . . became time buyer at Grey Advertising . . . then held same position at McCann before coming to Spot 14 months back . . . he was born in Indianapolis . . . went to high school in Lake Placid where he majored in skiing . . . while skiing used to run into Bob Leder (WNBC Sales Manager) playing golf with red ball and earmuffs . . . has B.A. degree in Economics from Tufts College . . . appeared in college production of "Mice and Men" which went on tour all over Eastern part of the country with frequent performances at Smith College . . . Martin insists he has no aspirations to become a TV actor . . . served with 8th Air Force in Europe two years . . . holds several citations . . . presently lives in London Terrace . . . married to Camilla Johnson, former assistant sales service manager of DuMont TV network, whom he met at college . . . recent father of a baby daughter, Ann Colony, age 4 months . . . he's also a birdland devotee . . . breeder of tropical fish . . . terrific sense of humor . . . a "must" at a Spot Sales office party.

• “VICTORY AT SEA” •



This Week on NBC • January 18

Eleventh Episode: “Magnetic North”

NBC

CHIMES

February • 1953



NBC-Television in "A Visit With Carl Sandburg"

NBC



CHIMES

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Neil Gahagan

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Bob Pelgram, KNBH
Mary Karr, WMAQ-WNBO
Ruth Arnold, WTAM-WNPK
Robert Adams, WRC-WNBW

Engineering:

Marjorie Marshall, Engineering

The Cover

Last Sunday NBC-TV "visited Carl Sandburg". This was a third in a series of visits which the network has made on distinguished figures of our time. Each program has been very well received. Bertrand Russell and Robert Frost were seen earlier in the series, which is supervised by NBC by Davidson Taylor.

Last week's visit with Carl Sandburg, American poet, biographer of Lincoln, and twice-winner of the Pulitzer Prize, was of particular moment in view of the recent nation-wide celebration of his 75th birthday. On this occasion, a fellow citizen of Illinois, Adlai Stevenson, said of him:

"Carl Sandburg is the one living man whose work and whose life epitomize for me the American dream. His is the earthliness of the prairies, the majesty of mountains, the anger of deep inland seas. In him is the restlessness of the seeker, the questioner, the explorer of far horizons, the hunger that is never satisfied. In him also is the tough strength that has never been fully measured, never unleashed, the resilience of youthfulness which wells from within and which no aging can destroy. Besides, I love him."

Sandburg was born in Galesburg, Illinois. Both his parents emigrated to America from Sweden. His father was a blacksmith who later worked on the railroad. Carl left school at 13 and did all sorts of unskilled work. After serving in Puerto Rico during the Spanish-American War, he attended

Lombard College in Galesburg, where a professor encouraged his writing and paid for publication of his first volume of poems. After college, Sandburg went to Milwaukee and got a newspaper job, and there met and married Lillian Steichen. They have three daughters.

From his early youth, Sandburg was immersed in the Abraham Lincoln legend. For 30 years he sought out and collected material on Lincoln; over a period of 15 years he wrote the six-volume biography of Lincoln which is generally accounted one of the greatest biographies of modern times. The first two volumes ("The Prairie Years") came out in 1926; the last four ("The War Years") in 1939. In 1940 the work won the Pulitzer Prize for history. During the writing of the work, Sandburg took a few months off each year to rest from his labor (and earn his living) by touring with his banjo or guitar and singing folksongs and reciting his own poems. The publication of his most recent work, a memoir titled "Always the Young Strangers", coincided with the observance of his 75th birthday.

NBC's Doris Ann was the producer of the Sandburg film, Martin Hoade was the director. Thomas Priestley and Jesse Sabin were the photographers and George Jordan and Warren Redden were the soundmen. Film editor was Robert Lowerree.

Sandburg's guest in the film was Edward Stanley, manager of NBC public service programs.

The NBC Blood Drive

This month NBC-New York, in conjunction with the American Red Cross, will again conduct a blood drive in which all employees are cordially asked to participate.

This first blood drive in 1953 will run through February 25 and February 26. It will be held in the foyer of the Center Theater.

The blood will be donated in order to maintain a credit balance in the NBC Blood Bank and to serve the Armed Forces and victims of polio. NBC tries at all times to maintain a blood bank of 150 pints which can be used by NBC employees free of charge.

This is handled through the employee services section, Room 729.

Representatives from the employee services section will be around within the next week in order to sign you up for this much-needed blood drive. Appointments will be set up to facilitate movement and prevent confusion on the days of the actual blood letting.

We sincerely hope that all NBC employees will cooperate to the fullest extent in aiding victims of polio and also members of the fighting forces in Korea. You can also aid yourself and your families by increasing the quantity of blood in the NBC Blood Bank.

Fineshriber, Adams Named Vice-Presidents

Fineshriber General Manager; Adams is Administrative V. P.

The election of William H. Fineshriber, Jr., and David C. Adams as vice-presidents of the National Broadcasting Company, at the regular meeting of the company's board of directors on Friday, February 6, was announced Monday by Frank White, NBC president.

Both Fineshriber and Adams will report to John K. Herbert, vice-president in charge of the NBC radio and television networks.

Mr. Herbert stated that Mr. Fineshriber will be vice-president and general manager of the networks, and that Mr. Adams will be vice-president for administration for the networks. In commenting upon the appointments Mr. Herbert said:

"Mr. Fineshriber brings to his new position the practical experience of more than 20 years in network operations. He is widely recognized in the industry for his ability and for his contributions to the advancement of broadcasting. Because of Bill's demonstrated talents in that field, I am particularly pleased to have his assistance in the management of our two networks.

"The election of Mr. Adams as vice-president recognizes his outstanding ability in handling administrative projects. His talents too will now be used on a broader basis in our network operations."

Fineshriber, who comes to NBC on March 2, recently resigned as executive vice-president and a member of the Board of Directors of the Mutual Broadcasting System and as vice-president and a director of General Teleradio, Inc., to accept the NBC post.

Fineshriber joined the Mutual Broadcasting System as vice-president in charge of programs in July, 1949, and was appointed executive vice-president December 13, 1951.

He entered the broadcasting business following graduation with highest honors and a Phi Beta Kappa key from Princeton University in 1931. After a course of advanced study at the Sorbonne in Paris, he joined the Columbia Broadcasting System as a member of the publicity staff. In October, 1934, he left CBS to manage

Carnegie Hall in New York City. He returned to CBS in 1937 where he served in a series of important positions, and was general manager of the CBS program department when he left to join Mutual in 1949.



William H. Fineshriber, Jr.

Fineshriber is a member of the Board of Directors of the National Association of Radio and Television Broadcasters and a member of the Executive Committee of the Board of Directors of the Broadcast Advertising Bureau. He has held chairmanships in the radio campaigns of many national charitable, educational and philanthropic organizations.

He was born November 4, 1909 in Davenport, Iowa. His family later moved to Memphis, Tennessee, where he attended the Maury Grammar School and then to Philadelphia, where he was graduated from West Philadelphia High School. He is married to the former Clotilde Heller of Philadelphia. They have two children, Joy, 16, and William, 13; live in New York City.

Adams is presently Director of Special Projects for the NBC networks. He left the Federal Communications Commission to join NBC as assistant general counsel in December, 1947. He was named vice-president and general attorney of RCA Communications, Inc. in July 1948, but returned to NBC in January 1949, as assistant to the executive vice-president.

Adams joined the FCC in September, 1941, serving successively as Chief of the International Legal Section, Assistant Chief of the Common Carrier Division and Assistant to the General Counsel. His FCC career was inter-



David C. Adams

rupted for two years of military service, first with an anti-aircraft battalion and later as a second lieutenant in Military Intelligence. During his service with the FCC he was a member of the Cable and Radio Committee of the Board of War Communications.

Adams was a member of the United States delegation at the Atlantic City Radio, Telecommunications and High Frequency Conference from May 12 to October 4, 1947. He was chief assistant to Charles R. Denny, now an NBC vice-president, but at that time chairman of the three Conferences. He was a member of the U. S. delegation to the Moscow Five-Power Telecommunications Conference and a U. S. observer at the London meeting of the International Telegraph Consultative Committee, both in 1946.

Adams was born on March 5, 1913, in Buffalo, New York. He is a graduate of the University of Buffalo and its law school, class of 1937. He practiced law in Buffalo from 1937 to 1941. He is married to the former May M. Grelick of New York City. They reside with their two sons, Donald J., 7, and Jonathan, 3, at Croton, N. Y.

NBC News Roundup..

NBC Cops Top Poll Honors

Programs and stars of NBC won nearly twice as many first-place designations as all other networks in the fourth annual television poll conducted by *Motion Picture Daily* for *Fame Magazine*. NBC took 15 firsts and the second network won eight.

The list of NBC-TV winners follows: "Your Show of Shows" was voted the "Best Network Program" and also the "Best Variety Program". Sid Caesar was voted "Best Comedian". "Most Promising Male Star" was Wally Cox. "Dragnet" was "Best Mystery Program". Dinah Shore was "Best Female Vocalist". "Voice of Firestone" won "Best Classical Music Show". "Most Popular Musical Show" was "Your Hit Parade". "Best Audience Participation Show" went to Groucho Marx. "Best News Commentator" was John Cameron Swazey. "Best Daytime Program" was "The Kate Smith Show". "Best Children's Program" went to "Kukla, Fran and Ollie". "Best Rural Musical Show" was "Midwestern Hayride". "Meet the Press" was "Best Panel Discussion Program".

Burr Tillstrom at Teachers' Conference

Burr Tillstrom, creator of NBC-TV's "Kukla, Fran and Ollie", will talk on puppetry and television with their particular relation to education in the auditorium of the Museum of Modern Art, New York City, on March 19, from 8 p.m. to 10 p.m.

NBC Sales Presentation Wins Award

NBC received a first prize for its "Summer Radio—1952" sound slide presentation from the National Visual Presentation Association at the luncheon meeting of the Sales Executive Club of New York at the Hotel Roosevelt. Ruddick C. Lawrence, director of Promotion Planning and Development, accepted the award for NBC.

Perry Como on "All Star Revue"

Perry Como has been signed to headline NBC-TV's "All Star Revue" program on Saturday, February 14 at 8 p.m. EST. The noted TV and recording star will be supported on the show by guest stars Paulette Goddard, comedian Ben Blue and singer Patti Page.

C-P-P Sponsors "Lorenzo Jones"

Colgate-Palmolive-Peet Company is now sponsoring the Monday-through-Friday broadcasts of "Lorenzo Jones", NBC's popular afternoon serial drama. The contract for 52 weeks was placed by William Esty Company, the client's advertising agency. The products advertised are Fab and



"Your Show of Shows" Voted "Best Network Program"

Colgate Dental Cream. The serial is one of radio's longest-running daytime serials. It observes its 16th anniversary in April.

Toscanini Presents Program for Vets

Arturo Toscanini will present Beethoven's "Missa Solemnis" as his closing program of the 1952-53 season with the NBC Symphony Orchestra, it was announced recently by Samuel Chotzinoff, NBC general music director. The concert will be broadcast from Carnegie Hall, New York, on Saturday, March 28, NBC Radio 5:45-7:30 p.m. and will be played for the benefit of the Artists Veterans Hospital Programs of the Hospitalized Veterans Music Service.

Corporation Note

The RCA Estate Appliance Corporation has announced that it will introduce the first line of gas and electric cooking ranges to bear the RCA monogram. The new line, which will be shown at the Furniture Market in Chicago, consists of six models for city gas and bottled gas, and four electric models.

NBC Talent-Development Contracts

In another major step to open the gates of opportunity to young performers, NBC has become the first network to sign two performers to long-term talent-development contracts, according to Hal Kemp, manager of the network's Talent Department.

Helen Halpin, a brunette comedienne, and Betty Ann Grove, singer and comedienne, were the first to be signed. Others, Kemp said, will be tapped from time to time in order to build at NBC a reservoir of talent.

The Inauguration

Trendex Says NBC-TV Was Watched by Audience Almost Equal to All Other Networks Combined

The National Broadcasting Company's continuous six-hour television coverage of the Inauguration Day of President Dwight D. Eisenhower on Tuesday, January 20 was watched by an audience almost equal to that of all other networks combined, according to a 10-city Trendex rating survey.

The NBC-TV coverage, sponsored by General Motors, garnered 49.2 percent of the total viewing audience of the Inauguration and the Inaugural Parade which followed. The Trendex ratings for the various networks are:

NBC	24.1
CBS	18.4
ABC	4.6
All others	1.9

NBC's complete coverage of the Inauguration on radio and TV was made possible by the most elaborate technical setup ever arranged for a one-time program.

Under the supervision of Frederick W. Wile, Jr., vice-president in charge of Networks Production, teams of NBC engineers from Washington, New York and other cities worked night and day

for nearly two weeks to install the 25 remote pickup points throughout the Capitol.

George McElrath, director of technical operations, saw to it that 100 miles of coaxial cable, 500 miles of wiring, 15 TV cameras and 50 microphones were connected with elaborate control centers at the Wardman Park Hotel and in the crypt of the Capitol building.

Thomas Phelan, manager of TV technical operations, supervised the extensive arrangements for the six-hour telecast on Inauguration Day. Two NBC-TV innovations, the "Traveling Eye" Cadillac mobile unit that roamed up and down the parade route, and the Vidicon midjet TV camera, provided NBC viewers with a complete and intimate picture of the impressive ceremonies. The \$62,000 "Traveling Eye" was the talk of Washington as it rode along beside President Eisenhower's limousine and gave televiewers the sensation of riding in the Presidential motorcade.

Ed Wilbur headed the staff of TV engineers who installed NBC-TV cam-



NBC's \$67,000 Cadillac "Traveling Eye" was the talk of Washington.

era positions at the Capitol, the White House and along the parade route. Harry Grelek was in charge of the radio installation crew.

John Rogers, chief engineer for station WNBW and WRC in Washington, was responsible for NBC's mobile unit pickup of the Inaugural Ball at the Georgetown University Gymnasium. Rogers' men made possible the intimate picture of President Eisenhower listening pensively to the music that has been termed the "standout shot of the whole inaugural coverage."

NBC-TV caught every moment of the emotion-laden induction ceremonies at the East portico of the White House. Five TV cameras and seven commentators—Frank Bourgholtzer, Richard Harkness, Ken Banghart, George Hicks, Ned Brooks, Bill Chaplin and H. V. Kaltenborn—gave NBC audiences the whole story. NBC-TV was the only network to carry an immediate analysis of Ike's inaugural address. Kaltenborn did the job shortly after Ike left the platform for lunch.

Morgan Beatty and Clifton Utley were NBC-TV key-men in the large communications center at the Wardman Park Hotel, five miles from the Capitol. They coordinated the story of Inauguration Day via the pickups from ten different remote points.

NBC radio provided listeners with smooth and thorough coverage of Inauguration Day with Arthur Barrault supervising the multi-microphone reports from the Capitol and Eugene Juster coordinating the broadcast in



An overall view of Inauguration ceremonies as NBC-TV covered it.

the control center at the Wardman Park.

Despite the elaborateness of the coverage, the communications center from which McAndrew and Colledge controlled, the telecast was remarkably quiet. Three months of preparation plus two full days of rehearsals had prepared everyone for his job. When 5 p.m. came around, Morgan Beatty echoed Chancellor Livingston's words at the very first inauguration of George Washington: "It is done. Long live the President of the United States." NBC's coverage of the nation's political campaign that began amidst New Hampshire blizzards nearly a year ago was over.

NBC was the only network to follow Mr. Truman to Independence, Mo. Newsman Ray Scherer and film cameraman Bill Birch boarded a special train Tuesday night to obtain films and radio pickups for regular NBC news programs.

A complete film recap of the Inauguration ceremony and parade was seen Tuesday night on the "Camel News Caravan". The program originated in NBC-TV's Wardman Park control room, with John Cameron Swazey as commentator.

NBC's coverage of the two Presidents meeting for the transfer of office was exclusive. NBC's camera at the

White House portico captured every moment of the meeting between the Eisenhowers and Trumans before they set out for the Capitol. NBC commentator Ben Grauer rubbed elbows with the Presidential party and, when President Eisenhower motioned Mr. Truman into the car, caught these words: "Shouldn't we be on our way?"

From that moment until the Presidential motorcade disappeared under the East portico of the Capitol, NBC's "traveling eye" provided a complete picture of the inaugural route. It took 43 minutes from sign-on until the motorcade arrived in the Capitol.

After it was all over, NBC reached back into history for some illustrious names to get a perspective on how good a job it had done in covering the Inauguration of President Eisenhower on TV—and was pleased with the results.

The network sent telegrams to 100 citizens in the New York City area who happened to have the same names as former Presidents of the United States. Telephone directories offered a wide selection of George Washingtons, James Monroes, Andrew Jacksons, among others. Here are some of the comments from namesakes of former Presidents:

George Washington, 46 West 111th



NBC-TV cameras got this close-up scoop of Ike at Inaugural Ball listening to Gladys Swarthout.



NBC's commentator H. V. Kaltenborn gave a running account of the proceedings in Washington from a vantage point below the Capitol dome.

Street, Manhattan: "I heard every word that Mr. Eisenhower spoke on the TV yesterday. . . ."

John Adams, 318 81st Street, Brooklyn: "Your commentators were as usual up to NBC excellence. On the whole, enjoyed reception of this historic event as though I had been there with a choice seat."

James Monroe, 45-15 42nd Street, Queens: "We could not have witnessed this even if it was not covered so well."

Andrew Jackson, 917 Sheridan Avenue, Bronx: "The coverage by NBC was all that could be desired. It made one proud to be an American. . . . I doubt whether my illustrious namesake (Old Hickory) would have looked with favor on such ostentation."

Martin Van Buren, Chicago: "The inauguration coverage by NBC-TV was wonderful."

William H. Harrison, 133-39 131st Street, Queens: "Inauguration coverage by NBC 'Traveling Eye' and other units was simply astounding."

'Meet the Veep'

Alben W. Barkley Now Appears on NBC Television: 'Meet the Veep' Program Started February 1

Alben W. Barkley, former Vice President of the United States, began a series of informal television appearances on NBC on February 1. The program is called "Meet the Veep".

Mr. Barkley made the announcement of his television series at a news conference following the Presidential inauguration.

The former Vice President said at the time: "I am glad to have the opportunity to appear regularly on television because this new medium of communication offers a wonderful opportunity for me to sit down with my friends, the American public, to discuss various matters that are of interest to all of us. I shall try to draw on the experience and knowledge accumulated in my 40 years of service in Washington to serve the nation further in my new role.

"I shall talk informally and in a non-partisan fashion. NBC's transcontinental television network offers me an excellent medium for expressing my views, gained by long experience in elective office, on some of the things which happen week by week and to

interpret them in light of events of the past. I hope that whatever contribution I may be able to make will have a soothing effect upon the rasping controversies that rage in the world today."

Frank White, President of NBC, welcomed Barkley to television by saying: "We at NBC are honored to have a man of the preeminent public stature of Alben W. Barkley appear regularly before a nation-wide television audience. We believe a program like "Meet the Veep" affords us another opportunity to serve the public. We expect Mr. Barkley's weekly conversations with television audiences will give them insight into current history as well as the personal satisfaction of meeting one of America's leaders."

Charles C. Barry, Vice President in Charge of Programming, said: "Mr. Barkley's appearance on NBC television will highlight our Sunday afternoon lineup of news and public service programs."

Mr. Barkley told a news conference in Washington that he had received

many offers to appear on TV programs ever since 1943, but that he had refused all offers to appear regularly until he had laid aside the mantle of official duties.

He announced that veteran Washington correspondent Earl Godwin would be his conversational companion on the NBC-TV program. Mr. Barkley also revealed that "some of his friends"—ranking national figures—would appear on the program with him from time to time.

Mr. Barkley's television counselors, Charles F. Gannon and Louis G. Cowan, will supervise the weekly 15-minute program. William R. McAndrew will supervise production for NBC. Ted Ayers will be the television director. "Meet the Veep" originates in Washington for the present.

KNBH Receives Awards

NBC's television station KNBH in Hollywood received two Distinguished Achievement Awards at the 10th annual *TV-Radio Life* Banquet Monday, January 19. The magazine, the largest of its kind on the West Coast, gave the awards to "Halls of Science" in the educational category and the "First Florence Chadwick Channel Swim" was named the top special event of the year. "Halls of Science" is directed by Carroll O'Meara and produced in conjunction with the University of Southern California. Donald Norman, General Manager of the station, accepted the awards in behalf of the organization.

Victor Bertha Retires From NBC

Victor Bertha, long-time NBC employee in the General Services department here in New York, retired from duty last week. Bertha, who is 65 years old, started to work at NBC in 1934. A farewell party was tendered him in Room 1052 of the RCA Building last week. Many NBC employees were on hand to bid him goodbye.

Charles Colledge Named

Effective January 21 Charles H. Colledge, formerly Manager of Public Affairs Operations, Networks Division, was appointed Director of Technical Operations, Owned and Operated Stations Division.



Pictured in Washington after his announcement is the former Vice President Alben W. Barkley and Mrs. Barkley, and Mrs. Sydney H. Eiges (right) wife of NBC's vice president of press, information.

Madden Explains Network's Plan Of Integration at Chicago Forum

"NBC has just one yardstick . . . the selection of performers on basis of ability . . ."

Edward D. Madden, NBC vice-president and assistant to the president, recently affirmed the network's integration program at a Chicago public relations forum when he said in brief, "NBC has just one yardstick . . . the selection of performers on the basis of ability without regard to racial derivation. . . ."

Madden was the principal speaker before a group of press and public leaders from the Midwest-Great Lakes area as part of a public relations round-table discussion conducted at the NBC studios in Chicago. The group included representatives from cities as far away as St. Louis. Also briefly addressing the meeting were Jules Herbuveaux, Assistant General Manager of WMAQ, WNBO, and Mr. Joseph V. Baker, NBC's Negro Public Relations Consultant. Mr. Madden also spoke on the same topic in San Francisco on January 28 and in Los Angeles on January 26.

In addition to representatives of the press, the Chicago meeting was attended by prominent civic leaders, the broadcasting trade press, and key members of the NBC Chicago radio and TV staff.

Madden's remarks, in the nature of a "report to the Negro community" on the development of NBC's concept of "integration without identification", centered around the network's use of top Negro performers on leading programs, both musical and dramatic.

In citing Negro actors, musicians and dancers who have appeared on NBC programs over the last two years, the broadcasting executive pointed out that "the inclusion of such artists has helped enlarge our audience."

With the aid of specially prepared slides, Madden gave the audience a comprehensive analysis of the types of Negro acts presented. In the dance field, he cited leading male and female figures as well as mixed units. Instrumentalists, noted for their solo work in the jazz world, were shown along with well known orchestra leaders,

Male and female vocalists, popular vocal groups and choirs were also brought to attention.

Included among these were: the dancing teams of The Three Rockets and the Clark Brothers; internationally famous Pearl Primus; Mary Hinkson, Philadelphia ballerina, and the Katherine Dunham dancers.

Instrumentalists included Nat "King" Cole; "Wild Bill" Davis and his trio; and Slim Gaillard. Pearl Bailey, Ella Fitzgerald and Sarah Vaughn were among the female vocalists featured.

Slides of concert singers, sports figures and comedians also illustrated the variety of performances given by Negroes. In the dramatic field, outstanding Negro actors and actresses who have appeared in roles marked by the absence of racial references, were cited.

Sidney Poitier, the late Canada Lee, Juano Hernandez and Emory Richardson were presented in major dramatic productions. Marian Anderson and newcomer Adele Addison appeared on some of the network's foremost musical presentations. Jackie Robinson and Joe Louis also made several appearances.

Madden told the group that a total of eighty acts and individual performers appeared over the NBC radio and television facilities from September, 1950, through August of this year. Including repeat performances of various artists, a total of one hundred performances were recorded. These performances did not, however, include the Billy Williams Quartet, of NBC's "Show of Shows", Ruby Dandridge, of the Judy Canova Show, or Lillian Randolph of the "Great Gildersleeve", each of whom appeared, or are now appearing on regular schedules.

"When we count the individual members of orchestras," Madden said, "other talent groups and repeat performances of NBC regulars, like Billy Williams, the total number of appearances rises to an estimated 326 for

radio and 635 for television, or a grand total of 961 appearances."

Concluding his talk, Mr. Madden quoted from a recent statement made by Frank M. Folsom, President of the Radio Corporation of America before the Subcommittee on Labor and Labor-Management Relations of the United States Senate Committee on Labor and Public Welfare—"It is the policy of the Radio Corporation of America that there shall be no discrimination in its employment practices based on race, color, creed, or national origin."

25-Year Employee Dies In Washington

Mrs. Virginia Pattison Birgfeld, 43, administrative secretary to the chief engineer at WRC, died on Tuesday, December 16 at Doctors Hospital after a brief illness. She lived at 1613 Harvard Street, N.W. Mrs. Birgfeld, who had recently been honored with a wrist watch presented by the company after 25 years of service, was the wife of Kenneth Birgfeld, assistant vice-president of the American Security & Trust Company of Washington.

Pallbearers were former associates of Mrs. Birgfeld in the NBC engineering department: John Rogers, Robert L. Terrell, F. J. Fugazzi, George McElrath, Ralph L. Hamill, and Keith B. Williams.

Cott Named Chairman of Easter Seal Appeal

Ted Cott, general manager of NBC's flag stations, WNBC-WNBT, has been named chairman of the annual Easter Seal Appeal, Radio Division. Last year's successful campaign helped over 10,000 crippled children in New York State alone. Easter seals in New York help to maintain in part or full 18 treatment and training centers for the rehabilitation of many kinds of handicaps as well as three projects on a statewide basis.

Edmund Beloin Signs With NBC

Edmund Beloin, veteran radio and motion picture writer and producer, has signed a contract with NBC to create and produce television programs for the network. He will concentrate on the development and creation of new vehicles for NBC-TV.

'Ding Dong School'

Dr. Frances Horwich, NBC-TV Chicago, Opens Up New Vistas
On Television for Nursery-School Children

A veteran of hundreds of lectures and years of classroom work, Frances Horwich took to television and her role as schoolmistress of "Ding Dong School" as quickly as her juvenile fans took to her program.

"Ding Dong School" is NBC-TV's recent innovation in the television field, emanating from NBC-Chicago, and pointed to pre-kindergarten children.

"The biggest surprise to me," says Dr. Horwich, "and also one of the nicest things, is the way everyone at NBC calls everyone else by their first names! The first time one of those wonderful prop men at the Studebaker Theater in Chicago (where 'Ding Dong School' is televised) called out, 'Hey, Frances, get up so I can move that hassock,' I almost fell off the thing in amazement."

A modest woman in her early forties, Frances Horwich also has been surprised by the tremendous volume of complimentary letters she has received since her pre-school program started on NBC-TV in late 1952 (Mon-

days through Fridays, 10:00 a.m. EST). One Monday soon after the program's debut, the heavily-laden mail basket contained 2,590 pieces for her.

What of this "schoolmarm's school marm" who elicits this response from her TV audience, a response virtually without equal in NBC-TV's history? She has, first of all, a certain "something" that makes a school teacher a good school teacher: an indefinable aura perhaps most clearly expressed in the words of a three-year-old viewer and fan: "I just know that Miss Frances loves us children."

Coupled with that glow of personality is a background in professional education training and experience sufficient to make Dr. Frances Horwich one of the country's leading authorities in early childhood and elementary education. She holds degrees from the University of Chicago, from Columbia University Teachers College, from Northwestern University. Her teaching experience, beginning with an assignment in the first grade of an Evanston (Ill.) district school, ranges

from director of kindergartens in the Winnetka (Ill.) schools to director of Hessian Hills School, Croton-on-Hudson, N. Y.; from counselor of student teachers in Chicago's City Teachers College to visiting professor of education at the University of North Carolina. The list of her Summer school appearances coast to coast as guest expert in child guidance and nursery education reads like a guide to the U. S.: from Puerto Rico to Pasadena, Calif.; from Chapel Hill, N. C., to San Francisco. As author of articles and texts in her field, Dr. Horwich is known to educators everywhere for her human approach to the problems of children and of young teachers preparing to work with small children.

Dr. Horwich is five feet, five inches tall, has brown hair and brown eyes. Of Austrian descent, she was born in Ottawa, Ohio, and attended elementary and high school there before beginning her undergraduate studies at the University of Chicago. She lives in Evanston, Ill., a Northern suburb of Chicago. She is married to Harvey L. Horwich.



"The biggest surprise to me," says Dr. Horwich, "and also one of the nicest, is the way everyone at NBC calls everyone else by their first name".



"Ding Dong School's" Dr. Frances Horwich has, first of all, a certain something that makes a good school teacher a good school teacher.

Faye Emerson Pulled the Switch



Ted Cott, WNBC-WNBT general manager, looks on as Faye Emerson pulls the switch which lights big Broadway NBC-WNBC-WNBT "spectacular".

WNBC-WNBT 'Spectacular' Has Largest Letters On Broadway's Great White Way

NBC people who walk down Broadway can look with pride on the new WNBC-WNBT "Spectacular" which lights up the Southwest corner of Times Square (on top of the National Hotel Building) and which, on a clear day, is visible from the Battery to the Bronx.

Initially lighted on December 18, the new sign, featuring Broadway's newest and biggest letters which are 30 feet in height, spells out NBC, WNBC and WNBT in a scintillating tapestry effect which involves the power from 3000 separate electric lamps and was created especially for the New York stations by Broadway's "Spectacular" entrepreneur, Douglas Leigh.

Below the giant letters is a huge, 90-foot-long, running sign made up of an additional 4,000 lamps which give weather, news, and information on the top shows and personalities to be seen and heard on WNBC-WNBT: as well as public service announcements, in line with the stations' emphasis on community service.

For the running sign, Leigh engineers have invented a new electrical technique—using clusters of six lamps apiece—which will give more power and greater legibility than any running sign yet designed. Altogether, a total of more than 8,000 lamps, plus neon tubing designs, and 100,000 feet of electrical wiring go into the new "Spectacular."

Facsimile Receiver for "Today"

The installation of a new-type of facsimile equipment for television was put into use on the "Today" program January 14—this was the anniversary date of the program that utilizes virtually all modern methods of modern news communications. Former methods of transmission of photos by wire required developing of the picture in a darkroom. The new equipment will speed up to a remarkable degree the transmission of spot news pictures from anywhere in the world directly to the TV screen. INP will service "Today" with pix.

President Frank White On Washington TV Coverage

Last month high Washington, D.C. officials showed promise of allowing more and more television coverage of news and events. With the permission of Joseph Martin, Speaker of the House, NBC made public the text of the following telegram sent to Mr. Martin by the network's President Frank White:

"Your decision to authorize committees to open House committee meetings to television and radio coverage if they so desire is greatly applauded by all Americans who understand that an informed public is one sinew of democracy's strength. We at NBC have repeatedly urged that television cameras and radio microphones be permitted wherever news is made in order to bring the best possible story of the event to the public, a task for which both broadcasting media are eminently suited. I hope committee chairmen will follow through so that the people will get the full benefit of your decision."

Later in the month, Mr. White said: "The National Broadcasting Company is greatly interested in plans announced by James C. Hagerty, White House Secretary, to consider the possibility of televising and broadcasting special monthly news conferences with President Eisenhower. NBC will welcome the opportunity of having its representatives meet with those of President Eisenhower and the industry to work out practical arrangements for carrying forward the plan under consideration. Our position has always been that radio and television, with their capacity for reaching the public directly and immediately, should have equal opportunity with all other media in access to the news as it is happening. We hope the procedure which has been suggested will prove to be a constructive step in that direction."

At KNBH Hollywood

'The Little Theatre'



Here's NBC-Hollywood's lead man in "The Big Knife", Ned LeFevre. This time he is being pursued by lovely Mary Hulbert in Odets' production.

Several months ago Lewis S. Frost, NBC director of public relations at Hollywood, and Oscar Turner, president of the NBC "AA", set about to organize a committee composed of a producer, director, coordinator, and assistant producer with the idea of putting on a legitimate stage play using only NBC employees in the production crew and cast. They wanted to launch the "NBC Little Theatre" in as professional a manner as possible.

Their ideas and drive paid off. Last month, with an all-employee cast, the Hollywood "Little Theatre" presented Clifford Odets' "The Big Knife". The premiere was so successful that the audience of invited guests left the theatre with nothing but praise for the entire cast and production group.

To AM Production Manager Karel Pearson went the task of producing the opening show. His knowledge of the theater and his varied background in radio production made him an excellent choice for this difficult role. Don Stanley of the announcing staff took over the directorial duties. This again was a carefully thought out choice as Stanley has directed many local theatre groups in the past few years. The difficult job of coordinating staging facilities went to Dean Craig, head of KNBH Production Facilities. For the leg man in any production, the assistant producer, Frost and Turner chose Ted Switzer of the press department—

appropriately enough with the longest legs in that department.

After several meetings in Frost's office, the problems were solved and the show was ready "to be put on the road".

From two nights a week during the first few weeks the rehearsal schedule was stepped up to five and seven nights during the last two and a half weeks prior to opening night. Needless to say, this was a heavy burden for people working a full schedule along with memorizing a full three-act play. But they did it. Opening night was a complete success.

While all concerned with the production got a great deal of personal satisfaction out of doing their respective jobs, two of the principals got something more tangible. Ned LeFevre, who played the lead, was signed for a part on a recent Bob Hope "Comedy Hour" stint as a direct result of his performance. Also, John Storm is being considered seriously for the narrator spot on a major studio documentary which goes before the camera some time this year.

Because of the success of the initial "Little Theatre" venture, plans are already under way for another production with a new crew at the helm.

The cast included: Chris Bose, Jay Justice, Ned LeFevre, Patricia Costello, Elsie Radwick, Richard-George Pedicini, Daryl McAllister, Gregg Peters, Mary Hulbert, John Storm, Joan Gowanlock and L. J. Raskin.



Onstage in "The Big Knife": l. to r. female star Elsie Radwick, male star Ned LeFevre, Richard-George Pedicini, Greg Peters, Daryl McAllister.

The Picture Story



NBC-New York: Bill Kelly, left, 1952 head of the AA, congratulates Tom McFadden of Spot Sales on his election to presidency.



NBC-New York elects AA officers for 1953: Ellen Coughlin of General Services, left, treasurer, and Betty Wilcox, secretary, from Personnel; Standing, l. to r.: Ray O'Connell of Station Relations, 1st vice-president; Tom McFadden of Spots Sales, president; and Joseph Kent, Controllers, 2nd vice-president



KNBH's Christmas party included a special treat for kids in Hopalong Cassidy (B. Boyd).



For WRC-WNBW staff in Washington, baritone Gene Archer presents gift to Nancy Osgood in celebration of 10 years with NBC.



Anita Barnard, center, at the going-away cocktail party tendered her when she retired last month as Manager of the Department of Information. Left, is Stockton Helffrich and on the right is Pat Kelly. Anita started as mail correspondent; was 20-year clubber.

NBC



At recent bridal shower given by Joan Oury for Terry Gerbes, both of Station Clearance in New York, Terry posed with shower gifts.



Senior Major Emma Ellegard of Cleveland Salvation Army home receives dolls from WNBK's Anita Lefkort and Tom Arend. Cleveland TV viewers made the dolls as a result of pleas on WNBK's Louise Winslow Show.

To Your Right: Hawthorne, owl-eyed comedian on NBC-Westcoast, gave premiere of his new "Hawthorne Looks at the Weather" recently—at KNBH with props!



Last month *New York World-Telegram & Sun's* pert, intelligent, radio-TV critic Harriet Van Horne attended question-and-answer seminar for NBC's Junior Executive Development Group, headed up by George Roberts, left. Bob Abernathy, Bob Zeller (at table) presented questions and she very adequately answered them all.

Retires



Carl E. Wieninger

KNBC's Wieninger Retires after 20 Years' Service

Record Librarian Carl E. Wieninger has become the first KNBC employee to retire under the RCA-NBC retirement plan. Sixty-five years old Wieninger terminated 20 years of service with NBC as of Friday, January 16.

Born February 7, 1887, in Nuernberg, Germany, Wieninger has devoted virtually all his life to music and intends to spend a goodly portion of his new leisure time to his long-time avocation of composing. The other hobbies he plans to pursue are photography and flower raising in the garden of his suburban Palo Alto home.

Wieninger studied the piano and organ from early childhood in Germany. In 1907, at the age of 20, he embarked on a career as a pianist in an early motion picture theatre, selecting and presenting suitable background music for the silents. As a feature of his programs, Wieninger introduced the original Caruso recordings.

When sound movies eliminated this field of activity, young Wieninger turned to concert music, playing with several famous orchestras and accompanying a number of noted vocalists. He also gained experience as a composer and conductor in both the United States and Europe.

Wieninger entered the infant radio industry in 1926, playing a series of concerts in Madison, Wisconsin. He became a member of the NBC family in 1932, when he joined the staff of

WMAQ, Chicago. For more than three years, he directed musical programs from Chicago for the NBC Red and Blue networks. In 1936 he transferred to K.O.A. Denver, and in 1940 moved to KPO (now KNBC), San Francisco.

Wieninger founded KNBC's extensive record library and has been in charge of the library continuously since its inception. He also boasts a personal music library of more than four thousand selections.

KNBC's present reputation as a broadcaster of serious music can be attributed in great part to Wieninger. His has been the responsibility for programming the all-classical periods between 12:30 and 6:00 A.M.

In bidding goodbye to his fellow KNBC employees, Wieninger said he found it hard to believe he was nearing his sixty-sixth birthday, saying: "I feel more like I'm twenty-five."

Wieninger's family includes his wife, Marie, and a son, Carl, Jr., who is with the United States State Department.

Jules Herbuveaux Appointment

Jules Herbuveaux, formerly Director of Television Operations, has been appointed Assistant General Manager, WMAQ, WMAQ-FM, WNBQ. Mr. Herbuveaux will report to the Vice-President and General Manager.

Charles Batters Dies

Charles Joseph Batters, 38, announcer on WRC and WNBW, died in Georgetown University Hospital on January 6, after an illness of several months. A native of Waterbury, Connecticut, Batters had been with WRC since 1941, except for several years during World War II, when he served as a special agent of the FBI. "Charlie" was best known for his 7:00-7:30 p.m. show, "Batter's Platters" which he used to have on WRC nightly.

Goodfellow Appointed

Effective February 1, 1953, Joseph Goodfellow, Eastern Sales Division Manager, was appointed to the position of Director of Sales, WNBW, WRC, WRC-FM, Washington, D.C.

TV Producer Dies



Douglas Coulter

Douglas Coulter, an executive TV producer for NBC and creator of many of radio's more popular programs, died at his home in Scarsdale, New York, on January 21 of a heart attack. He was 52 years old.

Mr. Coulter was stricken while preparing to come to his office at NBC.

A veteran advertising agency executive and for ten years vice-president in charge of programming for CBS, Mr. Coulter had been engaged in broadcasting since the industry's start in the Nineteen Twenties. He was credited with introducing the first variety and mystery shows to be carried on a network. In all he produced about 100 programs for N. W. Ayer & Son, Inc., in which agency he was a vice-president.

Mr. Coulter joined NBC in May, 1950, where his TV productions included "Broadway Open House", "Musical Comedy Time", and "Sound Off Time". He had been serving currently as executive producer of the "Hall of Fame" drama series, starring Sarah Churchill, on Sunday afternoons.

Reported to the Army

Robert Amante, an NBC employee in the duplicating department, reported to the U. S. Army the week of January 26. He had been with NBC for over a year.

NBC-TV Opera

'The Marriage' by Bohuslav Martinu Wins Critical Acclaim in Its World Premiere TV Performance

NBC-TV presented its fourth of a series of Opera Theater programs last Saturday with the world premiere performance of "The Marriage" by Bohuslav Martinu, and critical acclaim was received immediately. The work was based on an English version of the famous Russian play, "The Marriage", by Gogol.

The opera was written by Martinu during the past year with the encouragement of Peter Herman Adler, music-and-artistic director of the NBC Television Opera Theater. It was produced by Samuel Chotzinoff, with Charles Polacheck as associate producer.

This was the fourth presentation of the opera series. The previous productions of this season have been the American premiere of Benjamin Britten's "Billy Budd", the first TV performance of "Trouble in Tahiti" by Leonard Bernstein, and a repeat performance of Gian Carlo Menotti's "Amahl and the Night Visitors", originally commissioned by the National Broadcasting Company.

"The Marriage" is a light-hearted story of a bashful bachelor who, de-

clining to marry, goes to a marriage broker. His friend, on learning of this, decides to intervene and introduces him to a young lady who, after first glance, gets rid of her other suitors. The bashful bachelor finally manages to propose and is accepted—but when the wedding is about to take place he gets cold feet and leaves. The opera ends with the bachelor thinking he should do something about getting married.

All but one of the singers chosen for the opera have appeared in previous NBC opera productions. They include Donald Gramm as the bachelor, Michael Pollock as the friend, Winifred Heidt as the marriage broker, Andrew McKinney, Lloyd Harris and Robert Holland as the other suitors; Leon Lishner as the servant, and Ruth Kobart as the duenna. New to the NBC opera was Sonia Stollin as the girl.

Bohuslav Martinu, the Czech composer, now lives in the United States, and is on the staff of the Mannes School of Music in New York. He has written a number of operas, among which is "Comedy on the Bridge",



**Peter Herman Adler
Director of TV Opera Theater**

which had a successful production in New York last season.

Donald Gramm, young bass-baritone from Chicago, was chosen to sing the leading role of the bachelor. He was chosen for the part when the previously selected singer, David Atkinson, was unable to fulfill the engagement. Gramm in the last several years has acquired a fine reputation in recital, concert, and opera throughout the U. S. The 25-year-old singer has given recitals in the past few years from Alaska to Miami and in cities from coast to coast. In New York he has appeared as a leading singer of the New York City Opera Company and was notable in his appearances with the Little Orchestra Society in Berlioz' "L'Enfance du Christ". Gramm has also sung with the San Francisco Symphony, the Buffalo Symphony, the Chicago Symphony and the Pittsburgh Symphony, among others. This was Gramm's first appearance on network television.

One of the outstanding champions of "opera in English" in this country has been Peter Herman Adler, who directed "The Marriage". Adler is Czech-born, became an American citizen in 1944, having first come to this country in 1939. In Europe he had been a leading conductor of both opera and symphony. In Prague he conducted both the Philharmonic and the Radio Orchestras.



A scene from "The Marriage" includes Sonia Stollin, Winifred Heidt, Donald Gramm, who sang the leading role, and Michael Pollock.

In This Corner



H. Weeland Risser

By

Mary Karr

"Got any hobbies, Wee?"

"Nothing much," H. Weeland Risser answered quietly. "I just built a new house out in Wauconda, Illinois."

"What?"

"That's spelled W-A-U-C . . ."

"No, no," I interrupted, "that quizzical look was on account of your statement. Now what do you mean, you built a house?"

"Oh, I had some help pouring the basement, then I built the rest."

And he did, and he had pictures to prove it. It's quite a house, but then Wee Risser is quite a guy. NBC-Chicago's soft-spoken manager of staging services could probably have whipped up a 1953 version of the Taj Mahal in Wauconda, and no one would really be startled. His co-workers are used to seeing him do the impossible—day in and day out on his job.

If you read such magazines as *Time* and *Popular Mechanics*, you know all

about the little miracles that Wee and his crew create in staging WNBQ's shows. You know he's supervised the building of an 18-foot windmill that worked, a 23-foot brook with running water, a baseball that obeyed the pitcher's signals, a coal mine, an elephant, and 1,001 other eye-defying scenic effects. That much you know. Now, how about the man himself.

Wee is the middle man in a three-generation line-up of scenic carpenters. His father, Philip Andrew, began his 50-year span behind the scenes in 1891. He was a charter member of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada.

Wee was literally raised backstage in Chicago's burlesque theaters. Of course, he is quick to remind the forgetful, that those were the days when burlesque was a proud form of entertainment—really a kid brother to big-time vaudeville. It simply never occurred to Wee to enter any other field of work. He knew more about the theater at the age of 15 than most

stagehands know after 15 years on the job. After graduation from Lane Tech High School (in Chicago) in 1924, Wee got his first job as an assistant electrician at the Studebaker Theater. Twenty-six years later he returned to the Studebaker to work on Hawkins Falls, Pop. 6,200, and he crowded plenty of experience into those intervening years.

He worked crew jobs at every Chicago theater for the next four years and started his own window display business as a sideline. Wee had in those days, besides a love for show business, a love for travel. During the next ten years that travel thirst was slaked mightily when he got into the staging of "Mud Operas". These are almost unknown to big city dwellers, but in the hinterlands, Mud Opera is parlance for a musical review-type show performed out of doors on a portable stage.

As staging boss Wee was responsible for building theaters in the middle of absolutely nowhere, from the Texas Panhandle to northern-most Canada, and darn near every cowpatch in between. These shows were elaborate affairs, carrying, besides their own stages, scenery, props and lights, complete casts of stars, chorus kids and musicians.

Sometimes even Nature was against the Mud Opera producers. According to Wee they had very little trouble with rainy weather, but he recalls once in Canada, that the brilliant northern sunshine at 9 p.m. ruined some of their best lighting effects.

Returning to Chicago, Wee helped stage the Olson and Johnson show in 1933, and the following year, he was put in charge of the Science Theater at the World's Fair. This theater, with its 5,000-seat capacity, was the largest ever devoted wholly to science.

It was shortly after Pearl Harbor that Wee, who had just finished staging the first aviation show at Chicago's mammoth amphitheater, enlisted in the Coast Guard Reserve. The toughest job he had was adapting himself to nautical ways, especially in learning how to tie knots. Wee had been tying every type of knot in the Coast Guard manual all his life—but upside down

in the theater you do them that way.

He was transferred into the Army Transport Corps, Marine Division, with the rank of Lieutenant, senior grade, and spent the next two years in New Orleans teaching navigation to

(Continued on page 23)

'TODAY'

NBC-TV's Early Morning News, Special Events Program Reaches First Birthday and Steps Up Growth for 1953

"Today", NBC-TV network's early morning news and special events program, celebrated its first anniversary on January 14—marking a year in which the show has revolutionized the listening habits of a great part of the nation and opened wide the field of daytime television and small-segment advertising.

During its first 12 months of continuous weekday presentation, "Today", ably piloted by its star, Dave Garroway, has built an enthusiastic audience of some 2,000,000 viewers in 40 key cities throughout the East and Midwest.

Five days weekly (7-9 a.m. Mondays through Fridays) Dave Garroway, news editor James Fleming and Jack Lescaouie have coped with stories of floods, fires, disasters, political wars and penguins without once departing from their well-gear'd formula of sharp news, relaxed humor and appealing features.

"Today" has also become a past-master in sales promotion via the hort-segment sales technique, and in 1953 is promoting this type of sales

even farther, adding salesmen to its staff.

"Today" well might be described as a daily television newspaper published simultaneously in 40 cities. For each morning it offers viewers many things they ordinarily get from their morning newspapers, including a goodly share of "beats" before they become press headlines.

Not only has "Today" provided its some 2,000,000 viewers with the latest up-to-the-minute news, but it also has kept them abreast of what is newsworthy in the fields of literature, movies, theater, art, and modern living in general. Reviews of significant books are given regularly. Broadway opening nights are reported the next morning. Outstanding motion pictures are reviewed and usually one of the stars or the director or producer appears as a guest.

As new developments in art, architecture, science, medicine, business or politics occur, experts in these fields are called as guests of "Today" to keep viewers up to date.

By the end of its first year of telecasting, "Today" had received the

plaudits of almost every major publication.

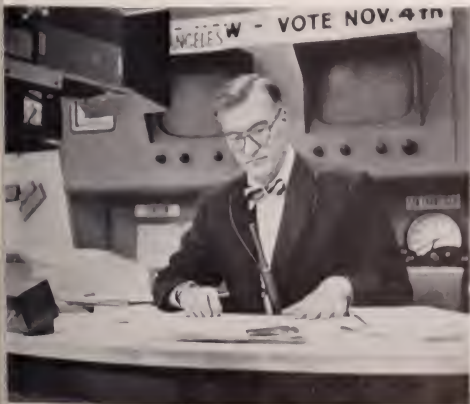
Hardly a "Today" program during the past year has been presented without featuring at least one prominent guest, an expert in his or her field. Among the many facts on "Today" as it marked its first birthday is the calculation that Dave Garroway was seen on television during the past year more than any other star—a 15-hour week for a total of 720 hours in 43 weeks. He took four weeks' vacation. As Dave put it: "I didn't really need the vacation, but I thought the audience did."

John Hargreaves Dies

John Hargreaves, 30, NBC-TV night program supervisor, was killed last month when he fell to his death from his blazing apartment at 400 East 59th Street on the corner of First Avenue. The fire started about 4 a.m. after the Hargreaves had gone to bed. Hargreaves' wife, Arlene, and their 20-month-old baby, Kevin, were rescued by firemen. Hargreaves lost his balance on a windowsill and fell 150 feet to the street.

Now Hear This!

Anyone interested in trying out for the NBC Men's Softball Team this spring, please send name, department, room, extension number, and position you wish to play to Diane LaPerch, Room 566.



Principal on the NBC-TV show "Today" has been Dave Garroway who works in Exhibition Hall 5 days a week.



During its first 12 months of continuous showing, "Today" has built up 2 million viewers in 40 cities.

KNBH Enrolls 100 Percent in Retirement

Chicago Second with 97 Percent Employees Participating

Last month reports came in from NBC's various locations on the progress being made in the enrollment of eligible NBC employees in the new and improved RCA Retirement Plan. As of January 16, 1953, KNBH had led the rest with 100 percent participation by all eligible employees. This was a jump of 15.4 percent over a period immediately prior to the announcement of the new plan.

NBC-Chicago was second in the standing. With 262 eligible employees participating, 97.0 percent had signed up for the new, improved retirement plan, or a 5.3 percent rise from late November.

Station KNBC in San Francisco ranked third in the percentage of employees participating. KNBC could show 93.1 percent of its eligible members now in the plan.

Four major improvements providing higher benefits and lower employee contributions were incorporated into the RCA Retirement Plan, and became effective as of December 1, 1952. These changes add up to an average 20 percent increase in benefits for the contributing members, and around a 47 percent improvement for those reaching the retirement age of 65 in the next ten years.

Hamish McIntosh Named

Effective January 8, 1953, Hamish McIntosh, Supervisor of Television Station Clearance, is appointed Station Relations Contact Representative. He will report to the Manager of Station Relations.

New Business Series on WTAM

Prominent Ohioans are scheduled to appear on WTAM's new "How's Business" series of programs. The program seeks to evaluate various phases of business and production in the Cleveland area.

Gold Star Father Recognizes Son on "Victory at Sea"

On a recent Sunday afternoon, Ben Glaser, of Canton, Ohio, a retired railroad man, was watching NBC-TV's "Victory at Sea". The films depicted the fighting on Bougainville. Suddenly on the screen there flashed a picture of a young American soldier, wounded, lying on a stretcher.

"That's Gene!" said Mr. Glaser. "I'm almost sure." He traveled from Canton to New York, where NBC officials conducted a special screening of the episode. "Now," he said, "I know that was Gene."

His son, Pfc. Eugene Glaser, a 27-year-old machine gunner, won a posthumous Silver Star for his part in breaking the Japanese counter-attack against the American perimeter on Bougainville.

State Income Tax! Important!

Every individual not a resident of the State of New York is subject to tax if he derives income from New York State. Returns for the calendar year 1952 should be filed on or before April 15, 1953. Forms for non-residents are available in NBC's Employee Services Section, Room 729. The fact that all of the tax due has been withheld at the source does not mean that you don't have to file.

Phelan on Safety Committee

Thomas Phelan has recently been named to the New York NBC Safety Committee. Mr. Phelan succeeded F. A. Wankel as manager of TV Technical Operations. Mr. Wankel, now in Union Relations Department, will also be retained on the committee.

In Important NBC Transfers



Effective last month, Mr. Carleton Smith, left, vice-president of Owned and Operated Stations Operations, took over the management of WRC, WRC-FM, WNBW, Washington, D. C., while former general manager Eugene Juster, right, was transferred to New York. Mr. Juster has been appointed as Manager of Films, Public Affairs of the Public Affairs Department.

From the NBC Album

Radio-Dramatic Workshop to Get Hypo Here in 1953

Until recent years here in NBC-New York, the most active of all NBC AA activities was the Radio-Dramatic Workshop. But with the outbreak of Korean hostilities, many of the "old reliables" of the organization at NBC were off to war. Many have returned, however, and in 1953 plans are being revitalized for a new and better Radio-Dramatic Workshop.

At this time reorganization plans are under way, and all those who are interested in joining—writers, directors, actors, actresses, technicians and the like—are invited to obtain further information from Employee Services section.

The Workshop was conceived years ago as a joint project of NBC and its employees—as a "family affair" in which membership was restricted to members of the Company. Facilities were provided by the Company.

New plans call for central administrative organization (president, vice-president, secretary, treasurer, etc.). At the outset meetings will probably be held at the same time until various groups can be broken down into specialized sections.

Guarantees of world-shaking theater are not proposed as yet. The self-starters in the proposed revitalization of the Workshop are just looking for interest and some small, but reliable talents. Employee Services section would like very much to have you join and take advantage of the 1953 program of the new Radio-Dramatic Workshop.

For Sale or Rent —

For Sale: Magnetic Tape Recorder. All-directional crystal "mike" sound mirror, will record one-half hour. Condition, perfect. Made by the Brush Development Company, Model BK-401. Price, \$135.00. Call Alice Gounilian, Ext. 7016.

For Sale: 1941 Station Wagon. Excellent condition. Must Sacrifice! \$125, but any offer considered. G.Edney 5-4441.

For Sale: semi-detached, 7-year-old, 5-room and bath home, brick Colonial, slate roof, newly decorated completely, flagstone terrace, open porch with canopy, basement, attached garage, fully landscaped, access to playground, complete screens and storm windows, 10-minute walk to station, available immediately, asking \$15,500. Consider best offer. Call Larchmont 2-0586. Anderson.



Sometime back — in 1929 — NBC had student engineers in training, and here they are on January 16, 1929; Left to right: F. A. Wankel, G. M. Hastings, F. R. Rojas, and R. Morris. The first three are still with the Company.

Central Division Unifies Network Promotion

The unification of the NBC Central Division radio and TV network advertising and promotion and sales service staffs was an accomplished fact at the turn of the year, according to Edward Litz, NBC Chicago network sales manager.

Harold A. Smith, formerly TV network advertising and promotion manager, has been appointed Central Division advertising and promotion manager for network radio and TV. William Yonan, formerly network radio sales service coordinator, has been named assistant manager of network radio and TV advertising and promotion.

Arnold Johnson, formerly manager of network radio sales service, becomes central Division manager of both radio and TV sales service, and Tom Gruver, formerly TV network sales service manager, becomes assistant manager of the merged sales service department.

The unification of these two departments is part of the over-all integration of the NBC Central Division network sales staff.

New accounts were also announced from this division. Ed Stockmar, for instance, sold Sunbeam on "Bill Henry and five minutes of News". Chuck Standard signed Ekco to a "Welcome Travelers-TV" contract, and Bendix to a "Today" segment. Junius Kolp inked Kleenex for "Today".

In the renewal department, "Kraft TV Theater" signed for the new year by Jack Galbraith. Dan McGuire renewed "Hallmark Hall of Fame", as did Ed Stockmar on "Gabby Hayes". Chuck Standard renewed "Howdy Doody" on radio and TV, and teamed with George Diefenderfer for the "Bob Considine" radio and TV contract. "The Eddy Arnold Show" is now coast to coast on NBC radio, thanks to Ralston-Purina and account executive George Diefenderfer.

People and Places

Hollywood, KNBH

There was great excitement around the station when the California Bank across the street was robbed recently.

KNBH made a special 30-minute kinescope of the Presidential Inauguration which was shown early in the evening of the same day and later that night for those who missed the morning telecast. We were recipients of a number of letters from boards of education in communities throughout So. California lauding the station for giving the school children an opportunity to see this historical event.

Bob Pelgram was re-elected corresponding secretary for the Academy of TV Arts & Sciences and Donald Norman was voted a director at large for the organization, which will hold its annual awards banquet at the new Statler Hotel February 5.

San Francisco, KNBC

KNBC Newsman Ed Arnow performed a pilgrimage to the high Sierra last month to commemorate a departed newsroom comrade. Arnow joined a group of San Francisco Bay Area free-loaders on a three-day junket to California's famed Dodge Ridge ski resort area. During this sojourn at the Ridge, Arnow drank a toast or two in memory of Jerry "Hardrock" Gordon. Just a year earlier, Gordon was in the same vicinity covering the winter's biggest western story—the snowbound streamlined train. *City of San Francisco*. The ex-leatherneck survived his snow experience, but has been listed as MIA since transferring to the TV-News Department in New York.

Comings and Goings . . .

Norma Robinson . . . new secretary in San Francisco promotion and advertising department.

Bob Letts . . . NBC's San Francisco commentator has resigned to accept a position with the Public Relations department of the Pacific Gas and Electric Company. Letts joined the NBC News department five years ago, after serving as secretary to Mayor Roger Lapham of San Francisco. His previous experience included a stint as Political Editor of the *San Francisco News*. Bob's network assignments included the national political conventions in 1948 and 1952.

Henry Schacht and his attractive wife, Mary, attended the New Year's Day Rose Bowl football game and parade in Pasadena as guests of one of the KNBC Agriculture Director's sponsors. Schacht has been announced as a regional winner in the radio promotion contest conducted by the Ralston-Purina Company, sponsor of his Tu-Thu-Sat KNBC Checkerboard Ranch Almanac. Schacht was proclaimed winner in the Central Pacific Region, according to word from Maury Mahin, radio advertising director of the company in St. Louis. The Schachts, along with contest winners from all over the country, were treated to an all-expense

four-day stay in Los Angeles, including first cabin accommodations for the colorful Tournament of Roses and the Rose Bowl game between Wisconsin and the University of Southern California Trojans (NBC & NBC-TV . . . PLUG).

For the second year in a row, KNBC's Judy Deane conducted a successful Christmas gift appeal on behalf of children served by the San Francisco Youth Guidance Center. Warm-hearted Judy, who plays the piano, sings and spins records on her hour-long daily program over KNBC, last year brought in hundreds of gifts and hundreds of dollars for the more than 4,000 youngsters under care of the Guidance Center. Final figures on her appeal this year were not yet available as Chimes went to press. But the early response indicated another success for Judy.

If talk in San Francisco trade circles proves right, NBC's San Francisco employees soon may improve their social status by moving from the city's infamous Tenderloin district to a location atop storied Nob Hill. If current discussions bear fruit, KNBC could vacate San Francisco's Radio City for space in the stately Fairmont Hotel.

The San Francisco news staff was asked to do the impossible in covering General Dwight Eisenhower's return from Korea. A squad of staffers was standing by Saturday, December 13, to meet Ike when he landed from Hawaii at Travis Air Force Base—40 air miles northeast of San Francisco. When the President-elect's plane was diverted because of weather, NYSE suggested the San Fran staff cover Ike's landing at Muroc—400 air miles southeast of San Francisco.

Cleveland, WTAM, WNBK

Longtime member of the WTAM orchestra, and more recently its leader, SETH CARY is due as of January 15 in order to continue his graduate studies in music at Oberlin College. Replacing him is HENRY "Hot Lips" LEVINE whose Dixieland jazz fame was enhanced by his direction of NBC's Chamber Music Society of Lower Basin Street.

GENE MYERS resigned his job as Merchandising Manager to take a position with the Edward Lamb Industries. Replacing him is BILL DALLMANN, formerly with WLW.

JEANNE WALKER, secretary to Program Director NORM CLOUTIER, paid a visit to New York recently, and included a tour of NBC premises. One of the people she called on was ANDY HAMMER-SCHMIDT who supervised TV operations in Cleveland for over three years.

After having worked at building a home for two and one-half years, bass player AL GOETZ and his family moved in for Christmas. Al admits that there are chinks through which air and mice can move, but, at least, they're in!

Press and Publicity Manager AL HENDERSON resigned to accept the position of Administrative Assistant in the Public Relations Department of Case Institute of

Technology, which is a title long enough to impress anybody. His replacement has not been announced.

NBC may have Hopalong Cassidy and the Cisco Kid and their respective henchmen and horses, but WTAM & WNBK have their own special Preserver of the Law: KIRK SANDERSON of the transmitter. On a recent Wednesday afternoon Kirk saw a car spin around an intersection out in Brecksville, ram into a car in front of the bank, and the driver get out and run. Our hero ran after him, caught and held him till the police and artillery arrived. It turned out that the suspicious character had stolen the car in Cleveland, had a hit-skip accident along the way, and a reform school and penitentiary record. Not a bad day's work by Kirk!

HENRY SJOGREN, O&O Controller from New York, paid us a 2-day visit in December. Spent most of his time with Messers. HAM SHEA and JACK McHALE, but managed to circulate a little in the studios and other offices. A January visitor was CHARLES COLLEDGE from New York Engineering.

On the Tuesday before Christmas WTAM and WNBK had a cocktail party at the Hollenden. Soft food, hard liquor, sweet music, good dancing. Those in attendance drew for the prize of a handsome record player (which also furnished that sweet music), and HOWARD SPILLER of TV Engineering held the lucky number. A number of "gatecrashers" appeared and were met with questioning looks, but most of them turned out to be employees. Lots of people met lots of other people they don't normally see in the course of the workday, and all in all, it was much fun.

On the 24th of December, MILDRED FUNNELL and GLORIA BROWN held an open house on their "Idea Shop" program, served brunch to all who could leave their offices, and introduced staff members to the television audience which very seldom gets to know the behind-the-scenes people. Nice idea, and much enjoyed by the staff, at least. We can only hope the captive audience felt the same way.

Over her "Home Cooking" program LOUISE WNSLOW plugged for her television audience to make stuffed dolls and animals for Christmas gifts to foster children in three Cleveland institutions. A goodly number of toys came in and Louise's secretary, ANITA LEFKORT, and the director of her show, TOM AREND, made delivery.

JOHNNY MYERS has returned to TV Engineering from his stretch in the Navy and it's nice to have him back.

Winter vacationers included EDDIE LEONARD who drove out to California, JOE BOVA who went down to Florida and returned by way of New York, and CARL FREEBORN who went to Arizona with a dash of Mexico thrown in.

BROOKE TAYLOR prepared himself for his new position as Creative Programming Manager by a vacation beforehand in Florida.

A new addition to the PBX roster is MARY G. ALVIN.

New to the TV production staff are DICK DESAUTEL and FRED FOARD, names which are easily confusable with ROY GRAVELLES and BUD FORD, and don't think they aren't.

Added to the TV Engineering staff are ALLEN SMITH, JERRY SMITH, and JOHN HUDIMAC. Since BROOKE TAYLOR'S name is actually FRANK SMITH, this gives us a total of five Smiths, the others being RON and WIN. And then people get cross at the mail boy!

Chicago, WMAQ, WNBC

Newcomers to NBC Chicago include *Byron Didlo*, TV studio engineer, *Anne Kennedy*, typist, *Chuck Powers*, Air Conditioning helper, and *Nancy Weyl*, TV Net sales secretary. Staffers were glad to welcome back *Richard Maslin* as supervisor of Mail, Messenger and Duplicating, after a two-year leave of absence for military service.

New York, NBC

News from the Flagships, WNBC-WNBT

We're mighty proud of *Ted Cott*, captain of our good ships, who was honored with the One World Award in December for his contributions to the idea of world understanding. *Mr. Cott* is also Chairman of the Radio and Television Division of the 1953 Easter Seal Appeal for the New York State Association for Crippled Children. The prevailing format of the month of January here in the second floor has been fruit-basket-pretzel with a number of changes in staff and an over-all moving, produced and directed by *Frank Fitzgerald* without "calling incoln." New ship's complement who receive our hearty welcome are *Max Buck*, Director of Advertising and Merchandising, *Sid Rubin*, *Theresa Mishkel*, and *Margaret Morgan*. Some not so new but whom we haven't had a chance to welcome are *Anne Surowitz*, *Herb Brotz*, *Louis Newman*, *Arnold Benson*, and *Jim Mullin*. Our congratulations to *Barbara Walters*, *Leon Okatyan*, and *Dick Firestone* for their new positions on the WNBT production staff and to *Steve Krantz* who now heads that operation, as Director of Special Projects. We also extend our best wishes to *Mary Anne McDougall* in her new capacity as assistant to *Phil Dean*. *Pete Affe* spent January recovering from an eventful December. As if the holidays weren't enough, he flew to Bermuda for a vacation. Shortly afterward, in the midst of the tinsel and hisletote of Christmas day, his five-year-old cousin, *Hilda*, presented her gift of three ups.

Counting Calories

And speaking of Christmas—it's easy to regret it after the tree has been taken down from the Plaza and that new tie has a spot in it—but it will be a long time before we regret our wonderful Christmas party—the best we've ever had. *Phil Dean* and *Richard Willis* are counting calories—New Year's solutions? It's hard to imagine life around NBC without *Tibby* (*Audrey Tibbs*) who has been ill for several weeks. Things aren't quite right until she's back again.

Communications extends a big welcome to newcomer *Robert J. Rohstien*. Traffickites are all sorry that due to poor health our lovely *JEANNE JENKS* was forced to take an extended leave of absence but get well, Jeanne, as we'll miss that sweet smile



Never too late for Christmas. Here's Continuity Acceptance and part of its happy holiday group: L. to r. Kay Henderson, Edna Turner, Stockton Helfrich, Carl Watson and "WY" Smith.

of yours. The boys all look glum already. Since Station Clearance moved to 4th floor we miss all those lovely people and hope they'll visit us real often.

We welcome two new girls to the clacking typewriters in Stenographic—*Ann Norwood* (a Southern gal) and *Patricia Joseph*. Wanted: Someone to teach *Jo Ann Clements* about housekeeping. *Irene Sniffin*, that clever girl with the sewing machine and the Vogue patterns, has an equally handy husband. He has made most of the furniture for their new apartment, and an elegant job it is. It was recently discovered that *Helen Wilson's* uncle, a doctor, brought another Stenographicite, *Vicky Keator*, into the world up in the hills of Connecticut. It's a small world! We're glad to have *Miss Leonard* back with us in good health again.

Waiting On Uncle Sam

Travel days ahead for *Ellen Pagel* of Supply & Receiving who leaves NBC 2/28 to visit her folks in Seattle, Washington and await Uncle Sam's OK for her to join hubby, *Capt. Pagel*, who expects to sail for Salisburg, Germany, 3/1/53.

Victor Bertha becomes another retiree 1/31/53.

Greta Brahm, leaves us for other endeavors 1/21/53.

Welcome mat out for two new members of Central Files—*Colleen Ryan* and *Peter Schwender*.

Lorraine Decker Manley decided to stay at home and play little mother. She dropped in today and emphatically stated this is not a little job but a colossal undertaking. Seems the little fellow is quite a husky little man—all of 2 mos., 8 days.

Hope *Anne Smith* will be back with us after her forced rest.

Parties seemed to be the thing Christmas week, and one of the best was that given by *Dotie McBride* on the Friday evening before Christmas. We all stuffed ourselves with the most delicious ham and shrimps, not

to mention drinks. What's your recipe for baked ham, Dottie?

We also had a happy time at our office party Christmas Eve.

In the midst of our party, we put through a long distance call to *Stockton Helfrich's* former secretary, *Jane Readey*, in Albuquerque, New Mexico, and we all managed to say hello. Needless to say, Jane was slightly overcome, and kept saying over and over again, "I can't hear you." *Jane Cannon*, another former Continuity Acceptance Department member, came in to say hello, and show us her ring. She was to be married on December 27th.

With each month Network Controllers seem to grow and grow. *GRACE VIGGLANO*, *ANGELA ZUZZE*, and *AUDREY HALLIGAN* are greeted into our hustling crew. One of our popular accountants seems to like brown eyes. Always raving about them. *JACK HEYWOOD* now has number 5 in his "growing" family: "Little Willie", is the name. *NICK GILLES'* tan must have been stolen along with his clothes when returning from Florida. *BILL SARGENT* and *ED STEGMAN* have returned from their Hollywood "vacation" *ESTHER LIMONE* and *GINNY BODE* are expecting.

Terry Gerbes Married

The entire office is agog with *Terry Gerbes* over her pending wedding. By the time this is printed Terry will have become *Mrs. Tom Docherty*. Sincerest best wishes and lots of happiness to you *Terry* from all of us. *Joan Oury* is very excited about her coming winter-weekend at Williams Lake and is all set to take her first trip on skis. All expert skiers had better watch out!

We are very happy to report *Elsie Schmidt* is back from her visit to the hospital and is completely recovered except for a "missing appendix".

The beautiful Green Mountains of Vermont have enchanted many skiers from TV Technical Operations during the past month.

Everything is peaceful in A&P these days

following the holiday season with its round of parties, spotlighted by *Rud Lawrence's* at Toots Sbor. People in the department are still moving; this time it's to 517 for the AM-TV Sales Promotion gang . . . to join with *Jake Evans* and *Rud Lawrence*. It seems to be the time of year for much travel by people, at least for A&P folks. *Mary James* went home to Mississippi for Christmas as did *Jack Halloran* to Cincinnati for both the holidays and a vacation. And speaking of a vacation, *John Porter* took a nice one in Florida coming back as brown as if he had been using a sunlamp.

The welcome mat is out this month in New York Personnel. We welcomed *Mr. Mackenzie* back from Florida, just a little envious of his tan. *Art Angilly* returned to Employee Services from the Armed Services where he was a rough and tough Marine. We're glad to have *Mrs. Kalbe* to dispense pills, band-aids and advice in the Health Office. And our office is certainly brighter for the addition of blond *Marge Penny*; and *Mr. Mackenzie's* attractive new secretary, *Nancy Jones*. We were sorry to lose *Phyllis Oram*, and *Pegge Fierro* has left us with the question of the month, "Did Pegge clope?"

Sugar Is Out

We all are watching *Nell Blatzeim*. She claims that the saccharine tablets she's using in her coffee are the sure-fire way to a svelte, slinky figure.

A big thank you to all the engineers in Tech Operations who did such a commendable job at the Inauguration.

Among the new faces in the department is that of *Diane LaPerch*, formerly with the Mail Room. *Bob Radick* is back from overseas duty with the 301st. He is now seeing duty in the Recording Room. Good to have you back Bob.

There have been some changes in our department. *Mr. Gallant* is now the Manager of Radio Technical Operations, and *Jerry Sellar*, formerly in Master Control, is the Supervisor of Radio Operations.

Joan Bentz left us last month to join a publishing firm. *John Walsh*, who recently returned from military service, has transferred to News and Special Events. *Bob Schultein* is going to transfer to Broadcast Film very soon, much to the regret of all the single girls up here. Best of luck to *Hermine Eisenberg* who left us to marry *Ensign Gilbert Liss* sometime in February.

Unheralded Butler

I believe *Dave Garraway* is unaware of one of our employees who aids the "Today" show in getting their much needed film. He is *James Butler* who works Sunday thru Thursday from 5:00 P.M. to 3:00 A.M. and is on call the rest of the time. Keep up the good work and maybe you'll get to see the Sun once in a while.

Henry Ferens, Assistant Film Librarian, was beset by an amazing adventure. He was crossing a street with his dog recently, when a motorist appeared from nowhere and struck fourteen-year-old "Tippy". Much against Henry's will, the excited motorist insisted upon taking the animal to a veterinarian, whereupon it was discovered that the dog was shaken up a bit but suffered



Steno Starlets pose for pix during Christmas Party . . . 1952 that is.

no serious injury. Henry was ready to forget the whole affair . . . when, suddenly there appeared one of our faithful citizens . . . a cop to you. To make a long story as short as possible, Henry's mother wound up in court. How? Why? Wha' Hopen? The cop gave Henry a summons ("Dog At Large") because the dog wore no leash or license. The moral . . . become a bird fancier—they stay in their cages.

A fond memory of 1952 is the salt water taffy which *Dick Paige* sent this Research and Planning department while vacationing in Miami, Florida the last two weeks of December. . . . Almost the entire section is now one big family in 517. More fun when you don't know whose phone is ringing. . . . Missed *Ruth Lytle's* smiling face across my desk during those few days she was in the hospital with a pretty bad abscess. A great big Welcome sign greeted her on her return. . . . A terrific outlet for artistic talent is oil painting by numbers???? See *Liz Bernard* for details. . . . *Marie Redding's* family has purchased an Ivory and Blue 1953 Chevrolet. Clear the Plaza!!! *Joe Wells* and *Ray Eichmann* showed us some wonderful colored shots they took at Christmas time. Some people are so photogenic. . . . And if you read this, Joe, you can never be replaced. . . .

Phoo! Paint!

Last week Production Services moved from its suite of rooms (670) to one big, bright room across the ball. The smell of paint is still in it, and we have no place to hang our coats, but we're gradually adjusting to it.

Also last week, we welcomed back *Stewart MacGregory*, *Warren Brumester*, and *Andrew McCulloch* who were in this department before they left for the service.

Evelyn Young took *Susan Lanci's* place in the Audio-Video Group. *Mary Hill* replaced *Helen Scofield* as *Mr. D'Agostino's* secretary. *Herb Ling* filled *Tom Logan's* job in Technical Services. The girls in Engineering surprised *Adelaide Schubert* with a baby shower.

We welcome *Mary Turner* to Music Department. A 1952 Graduate of Smith College, *Mary* majored in music and is an accomplished 'cellist.

Our Christmas luncheon was a success. Everybody enjoyed a delicious baked ham, compliments of *Marian Murray* and tasty cakes and salads furnished by others of the department. Visitors during the holidays included *Anne Jockwig Mueller* and *Hank Parkyn* formerly of the music department.

Nora Weinraub, the new *Mrs. Alfred Schock*, has returned from a Bermuda honeymoon looking happy and healthy.

Press Changes

Two new people in the press department to replace one who leaves us to get married and the other to return home. *Nancy Herbert* will replace *Christine Casserly* as secretary to *Don Bishop* and *Bill Lauten*. And to answer our telephones and do typing is *Hansie Jandenberg* as our new switchboard operator. She replaces *Peggy Heelan* who is now secretary to *Auriel Macfee* and *Warren Cronwell* of our Magazine Department.

Here in Station Clearance amidst the mad scramble of moving from Room 563 to Room 418 we are wading thru the confusion and are trying to welcome back *JOHN UDRY* and *PIERRE HATHAWAY* who just returned from belated vacations in Miami. So sorry you both didn't come back with suntans because of the cold weather—but wait—perhaps next time you'll have torrid temperatures during your entire stay. Among weekend travelers to Vermont and back are *Florence Herlich*, *Alte Jackson*, *Jerry Cudlipp*, *Frank McArde* and *Frank White*. It's an eight-hour drive each way, but the response to this is "Ah, but it's worth it."

We certainly miss *Mr. Davis's* friendly grin in 501, but *Mr. Rojas* has a very nice smile too, and we take great pleasure in welcoming him as our new Operations Supervisor.

Tony Rokosz celebrated his daughter's marriage and the birth of his own baby daughter, *Deborah*, almost at the same time. Double Congratulations.

Other personality items have remained constant.

Happy Birthday to *Edith Louche* in the Payroll Division. The Dept. presented her with a lovely corsage. All the girls had a luncheon for Ann at the Taft Hotel. Our best wishes to both of them. *Mr. Frank*

Donnelly of the Artists Payroll Division, celebrated a birthday recently. Wonder who presented him with a Marilyn Monroe Calendar! Yippe! Many happy returns of the day to Frances Heim of Controllers. We hope Mr. Hugh R. McGeachie will recover soon and be back with us. He's missed.

In Legal, RITA VASSALLO has left NBC and the big city to be nearer her almost completed home in Babylon, L. I. JANET SHIELDS has taken over the secretarial duties in Mr. Raub's office. If anyone calls Mr. Shute's office and hears "wie geht es Ihnen" don't become alarmed, it's just JOAN LINDENMAYER honing up on her German in preparation for her trip to Germany and Switzerland this Spring. The Legal Department is thinking of buying MRS. CROOKER a book on the "Fine Art of Cooking" after her recent bout with food poisoning.

Lillian Lang, Secretary to Harold Kemp, will be married to Robert Bartnik of the NBC Engineering Dept. on Saturday, January 17th. After a wedding trip upstate, the couple will reside in Kew Gardens.

The reason for the happy glow on Dot Smith's face is due to the fact that her husband, Boh is coming home from Korea.

Mary Hoyt's husband, Dick did a nice job of singing recently at the Staging services Xmas Party.

In This Corner

(Continued from page 16)

als. "It was the craziest set-up in the whole bloomin' war," Wee recalled. "I was in the Army, but I wore a Navy uniform and held a Navy rank . . . and to confuse matters more, everybody on the base called me Captain."

After V-J Day, Wee was mustered out and went back to staging such shows as Shipstad and Johnson's Ice Review, and Sonja Henie's ice ballets. Television was a mere mewling infant and nobody thought much about it. After a brief fling at another Chicago TV station, Wee was called to NBC just to "help out" in the shop.

"I knew it wouldn't be permanent," he laughed.

Now, three years later, Wee is as enthusiastic a booster of TV as you're likely to meet. "In staging TV shows," he says, "we've borrowed techniques from all phases of show business."

Today, Wee is boss-man of more than 70 stagehands and 23 other specialized craftsmen. He is responsible for anything in the studio that is either in talent nor engineering's domain. His stable includes all those connected with set designing, building, painting, hauling, wardrobe and make-up, props and special effects, photography and visual props such as title cards, maps, graphs, and credit cards.

Chicago Radio and TV Staffs Merged

The Chicago stations of the National Broadcasting Company, WNBQ and WMAQ, effective January 15, unified their separate TV and radio staffs to provide a more efficient and comprehensive service to advertisers, their agencies and the viewing and listening public, it was announced today by Harry C. Kopf, vice-president and general manager.

Under the merger, Jules Herbuaux, formerly director of TV operations, is promoted to assistant general manager of the stations, reporting to Kopf.

The radio and TV program departments are merged under George Heinemann, former WNBQ program manager, who is promoted to the post of director of programs. Homer Heck, WMAQ program manager, is appointed manager of the consolidated radio and TV production staffs.

NBC Engagements

Joan Murar, WTAM, to Dick Von Kaenel Joan Friedel, N.Y., to Donald Macfarlane Marie McGreevy, N.Y., to George Rohlfman Ann Buron, N.Y., to L. Richard Pedersen

NBC Marriages

Howard Reig to June Youmans, WNBC-WNBT

Doris Taylor, N.Y., to Thomas Chester Anderson

Pat Galligan, N.Y., to Walter Schoeck

Joan Dimiceli, N.Y., to Harry Ilandi

Christine Casserly, Press, Jan. 24th

Dorothy Winard, KNBH, to Lt. Paul Davis

Claire Hillmeyer to Arthur Gress

NBC Births

To Ken Colemans, WTAM, a baby girl, Kerry Ruth

To Peter Robinsons, WMAQ, a son, David To Charles Standards, NBC-Chicago, a daughter, Patricia

To Arnold Johnsons, NBC-Chicago, baby girl (adoption)

To Jay Heitens, WNBC-WNBT, a girl, Hillary Sue

To Jack Heywoods, N.Y., a son, William Michael

To Jacob Evanses, N.Y., a boy, Stephen Parker

To Jim Hacketts, N.Y., a baby girl

To Joel Friedmans, N.Y., a girl, Jessica Diane Ruth

To Gerald Lewises, a daughter, Darline

To Tony Rokozses, a girl, Deborah

To Charles Tohlers, a girl

To Boh Warings, a boy

To James Wilsons, a boy

NBC Spot Salesmen



George Pamental

"... has sung professionally"

Introducing—

George Pamental . . . popular New York NBC television spot salesman . . . services Dancer-Fitz, SSC&B, Weintraub, Franklin Bruck . . . started business career at Branham Co., station representative . . . began as office boy and almost instantly promoted to salesman . . . sold newspaper space for seven years . . . sold radio time for seven more . . . after a two-year hiatus from industry during World War II he joined Fletcher D. Richards Company as media buyer for eight years . . . during this period he was TV Media Consultant for Harrington & Richards Agency on the coast and for Fletcher D. Richards' Chicago office . . . came to NBC Spot Sales one year ago . . . was born in Union City, New Jersey . . . now commutes daily from Hillsdale, New Jersey . . . married and has two children—Naomi, Age 11; George, Jr., Age 14 . . . attended NYU at night for two years majoring in Advertising and Marketing . . . extremely active in local politics . . . chairman of Advisory Committee to his Parish CYO . . . was member of Oratorio Society of New York . . . as first tenor in choral group sang in Carnegie Hall and at Walter Damosch's Golden Jubilee in Metropolitan . . . also has sung professionally in several New York Church choirs . . . Hobbies: woodcarving and choral singing . . . likes to play practical jokes . . . a perfect boss . . . rabid baseball fan . . . Ambition: to see the Dodgers win a World Series.

Please Remember To
Donate Blood!

You Can't Bank on the Other Guy!

BELEVE IN BANK ACCOUNTS, INSURANCE? Naturally. Know that you can't take out without putting in? Sure you do . . . okay . . .

NBC's Blood Bank works the same way. Half of the blood we give goes to the armed forces. But the rest stays here, reserved for NBC people and their families . . . to use without charge, and as much as is needed.

But we can't take out more than goes in. In 1952 it was a close shave:

NBC Blood Bank Statement-1952

Deposits	218 pints
Withdrawals	195 pints
	<hr/>
Balance in Bank	23 pints

If NBC employees had had to buy the blood, it would have cost about \$7,000.

One NBC employee recently withdrew 12 pints. It could have cost him \$600.

"But I won't need any." *No one ever expects to need blood.* But you might need blood for many reasons:

- **help you recover from an operation**
- **give your wife when she has a baby**
- **save the life of a baby with RH factor**
- **keep a leukemia patient alive**
- **help a relative fight off cancer**
- **new and important—blood is used in making new polio injection**

NBC BLOOD DRIVE • FEBRUARY 25, 26 • CENTER THEATER

Let's All Put in Our Pints' Worth . . . So It Will Be There When We Need It!

NBC

CHIMES

March • 1953



MAR. 10 1953

MISS ROUNTREE
Miss ROUNTREE

Handwritten signature or initials



CHIMES

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Bob Pelgram, *KNBH*
Mary Karr, *WMAQ-WNBO*
Ruth Arnold, *WTAM-WNBK*
Robert Adams, *WRC-WNBW*

Engineering:

Marjorie Marshall, *Engineering*

The Cover

On the *Chimes* cover this month is a picture of a pretty girl—and a busy girl—who directs a myriad of radio-TV activities at a pace that would stop an athlete. She is Martha Rountree.

Together with Lawrence E. Spivak, Miss Rountree is co-owner and co-producer of the prize-winning public affairs program "Meet the Press" on NBC radio and television, and another video series, "Keep Posted." She also owns and produces several other radio and television programs, including "Leave It to the Girls." To keep her various business affairs on an even keel, Martha employs a large staff and commutes weekly between New York and Washington. She maintains a home and an office in each city.

Miss Rountree was born in Gainesville, Florida, and was educated in South Carolina. She comes by her interest in politics through her family, which settled in America in early colonial days. From them she inherited a vital interest in maintaining the liberties for which they worked and fought. She started her career as a newspaper reporter, landed in an advertising agency in New York, programmed a

local radio station, worked on a trade paper, wrote stories for popular magazines, and was roving editor on the *American Mercury* from 1947 to 1950. She was president of her own company, Radio House, in 1940; the firm prepared all sorts of programs, from serials to singing commercials. Martha continued to write newspaper columns of political commentary.

One day in 1944, Norman Cousins, editor of the *Saturday Review of Literature*, introduced her to Lawrence Spivak, who then edited the *American Mercury*. He invited her to write an article on the women's vote in the Presidential election. During the resulting conversations they hit upon the idea for "Meet the Press," which was the beginning of their successful partnership.

She is one of the most popular hostesses in the Capital: international celebrities enjoy her Washington receptions. She still finds time for extensive effort on behalf of numerous institutions. She is a member of the board of directors of the Girls' Clubs of America and is active in the Women's National Press Club.

'Distinguished Service Award'

Last month (February 22) the National Broadcasting Company was signally honored by the Freedoms Foundation with a "Distinguished Service Award" for "continuing meritorious service to the ideals of American freedom."

Announcement of the award was made at Valley Forge, Pennsylvania, by Kenneth D. Wells, president of Freedoms Foundation, who noted that the network—the only network to be so honored—had won it as a consequence of taking the top award in the radio program field for four consecutive years.

The single "Top Award" in the radio program field this year went to Robert Montgomery for his NBC radio broadcast series, "A Citizen Views the News."

Vice-President Richard M. Nixon presented the principal awards in special Washington's Birthday ceremonies at Valley Forge, national headquarters of Freedoms Foundation. Awards were made to American organizations and individuals for "outstanding contribu-

tions to a better understanding of the American Way of Life during 1952."

NBC also received a "Special Award" for its radio and television coverage of the Presidential convention and election, its broadcasts being cited as "comprehensive programs of extraordinary merit."

Four "Honor Medal Awards" went to NBC programs: "Victory at Sea"; "Meet the Press"; "Youth Wants to Know"; and one went to Earl Godwin in the national single broadcasts category.

Freedoms Foundation is a non-profit, non-political, non-sectarian awards organization chartered in 1949 for the specific purpose of annually making awards of cash and medals to Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do or say. The board of directors of the Foundation is composed of outstanding men and women from business, education, the judiciary, the professions and the clergy.

NBC News Roundup..

21.234.100 TV Sets January 1st

Television sets in use in the United States totalled 21,234,100 as of January 1, 1953, according to an announcement made by Hugh M. Beville, Jr., NBC director of Research and Planning. This new total reflects an increase of nearly 800,000 set installations since December 1, the largest monthly gain since October, 1950. The estimate represents an increase of nearly 5,500,000 sets during the year 1952, a greater gain than occurred in 1951.

NBC-TV Resumes UN Coverage

Coverage of the important activities of the United Nations General Assembly, which has been a feature of the National Broadcasting Company's News and Special Events Department every year since creation of the world organization, was resumed on Wednesday, February 25. Henry Cassidy is giving the commentary on diplomatic procedure and on the issues under consideration by the General Assembly.

NBC-TV Opera March 7

Puccini's one-act opera, "Sister Angelica," was presented last week on March 7, and has won critical acclaim. The opera was offered in English in a translation prepared by the NBC Opera Department. Peter Herman Adler conducted. The title role was sung by Elizabeth Doubleday, soprano.

Glenn Rowell on WNBK

Glenn Rowell, once a member of the famous "Gene and Glenn" team of yesteryear, opened his new "Captain Glenn" program on Cleveland's WNBK on Monday, February 23. It is to be telecast Monday thru Friday. Rowell once made radio history in Cleveland during the early pioneering days of WTAM.

U. S. Chooses "Youth Wants to Know"

The U. S. Defense Department, in connection with its Information and Education Program, has selected NBC-TV's "Youth Wants to Know" program to be shown via kinescope recording to the Armed Forces in this country and abroad. Choosing "Youth Wants to Know" because "it typifies and best demonstrates our democratic principles in action," the Defense Department has already ordered kinescopes of the program telecast on January 4, 1953, which featured James A. Michener as guest. Certain tests made by the U. S. Navy have shown servicemen to be much more responsive to kinescoped recordings of regular TV shows than to special educational films made especially for their Information and Education Program.



Paul Lavalle and his CITIES SERVICE "Band of America." CITIES SERVICE is now in its 26th year and is the oldest sponsored network program.

Oldest Sponsored Network Series

On February 16, the CITIES SERVICE Company celebrated its 26th anniversary on radio. The performance of Paul Lavalle and his CITIES SERVICE Band of America marked the 1,350th radio program in the CITIES SERVICE series — the oldest sponsored continuous radio program on any network. The first broadcast of the series took place in Carnegie Hall, New York, on February 18, 1927, and it has been heard over NBC ever since. The first cycle featured Edwin Franko Goldman and his famous band.

News Caravan Five Years Old

Also on February 16, the "Camel News Caravan" with John Cameron Swayze, celebrated its fifth anniversary on the NBC-TV network. It has the highest rating of any Monday-thru-Friday news telecast.

Toscanini Chooses Soloists

Arturo Toscanini has chosen the four soloists to sing in Beethoven's "Missa Solemnis" which he will direct, with the NBC Symphony Orchestra on Saturday, March 23 (NBC radio 5:45 p.m. EST). The Robert Shaw Chorale, prepared by Robert Shaw and Ralph Hunter, will be the chorus for this program. The singers chosen by Toscanini are Lois Marshall, soprano; Nan Merriman, mezzo-soprano; Eugene Conley, tenor; and Jerome Hines, bass.

14-Hour Telethon at WNBK

A brigade of prominent Hollywood radio, television, film and stage stars arrived in Cleveland on Saturday, March 7, and staged a mammoth 14-hour telethon over WNBK on Channel 4. The program was broadcast on behalf of the Muscular Dystrophy Association.

Major Executive Changes Announced

Margraf to Key Program Post; Ervin Now VP and General Attorney;
Film Division Established as Third Operating Unit in NBC

Important changes in the top-level structure of the company were announced early this month by Frank White, president of NBC. Gustav B. Margraf, formerly NBC vice-president and general attorney, was appointed to the newly-created position of vice-president in charge of Talent and Program Administration in the Program Department. Thomas E. Ervin, who was assistant general attorney, was promoted to General Attorney of NBC and elected a vice-president.

The NBC Film Division, under Robert W. Sarnoff, was established as a third principal operating division of the company. The other two operating divisions are the Networks Division and the Owned and Operated Stations Division. Under the new alignment, Mr. Sarnoff reports directly to the president of the company. Previously, he had reported to John K. Herbert, vice-president in charge of the Networks Division.

In explaining the creation of Mr. Margraf's new post, Mr. White stated: "We are strengthening the Program

Department organization by consolidating the important functions of talent negotiation and the business administration of programming under an able executive who has already had broad experience in these fields. As a result, Mr. Barry, as head of the Program Department, and his other principal program executives, Thomas McAvity, National Program director, and Davidson Taylor, director of Public Affairs, can concentrate on the basic tasks of program planning and development, so that their creative talents can be used to the best advantage. We are confident that, as a result, the Program Department not only will gain in operating efficiency but will be better able to fulfill its primary mission of providing the finest radio and television programs.

"It is particularly gratifying to know that as our needs enlarge, we have within our own organization skilled and experienced executives who are able to advance to new and broader responsibilities, creating continuing opportunities for promotion within the company," White added.

Charles C. Barry, vice-president in charge of NBC's Program Department, stated that in his new position Mr. Margraf will be in charge of all talent and package program negotiations for the radio and television networks, with full responsibility for conducting and supervising such negotiations. In addition Mr. Margraf will supervise the conduct of all business and administrative functions within the Program Department, and will serve as Mr. Barry's deputy in the latter's absence.

As part of the consolidation of the negotiating and administrative functions within the Program Department, Mr. Barry added that Mr. Margraf will supervise the work of the NBC Talent Office, which is managed by Hal Kemp. Also reporting to Mr. Margraf will be the new position of director of Program Administration, to which Fred Shawn, presently director of Production Services and an NBC veteran of many years' service, has been appointed.

Mr. Shawn will head up an organization consisting of Arch Robb, manager of Program Services; Ludwig Simmel, manager of Co-op Programs; Leslie Vaughan, business manager for Public Affairs; Grace Sniffin, office manager for Radio Programming; and the business offices in the various program units. His responsibility will include control of programming and departmental expense, package program pricing and general departmental administration. Mr. Shawn's former duties as director of Production Services have been re-assigned within the Production Department, it was announced by Frederic W. Wile, Jr., vice-president in charge, with Staging Services and Special Effects, under James Glenn, now reporting to Anthony Hennig, director of Plant Operations; and Ernest Theiss, manager of Production Operations, and Hugh Graham, Chief Production Coordinator, reporting to J. Robert Myers, director of Production Controls.

In the Program Department, Thomas McAvity, National Program director, and Davidson Taylor, director of Public Affairs, continue to report to Mr.



G. B. Margraf, vice-president in charge of Talent and Program Administration



Robert W. Sarnoff, vice-president in charge of Film Division



Thomas E. Ervin, vice-president and general attorney

Barry and have overall responsibility for programming in their respective areas.

Mr. Barry also announced the promotion of John Rayel, formerly Talent and Program coordinator, to the position of Television Program manager, reporting to Mr. McAvity. Mr. Rayel succeeds Carl Stanton, who is being appointed to the post of director of the Film Division.

"All of my associates join me in welcoming Mr. Margraf to the Program Department," Mr. Barry said. "As NBC's general attorney, he has worked closely with us, and over the past years he has played an important role in negotiations which brought many of the nation's top entertainers and outstanding program properties to NBC. He also has demonstrated an unusual ability to deal in an effective and practical manner with complicated business problems relating to our program operations. We have valued his services as a lawyer and we feel fortunate in having him now as one of the key operating executives in our department."

In announcing the new alignment of the Film Division, Mr. White stated:

"The NBC Film Division, which was established in June 1952, has developed to the point where it is a major operation of the company, and is continuing to expand into new fields of activity. Its volume of film syndication sales has increased very substantially, and its activities embrace many varied aspects of film procurement, distribu-

tion and servicing. We feel that it has a great and growing potential as a centralized source of film material and services, not only to the NBC television network and to the television stations we operate, but also to other stations and enterprises.

"This makes it advisable in our opinion to establish the Film Division as a third principal operating division of NBC, so that it can most effectively develop its opportunities of providing the television industry and related enterprises with a full scope of film services."

In order to meet the organizational needs of the Film Division in its expanding operations, Robert W. Sarnoff, Film Division vice-president, announced the creation of the new



Carl M. Stanton, director of Film Division

executive position of director of the Film Division, reporting to him, and the appointment of Carl M. Stanton to that position. Mr. Stanton had formerly been manager of Network Television Programs and is succeeded in that position by John Rayel, formerly Talent and Program coordinator.

Mr. Sarnoff also announced that the Film and Kinescope Operation unit, and its manager, Frank Lepore, are being transferred to the Film Division in order to bring NBC's varied film services under centralized supervision. The technical production of kinescopes remains in the Technical Operations unit of the Production Department.

"Among other resources, the transfer of the Film and Kinescope unit to the Film Division will bring to it the great NBC film library, with over 15 million feet of film covering more than 2,000 subjects," Mr. Sarnoff said. "We expect to make the film library an important source of film material for operations within and outside of NBC, and to expand the film procurement activity, in addition to developing a full range of services relating to film," he added.

Mr. Sarnoff also has outlined the new organization of the Film Division itself. John B. Cron, National Sales manager, Stanton B. Osgood, Production manager, and Frank Lepore, manager of Film and Kinescope Operation, will report to Carl Stanton in his newly-created position of director of Film Division.

Because of the new requirements of the Film Division as a separate operating unit, there has been established a Business Office for the division. Robert A. Anderson, formerly operations analyst of the Networks Controllers Department, has been appointed to the post of business manager, and will be responsible for such functions as divisional controllership, office management, business management and evaluation. In this capacity, Mr. Anderson will report to the director of the Film Division, Carl Stanton.

Prior to assuming charge of the Film Division in 1952, Mr. Sarnoff was director of NBC Unit Productions. He was named a vice-president of NBC on June 6, 1951.



Fred Shawn, director of Program Administration

Cleveland Shows Radio's Strength

WTAM Gives Stimulus for Bigger and Better Radio
With Its Very-Much-Alive "The Morning Bandwagon"

Back in September, 1952, WTAM gave Cleveland radio a considerable stimulus when it programmed "The Morning Bandwagon," a very live show with a 17-piece orchestra, two vocalists, and a singing, talking, piano-playing MC named Johnny Andrews. The idea of a live show in the morning has caught on and is being copied by the competition—always a flattering procedure.

To brighten things further, Henry "Hot Lips" Levine arrived from New York in January to take over the direction of the orchestra. The inimitable Henry is perhaps best known in jazz as one of the creators and stars of NBC's "Chamber Music Society of Lower Basin Street," a show which came about through the efforts of Norman Cloutier, at that time director of the NBC orchestra and now director of programs for both WTAM and WNBK. Levine's first big job in jazz came when he joined the Original

They're making radio alive out in Cleveland. Here's Station Manager Hamilton Shea beating the drums, while Henry Levine plays his hot trumpet. AF of M local head Lee Rapp holds his ears for the duet.



By

Ruth Arnold

Dixieland Jazz Band in 1925. "I was the only guy in the band who could read music," he recalls. "Whenever we would take on a new number, I would play the melody over with the drummer, and the rest of the band would learn it that way." The Clevelandaires, to Levine's relief, can read music, and Dixieland jazz can be heard emanating from Studio A with enjoyable frequency.

The orchestra has been divided and subdivided into groups specializing in various types of popular music: The Dixielanders, The Novelaires, The Forest City Five, and The Rumba Band. Aiding and abetting these at appropriate intervals are singers Jay Miltner and Jackie Lynn. Occasionally Johnny Andrews joins staff pianists Barney



"Morning Bandwagon" MC Johnny Andrews and "Hot Lips" Levine

Zalek and Joe Hlavacek in impromptu three-piano arrangements.

To further prove that radio in Cleveland is highly active, and that good stage shows will always draw crowds, the "Morning Bandwagon" troupe recently put on a Saturday night show at Cleveland's largest theatre, the Hippodrome, which has not attempted a stage show in many a moon, and packed the place. When clarinetist Nelson Pressly turned vocalist and joined "Hot Lips" Levine and the Dixielanders in a hot rendition of "Between the Devil and the Deep Blue Sea," the audience reaction proved amply that WTAM is enhancing its position in the entertainment field.

Cleans Blackboard. Wins Candy

A Cleveland listener, who thought the blackboard on the "Catholics Believe" set needed to be cleaned, sent TV director Tom Arend a bowl and sponge for the purpose. Apparently pleased that her suggestion was accepted, the listener sent Tom a box of candy when the series ended.

Academy Awards Ceremony on NBC-TV March 19; RCA Victor to Be Sponsor

For the first time in history, millions of movie fans throughout the nation will be able to look in upon Hollywood's biggest night of the year—the exciting Academy Awards presentation—when the 1952 “Oscars” are distributed on Thursday, March 19.

The 25th annual presentation ceremony, to be held at the RKO Pantages Theater in Hollywood, will be carried over the combined radio and television networks of the National Broadcasting Company, it was announced recently by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, and John K. West, vice-president of NBC.

Radio and TV rights to the event were obtained by NBC for \$100,000.

The program will be sponsored by the RCA Victor Division of the Radio Corporation of America.

The format of the awards ceremony will follow that of previous years, as the elite of the motion picture colony gather to await the opening of sealed envelopes containing the names of winners. Awards will be made by stars and others who won “Oscars” last year.

The Academy of Motion Picture Arts and Sciences was founded in 1927, and the first stars to receive its coveted awards were Janet Gaynor and Emil Jannings. The awards ceremony has since become the highpoint of the year in the motion picture business. The nation has listened in by radio since 1930, but television will now give fans their first opportunity to see their favorites as they are honored.

“Today” Combats Tardiness

Dave Garroway's NBC-TV “Today” show is combating tardiness among school children and he's got movies to prove it. Principal Roselyn Loewenstein of the Ellen Semple School of Louisville, Ky. has invited pupils to report earlier to watch “Today” on a TV set in the school gym. Civics teachers use the program as a source for that day's current events discussion. They say it isn't unusual to see as many as 100 pupils who have arrived early sitting on the gym floor watching the elevated 21-inch set.

Signed by NBC



Thomas W. Phipps

The National Broadcasting Company has signed Thomas W. Phipps to a writing contract calling for 12 original hour-long dramas for network use within the space of a year.

“It is ready evidence,” said Charles C. Barry, NBC vice-president in charge of radio and TV programming, “that NBC is cognizant of the pressing need for good writers and is willing to underwrite their efforts for a term period. The recent signing of Robert E. Sherwood, new to the field of television, was dramatic evidence of our desire to move into this vital field.

“Our deal with Tommy Phipps, who has virtually grown up with video and whose great success as a writer has come from working in this medium, is indication of our desire to work as well with talent that has matured within the medium, itself.”

Most of Phipps' previous hour-long scripts have appeared on “Robert Montgomery Presents” and Fred Coe's production of “Television Playhouse”. His future scripts will continue to be used on these shows, as well as any other dramatic hours that NBC may designate.

Research, Planning, Promotion Realigned Here at NBC

A change in alignment of the Research and Planning, Advertising and Promotion, and Development Departments of the National Broadcasting Company to realize the maximum effectiveness from their operations was announced last month by John K. Herbert, vice-president in charge of Networks.

Under the new organizational structure, Hugh M. Beville, Jr., director of Research and Planning, will function on a staff level, reporting to Mr. Finshreiber, and all research activities on behalf of NBC's radio and television networks will be centralized in his department. Jacob A. Evans, director of Advertising and Promotion, and Robert W. McFadyen, who has been appointed director of Sales Development, will report to Walter D. Scott, Administrative Sales Manager. Stephen A. Flynn, formerly station contact representative, has been appointed manager of Sales Services, also reporting to Scott. Flynn succeeds Frank Reed, who has resigned.

In announcing the changes, effective immediately, Herbert said:

“The establishment of the Research and Planning Department as a staff function reporting directly to network management reflects the importance of this activity in the development of our plans and policies for serving our advertisers and their agencies, our affiliated radio and television stations and our listening and viewing audiences.

“The Sales Development group under Mr. McFadyen will work directly with the network sales staff and will assist our sales units in all problems of sales development in both radio and television. By bringing the Sales Development function and our Advertising and Promotion Department within the structure of the Sales Department, we feel that we can strengthen and supplement our sales operation and increase the value of our services to our advertisers and their agencies.”

The new alignment followed the resignation of Ruddick C. Lawrence, director of Promotion, Planning and Development.

An Important Part of Your NBC Benefit Package:

Group Life Insurance

Its Importance Is Emphasized Dramatically When an Employee Dies—
But Many NBC Employees Do Not Realize *Now* What a “Buy” It Is!

During this month of March a concerted effort is being made by the Company to enroll all regular NBC employees in NBC's low-cost Group Life Insurance Plan. The Plan was designed to protect the employee and his family and all employees should be made aware of its wonderful features. It is the cheapest insurance available, at a cost of thirty (30) cents per month per \$1,000 of coverage.

It is the kind of protection which should be a necessary part of an employee's program to provide for his dependents in the event of his death or disability.

Representatives of the Company will contact you on the Plan, and in the event that you want to enroll now, enrollment cards are available in the Personnel department.

Here, briefly, are the features of the Group Life Insurance Plan at the National Broadcasting Company:

IN GENERAL: The Company offers to all employees a group life insurance program with the Travelers Insurance Company on a very low-cost basis. The purpose of the insurance program is to provide sound life insurance for all regular employees. A Group Life Insurance booklet is given to all employees, and if you do not have one presently, you may obtain one from your personnel office.

ELIGIBILITY: A regular employee, on the semi-monthly payroll, is eligible to participate immediately upon employment. No medical examination will be required if an employee enrolls within three months of his employment. Employees who make application for insurance after three months from the date of their employment must pass the customary medical examination of the insurance company.

COST OF INSURANCE COVERAGE: The cost to employees is 30 cents per month per \$1,000 of coverage. This very low cost is possible because

the company underwrites the insurance costs and pays the difference between actual costs and the employees' premium payments. Payments are made by payroll deduction.

AMOUNT OF COVERAGE: The amount of insurance coverage carried by an employee is determined by his basic annual salary. The plan does not permit an employee to choose an amount of insurance other than that for his salary as shown in the statistical box.

PERMANENT AND TOTAL DISABILITY BENEFITS: The Group Life Plan also includes payments for permanent and total disability. If an employee, while insured and before reaching his 60th birthday, becomes wholly disabled by bodily injuries or disease, and will be permanently, continuously and wholly prevented thereby for life from engaging in any occupation or employment for wage or profit,

no further premium will be collected and the amount of his life insurance will be paid to him in a fixed number of installments chosen from the statistical chart as shown in this article. (See box.)

DEATH BENEFITS: The amount of the insurance is payable in the event of the employee's death from any cause while his insurance is in force to the person or persons named by the employee as beneficiary, either in one lump sum or in a fixed number of installments as shown in the chart on "Permanent and Total Disability Benefits."

LEAVES OF ABSENCE WITH PAY: An employee on authorized leave of absence with pay may continue to participate in the Group Life Plan, and deductions will continue to be made from his pay check.

LEAVE OF ABSENCE WITHOUT PAY: An employee on authorized

Your Amount of Coverage Depends on Salary

Annual Salary	Amount of Life Insurance
Less than \$1,200	\$1,500
\$1,200 but less than \$1,800	\$2,500
\$1,800 " " "	\$3,500
\$2,400 " " "	\$4,000
\$3,000 " " "	\$5,000
\$3,600 " " "	\$6,000
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\$8,400 " " "	\$14,000
\$9,000 " " "	\$15,000
\$9,600 " " "	\$16,000
\$10,200 " " "	\$17,000
\$10,800 " " "	\$18,000
\$11,400 " " "	\$19,000
\$12,000 and over	\$20,000

Permanent and Total Disability Benefits

Number of Years
During Which Install-
ments Will Be Paid

Amount of Each Installment Payment
for Each \$1,000 of Insurance
Annually

1	—	\$85.00
2	\$509.00	\$43.27
3	\$345.00	\$29.33
4	\$263.00	\$22.36
5	\$214.00	\$18.19
10	\$116.00	\$ 9.86
15	\$ 84.00	\$ 7.14
20	\$ 68.00	\$ 5.78

leave of absence without pay may continue his membership in the Plan. For any payroll period in which salary paid is not sufficient to cover payroll deductions, he shall pay full premiums in advance, or provide for such payments in a manner satisfactory to the Company.

MILITARY LEAVE OF ABSENCE:

An employee on military leave of absence is not eligible to participate in the Group Life Insurance Plan. The Group Life Insurance of a regular employee of the Company, who has been in its employ for a period of six months or more, who is called or who volunteers in the Armed Forces of the United States, and is covered by such insurance, shall be continued in force for a period of 31 days from the date such employee enters on military leave.

Upon return to active Company service an employee who has been on military leave of absence shall again be eligible for participation in the Group Life Insurance Plan.

TERMINATION OF SERVICE: If

an employee resigns because of illness and is not able to accept other employment, his protection under Group Life Insurance will be continued by the Company for three months. In case of other reasons for termination, the employee may convert his insurance without physical examination to an individual life policy in any of the forms customarily issued by Travelers Insurance Company, provided written application is made to the insurance company within 31 days after termination of employment.

CERTIFICATE OF INSURANCE:

The Travelers Insurance Company will issue for delivery to each insured employee a certificate describing the benefits to which he is entitled.

CHANGE OF BENEFICIARY: An

employee may name a new beneficiary

at any time by advising the Personnel Department. Appropriate forms will be furnished the employee to effect the change.

It is to your distinct advantage to enroll in the Plan immediately. Pointed up within the last few months at NBC is the fact that some employees who have died unexpectedly were not covered by the low-cost insurance Plan.

NBC would like all NBC employees to take advantage of the Plan. It's a service to you and your family!

Savage to Film Division

David Savage has been appointed manager of Film Procurement, effective March 17. Mr. Savage will report to Carl Stanton, director of Film Division.

Jim Dudley Hits Indian Trail for WTAM-Cleveland

Jimmy Dudley, popular Cleveland sportscaster, is now being heard every day over WTAM during baseball time as he follows the Tribe during the Grapefruit League Games and the regular season. Sponsored by Warner & Swasey, Dudley began his broadcast series over WTAM Thursday, February 12, 6:00-6:15 p.m., and every Monday-thru-Friday. He reports from wherever the Indians happen to be . . . talking with the players, with their families, analyzing training camp trends, and reviewing all late baseball information from all sources available.

NBC-TV Operas

The next NBC-TV opera will be Richard Strauss' "Der Rosenkavalier" in two installments on April 25 and May 2. The April 25 telecast will run an hour and a half and start at 4:30 p.m. EST.

Honored



Joseph Pulitzer, editor and publisher, pays tribute to George Burbach, center, manager of *Post-Dispatch* radio and TV stations in St. Louis—key affiliates of NBC. Mr. Pulitzer unveils portrait of Mr. Burbach at reception given in his honor. At left is Joseph Pulitzer, Jr.

Affiliate Manager Is Honored with Portrait In St. Louis

George M. Burbach, general manager of KSD and KSD-TV, key affiliate of NBC for years, was honored for his pioneer role in development of radio and television in St. Louis at a reception at the Statler Hotel last month. A portrait of the station's executive was unveiled by Joseph Pulitzer, editor and publisher of the *Post-Dispatch*.

Mr. Pulitzer, who had suggested this recognition for Mr. Burbach, and his son, Joseph Pulitzer, Jr., associate editor of the newspaper, who selected William F. Draper, New York artist, for the commission, were hosts at the party attended by 50 of Mr. Burbach's associates from the newspaper and its radio and television stations.

The portrait, which now hangs in the lobby of the P-D stations, shows Mr. Burbach seated with a newspaper in his hand, symbolic of his more than half century as a newspaper man. In the background is a broadcasting tower reflecting his career in radio and television.

Mr. Burbach's many friends at NBC join with his immediate associates in St. Louis in wishing him continued happiness and success in the broadcasting field.

In This Corner



Don Honrath

By
Ted Switzer

Don Honrath, who heads the Continuity Acceptance Department for NBC's Western Division in Hollywood, will be the first subject for a new *Chimes* series to emanate from NBC Hollywood entitled "NBC's West Coast Personality of the Month."

Mr. Honrath's story is in the true tradition of many NBC success stories. He started on the parking lot staff of NBC in Hollywood and has risen to the position of department head.

The name plate on his desk in Continuity Acceptance says "Don Honrath" but to a group of his most intimate friends he is affectionately called "Pancho." The name no doubt stems from his tremendous interest in everything "Sur de Rio Grande" or south of the border. He has made many trips into the interior of several South American countries, recording the highlights of each on 16mm film for showing to his

friends at home and at work. It is after one of these treks when bronzed by a Latin American sun and speaking Spanish fluently that the name "Pancho" sounds more appropriate than Don.

"Pancho" came to NBC in 1941 after ten years in the theatre where he did everything from acting to dubbing in his own piano playing for Ina Clair in the road show "Ode to Liberty." A fine musician, he has completed 45 musical works for motion pictures, stage and concerts. "While I doubt if anyone has heard of my music," says Don, "a few of the people who once performed some of it have enjoyed some 'nominal' success . . . Imogene Coca, Tyrone Power, Eve Arden and Henry Fonda." You see it was Don who helped contribute the musical scores for the first New York presentation of "New Faces" back in the late 1930's.

But to Don a steady salary and the chance for a secure future with NBC was far more attractive than the "long-shot" of show business.

He joined the parking lot staff in

1941, staying just two months before moving on to Guest Relations. Three months on the Page staff and then a job opened up in the music department. He was a member of the music department for a full year and then was named to fill the vacancy of assistant department head for Continuity Acceptance in Hollywood. In 1944 he became the department head, a position he holds to date.

Don's favorite participation sports are swimming and spear fishing. At one time he did a great deal of diving but just prior to World War II he had the great misfortune to break his back while executing a difficult dive and has never done it since.

His favorite spectator sports are Jai Ali (a Mexican game much like the combination of tennis and handball but much faster) and tennis.

His hobbies consist of all types of photography, with emphasis on 16 mm film, and music.

Practically a New Year's babe, Don was born on the 31st of December and girls . . . he's still SINGLE.

"Music Through the Night" Now Has Celebrities

Celebrity nights will be observed Wednesdays on WNBC's all-night classical music program, "Music Through the Night," heard seven nights a week. Each Wednesday evening Ben Grauer will interview a noted figure from the world of music. Interesting events in the lives of the guest celebrities will be discussed and their recordings will be featured.

McAndrew Addresses Business Group

William R. McAndrew, manager of NBC's combined TV-radio news department, told the Business Women's Republican Club February 17 that radio-television coverage of President Eisenhower's Inauguration was prepared during the six months prior to Inaugural Day. McAndrew described NBC's "traveling eye," the \$62,000 mobile unit Cadillac, as a "surprise sensation" of the day's events covered on NBC under sponsorship of General Motors. NBC's news manager spoke at a dinner given by the Business Women's Republican Club held at the Women's National Republican Club, 3 West 51st Street, New York City.

Teegarden, Tuft, Appointed to High RCA Executive Posts

Two major executive positions in the Radio Corporation of America were filled recently when Frank M. Folsom, president of RCA, announced that L. W. Teegarden would be executive vice president and Edward M. Tuft would be vice president in charge of Personnel (including labor relations).

Mr. Teegarden, a pioneer merchandiser, has been active in the electrical and electronics industries for many years. Prior to assuming his new post, Mr. Teegarden was vice president in charge of Technical Products of the RCA Victor Division. In this position, he supervised the activities of both the Engineering Products Department and the Tube Department.

Since joining RCA in 1930 as a district sales manager, Mr. Teegarden has held increasingly responsible positions on behalf of RCA Victor activities. In 1936, he became the first to serve as regional manager with re-



L. W. Teegarden

sponsibility for the merchandising of all RCA Victor products. His success in establishing this position led to the formation of a regional organization on a nation-wide basis.

Six years later he was named assistant general sales manager of all RCA Victor product activities. He was ap-



E. M. Tuft

pointed general manager of the Tube Department in 1944, and a year later was appointed vice president in charge of this department.

Under his direction, the Tube Department achieved mass production of television picture tubes for home receivers. This accomplishment played a major role in the establishment of television as a medium of home entertainment.

Mr. Teegarden's responsibilities were increased in 1949 to include, in addition to his other activities, supervision of the RCA Victor Engineering Products Department, which has since established new sales records under his direction.

Mr. Tuft has been vice president in charge of Organization and Development of the RCA Victor Division since July, 1951, coordinating activities concerned with developing manpower. He served previously for four years as Director of Personnel of that Division and as a Vice President from October, 1950.

Mr. Tuft joined the RCA Tube Department in 1930 as an inspector. He rose through various promotions to Manager of Personnel at the Harrison, N.J., plant in 1941, where he remained until his transfer to the RCA Victor Division six years later. He studied industrial relations at Princeton University and is a Member of the American Management Association. He is past Chairman of the Board of Governors of the New Jersey Personnel Group.

NBC-New York Dramatic Workshop Elects Goldstein Executive Head

Late last month the NBC Radio Dramatic Workshop held meetings, organized its plans and elected its officers in New York in a first concrete step in rejuvenating the organization, which lost so many members previously to the armed forces. The assembled members elected Marvin Goldstein as Executive Producer; Jeff Lo Baito as General Secretary; and Phil Kalfus as Executive Board Member.

The group lost no time in formulating plans for the future. The Workshop announced that it will present two one-act plays around the end of this month. One will be William Saroyan's "Hello Out There."

The cast will include: Joe Kirk from guest relations; Joan Bartlett from the film library; Eleanor Bauman from the guide staff; Bill Freyd from the guest staff. The production will be directed by Marvin Goldstein.

The second play will be Bernard



New Dramatic Workshop Chiefs:
L to R Marvin Goldstein, Jeff
Lo Baito and Phil Kalfus.

Shaw's "The Fabulous Foundling," and the cast will include: Ethel Koreman from the guide staff; Bob Sykes from guest relations; Bill Burdon from guest relations; Al Sands from the guest relations staff. Phil Kalfus will be director of this production.

The Picture Story



Net Sales secretaries in Chicago bid goodbye to Arnold Johnson, NBC Central Division service manager, when he left company recently.



Last month, Gene Rayburn, WNBC star, met with Dean Louis Hacker, left, of Columbia University to arrange for an annual "Gene Rayburn Scholarship" for members of NBC Page and Guide staff.



There are many foreign-car fans at NBC. Here's Arthur Brearley of the radio engineering group at KNBH, Hollywood, with his Jowett-Jupiter.



Tom McFadden, director of Spot Sales, donating at recent NBC Blood Drive in New York, which netted 306 pints, an industry record.



Daryl McAllister, former child movie star, was in charge of KNBH Film Room one evening. While monitoring show, he was surprised to see himself on the screen in feature film.



William Asip, Robert Bonogura and Richard Soule (L to R) are new salesmen for the "Today" show. All are former members of NBC's Junior Executive Development Program.

Hans Ruthe, Retired N. Y. Employee, Dies

Hans W. Ruthe, a retired NBC New York employee, died February 13 at the age of 76. Mr. Ruthe was employed as a quartermaster in the Guest Relations Department for many years and in that capacity knew well scores of young people who came up through that department and have since gone on to varied and important pursuits at NBC and elsewhere.

Mr. Ruthe first joined NBC on January 7, 1931 and was with the General Service Department before going to Guest Relations. He left active service with NBC on December 31, 1943. He is survived by his son, Capt. Hans G. Ruthe, who is stationed at Fort Belvoir, Va.

For a More Realistic Pistol Shot



In NBC-TV's "Martin Kane," designer Ray Lafferty shows how he watches the actor with his gun, then pushes the Shot Effects Generator button when the actor squeezes the gun trigger. Electronic unit is to the right.

To Middle East



Shirlee Gibbons Messinesi

Shirlee Gibbons Messinesi of NBC's Exploitation Department is leaving March 15 for the Middle East with her husband Philip Messinesi. Mr. Messinesi is Executive Officer of the United Nations Truce Team and will work out of Jerusalem and Jordan. They will reside in the Middle East for at least a year. Also a bacteriologist, Shirlee will enter the nursing field while she is away.

NBC Engineering Group Develops Electronic Unit to Provide Authentic Sound Effects

An electronic unit that will produce authentic sound effects, from the crack of a small-bore rifle to the rumble of distant cannon fire, has been developed by NBC's Engineering Development Group in conjunction with the Special Effects Unit and the Sound Effects Department.

Called the Electronic Shot Effects Generator, this versatile, manually-operated unit is no bigger than a suitcase. Merely by turning the unit's switch to the desired effect, then pushing a button, a sound effects man operating the device can bring about such sound effects as pistol shots, light or heavy artillery, rifle fire, bazooka fire, mortar

fire, any type of machine gun fire, bomb explosions, the ricochet of a bullet and the roar of surf.

If a killer is taking pot shots at NBC-TV's "Martin Kane," for instance, the sound effects man need only watch the actor with the gun, push the Shot Effects Generator button when the actor squeezes the gun trigger, and a realistic pistol shot will resound from the electronic unit.

The device was constructed by J. L. Hathaway, assistant manager of NBC's Engineering Development Group, and NBC engineer Raymond E. Lafferty. There are seven of the devices now in use at NBC in New York.

Off to Afghanistan

James Cudney, NBC Chicago TV engineer, has resigned to join the U. S. State Department as instructor in electrical engineering in the Afghanistan Institute of Technology under the Point Four program. Cudney, his wife and infant daughter will live in Kabul, Afghanistan.

Mrs. Kathryn Cole Named

Effective February 13, Mrs. Kathryn Cole, formerly supervisor of Department of Information, was appointed manager of the Department of Information. Mrs. Cole now reports to the vice-president and assistant to the president, Edward D. Madden.

Fifty Seven Men and a Girl

O&O's Jim Chandler Carves Exact Replica of Famed Longines Symphonette;
Jim Gaines Presents Model to Longines-Wittnauer

Strike up the band and we're off for another half hour of relaxing music with the Longines Symphonette — or so it seems from looking at the hand-carved miniature replica of the famed orchestra recently presented to Mr. Frederick Cartoun, chairman of the board of Longines-Wittnauer Watch Company, by James Gaines, vice president of the O & O Division. The orchestra, carved by Jim Chandler of the O & O Division, was given by the National Spot Sales Dept. to Longines in appreciation of many years of close and friendly association between Longines and NBC.

The model contains 58 figures and is an exact replica of the famous symphonette which has broadcast over NBC radio for many years. Each figure and instrument was hand carved from white pine, and no two figures have the same facial features. The 57 men are all wearing white ties and tails and the girl is dressed in a white evening gown with a pink bow in her hair and on the dress and a watch on her wrist. (Longines, naturally!!!) The violins, cellos,

and bull fiddles have individual strings made of horse hair and the eyeglasses on five of the men are complete with lenses. This detail is amazing considering the fact that the figures average only an inch and a half in height.

Jim Chandler hails from Stony Point, New York, which is located 7 miles south of Bear Mountain Bridge. He commutes into N. Y. C. each day — 80 miles in all — and somehow still finds time for carving, playing with his small son and daughter, and helping his wife around the house. Jim started wood carving at the age of 11, carving miniature airplanes from discarded orange crates, kindling wood or any scraps of lumber he could find.

This urge to create lasted until he was 16 at which time he claims his attentions were turned to girls — hmm!

Upon discharge from the service in 1945, he again became interested in his hobby and has been at it ever since. He has completed a hand-carved miniature stage coach which is one inch high, with doors that open and reveal tiny figures sitting inside. The coach



O&O's Jim Chandler

is pulled by two horses and driven by a small hand-carved cowboy. In addition he has carved miniature dogs, cats, mice and a series of Chinese figures (one of which is a Chinese lady sitting in a little rickshaw complete with parasol and pulled by a Chinese coolie). The orchestra of course is the largest
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The 57 men are all wearing white ties, tails; and the girl is dressed in white evening gown with pink bow.

At NBC New York:

"Gus" Zelios Retires

A few weeks ago a party was held in the Air Conditioning plant in New York for an employee who was retiring. But this was no ordinary party, for it was in honor of no ordinary employee.

The occasion was the retirement of Costas "Gus" Zelios after almost 20 years in the Air Conditioning Department on the midnight trick. One would think that working all those years during the hours when most of the rest of us sleep would afford a man little opportunity to strike up acquaintances. Besides, Gus was by nature a quiet, retiring man who in all his time at NBC as an Air Conditioning Apprentice Engineer just concentrated on working hard and helping other people out. But 107 people attended his party, including the vice-president in charge of Integrated Services, William S. Hedges, the manager of Building and General Services Department, Edward M. Lowell, all his associates in Air Conditioning and a score of former employees, some of whom had not worked for NBC for 12 years. As Harold McConaghy, supervisor of Air Conditioning, said, "There's never been a party like this before and there probably never will be again, because there never will be a man like Gus again."

A lot of reasons are advanced as to why Gus holds such a high place in the affections of so many people, but they seem to boil down to a general conviction that they have had the pleasure of working with a genuinely fine human being.

When someone is hired in Air Conditioning they normally are first assigned to the night watch as an apprentice and then later, if they make the



At the going-away party for Costas "Gus" Zelios: Mrs. Zelios, "Gus" Zelios, his two sons on either side of William Hedges, vice-president of NBC.

jump to engineer, again go to work on the midnight shift. It was during those periods in their careers that almost everyone now employed in Air Conditioning came under the guidance of Gus. He was friend, adviser, teacher, father confessor — and coffee brewer. According to Mr. McConaghy, being broken in by Gus was the best training anyone could get.

Apparently none of his proteges forgot how Gus helped them, because when the hat was passed around just before his party, the donations came in so thick and fast — five dollars was the minimum amount received from any one individual — that they had to be restrained. The money was used to buy Gus a solid gold watch, chain, charm and penknife, which were presented to him at the party and to help defray the cost of the affair.

Gus was born and raised in the mountains of Greece, then under the control of Bulgaria. He came to this country in 1907 and worked on the docks as a stevedore until he joined NBC in 1933 as an apprentice in Air Conditioning at our old quarters at 711 Fifth Avenue. He helped the department move to Radio City and worked out of the 10th floor plant continuously until he left last month.

"Here was a man who didn't have much formal education," stated Mr.

McConaghy, "but who strongly believed in those old-fashioned virtues which maybe we don't see enough of today — such as working hard and loyally, because his conscience would bother him if he didn't."

The story is told around Air Conditioning that following one of the rare occasions when Gus was out sick — outside of a week's illness in 1943, he missed no more than three days in almost 20 years — Mr. Close, who was then supervisor, came in and before he even had his hat off, asked, "What's wrong with Gus?" It simply was that Gus kept his area of responsibility in such shape that an absence of one night showed up immediately.

Gus had another devotion — his family. Perhaps his main goal in life was to send his two sons through college. At times this meant frugality and some measure of privation to Gus and his wife Anna. Gus often worked at house painting during the day in order to make sure he would have the funds to achieve his ambition. It is one of Gus's greatest joys that in this he succeeded and that today one son is a college professor and the other an engineer.

"Maybe it isn't the normal storybook kind," summed up Mr. McConaghy, "but to my mind Gus represents a real American success story."

Social Security in 1953 Reflects Benefits Passed in New Amendments

During 1953 an increasing number of monthly retirement and survivors claims will be paid, reflecting the application of the 1952 changes in the Old-Age and Survivors' Insurance program.

The elapse of 1951 and 1952 means that the majority of the claims now being filed, will be computed on the basis of the new start date (January 1, 1951), created by the 1950 amendments. This is true of wage-earners and self-employed alike, regardless of when they began contributing under the program.

The application of this new start date and the revised formula, included in the 1952 amendments, permits greater benefits in most cases. Regardless of the method of computation, the objective is to pay the highest possible benefit under the law. This is done in every case.

Over 5,000,000 retired or surviving individuals are now receiving monthly insurance benefits under the program. These regular payments represent earned minimum protection to the individual upon retirement after age 65, or to the survivors following death.

Deductions for social security credit continues at the rate of 1½% on wages up to \$3600 in any year. The employer matches this payment which is reported quarterly under the name, and social security number of the individual. The number issued to you is exclusively yours for life, regardless of where you are employed or self-employed in the future.

An increasing number of men and

women, are now and becoming permanently insured under the program. This status is earned after ten years of covered employment or self-employment some time after January 1937. These ten years of coverage, which need not be consecutive, establish what in effect is a basic paid-up policy. This means that benefits will be payable upon retirement or death regardless of employment following the 10-year period.

Recent amendments in the law provided wage credits for military service time; increased monthly benefits; increased the amount an individual can earn a month without suspension of monthly benefits, and provided other changes.

Where an individual plans part-time employment or some form of self-employment following his retirement at age 65, it may be to his advantage to discuss the matter with his local Social Security office. Such a review will eliminate any doubt of the coverage of his activities, the advisability of filing his claim for benefits, and the effect of any additional earnings upon his receipt of monthly insurance payments.

The importance of these benefits to the individual and the family, emphasizes the continuing need to keep informed about Social Security protection. A sound precaution is to inquire before retiring or as soon as possible following the death of a worker, at the nearest Social Security Field office. Free explanatory booklets are always available.

Bob Hope Honored At Friars Club Annual Dinner

Bob Hope's 15th year as an NBC radio entertainer was marked Friday, February 27, when he was feted by the Friars Club at its annual testimonial dinner, held at New York's Waldorf-Astoria hotel.

Among the 1,300 persons who honored Bob Hope were great names of show business and public life. Proceeds of the affair were contributed to the United Cerebral Palsy Fund, one of Hope's favorite charities.

George Jessel performed his usual function as toastmaster. Occupants on the dais at the dinner included Frank White, NBC president, Bernard Baruch, Milton Berle, RCA president Frank Folsom, Fred Allen, Eric A. Johnston, Jack Benny, Adolph Zukor, Danny Kaye, Senator Stuart Symington and many others.

The entertainment program was headed by Bea Lillie, Danny Kaye, Eddie Fisher and dancers Darvas and Julia.

Hope began his first regular radio series on NBC in 1938. He began his career in his "adopted" Cleveland, Ohio, where the Hope family settled after arrival from their native England.

Henderson, Smolin Appointed

Last month Charles A. Henderson was named to the post of director of publicity of the NBC-TV Film Division, and Jay H. Smolin was named supervisor of advertising and promotion for TV Film Sales. Robert W. Sarnoff, vice-president in charge of the division, made the announcements.

175 News Programs a Week

Twenty-five news programs each day on television and radio — 175 programs per week — that's the grueling production record NBC's TV-radio news department, headed by William R. McAndrew, has set. NBC news accounts for 41 hours of programming per week — network, local, radio and television — according to latest count. More news and better news is NBC's motto.

New Retirement Benefits

Average Monthly Earnings after 1950	Retirement Payments		Man and Wife Over 65		Family Payments up to	
	Old	New	Old	New	Old	New
\$100	\$50.00	\$55.00	\$75.00	\$80.00*	\$80.00	\$80.00*
150	57.50	62.50	86.30	93.30	120.00	120.00*
200	65.00	70.00	97.50	105.00	150.00	160.20*
250	72.50	77.50	108.80	116.30	150.00	168.90*
300	80.00	85.00	120.00	127.50	150.00	168.90*

* Reduced to maximum total family benefit permitted by law.

People and Places

NBC, Hollywood

Welcome to new arrivals *Delores Kiplinger*, *Carl Jackson*, and *Mildred (Mike) van Gressel* to the stenographic department. . . . Mike now works 60 hours a week; she adds twenty hours working nights at NBC to forty hours days at North American Aircraft. Why? A trip to Europe. Stenographic welcomes its first gal from Down Under: *Ann Robinson*, Sydney, Australia. Another first in the department: *Laverne James* and *Rose Thomas* transferred from the Mail Room. *Heloise Edwards* has been promoted to Sales Promotion. *Yvonne Doyle* has left to enter the publishing field. . . . she now secretaries for Trend, Inc. If Cupid hasn't been doing the work he's supposed to be doing in other areas of NBC, it's because he's been working overtime in Hollywood Stenographic. . . . so far he's matched *Dannie Dodson* to *Frank Smith* (Dannie is the gal). . . . *Jeanne Patey* to *Bernard Backston*; and he's doing all right with *Edith Rapley* and IBM Maintenance man *Richard Hill*. There are other doings in the department besides Cupid's. . . . *Charleen McLachlin* has turned co-ed and starts Los Angeles City College. *Patty Gaul* and husband have bought a cute little nest in Burbank. *Carol McGahan* did a neat piece of ballet with *Marie Wilson* and *Kathy Lewis*. . . . and *Glendora Folsom* did a monologue on the *Bob Hope* after show. . . . Not exactly sure how they are going to get along without him, the combined Traffic, Communications, and Sales Departments in Hollywood decided to throw a party for *Larry Bub* who shortly leaves for duty with Uncle Sam. . . . The usual birthday parties were held for *Paul Gale*, Jan. 29, *Isabel Menden*, Jan. 22 and *Betty Fraser*, Jan. 20 all of Traffic and Sales Service. . . . Seems that TV film producers are becoming more and more desperate in their search for subject matter. . . . *Helen Murray Hall*, Hollywood advertising and promotion manager, claims she bent over on Vine Street to tie her shoe the other day, and before she could straighten up she was on three pilot films and a hot kine. . . .

San Francisco, KNBC

Ed Dunbar, who has been assistant Advertising and Promotion manager of KNBC since September of 1951, this month became an account executive in the Western Division Network Sales office of the National Broadcasting Company in San Francisco.

He will work with *Walter G. Tolleson*, Account Supervisor of network sales for NBC's Western Division.

Dunbar has been employed by KNBC for three and a half years, starting in the Guest Relations Department. A native of Oakland and now a resident of San Francisco, he holds a Bachelor's Degree in speech and radio from San Francisco State College.

Doug Pledger, already popular in Bay Area radio for his humor and originality is now ready on KNBC each morning from 9:00 to 9:45 a.m., Mon. thru Fri., replacing the

Jane Lee program for women. Pledger's popularity as a disc jockey has been based on his unconventional approach, but he has won notice as well for his skill in making commercials painless.

William Cothran, brilliant young Director of Public Affairs on KNBC, has started a teen-age discussion show on KNBC, titled "Tomorrow's Editors." The handsome, young Cothran will himself serve as moderator on the program featuring students from San Francisco high schools. Cothran, incidentally, has been coming to work every Monday morning with paint dust in his eyes after a redecorating job he's been doing on his marine view house. He has a display of paint colors splashed on his arms and face to show his co-workers the progress being made on the job. He claims thus the red eyes.

Cleveland, WTAM, WNBK

Recent word from Announcer *Skip Ward* in Tokyo indicates that if all goes well he should be out of service and back on the job in April.

Marjorie Harm honored *Louise Winslow Hutaff* with a dessert shower. Delicious dessert. . . lovely baby gifts.

Stageland Gus Ameier isn't alone in wielding a fancy paint brush. TV Engineering shelters an artist who does a nice job with oil paints—none other than Secretary *Peggy Amnsden*. Following Peg's lead, most of the others in the engineering office have begun to dabble in oils.

You don't believe love is blind? Then you didn't see newlywed *Nancy Yeager's* shoes on January 19. The entire TV Program Department spread the word around. . . one shoe was navy blue, the other, red.

She replaces *Radio Program is Rita Bates*. She replaces *Idella Joseph*, who, only shortly before, took over the job vacated by *Mildred Knouff*.

Four new stagehands are now circulating among us: *Gus Ameier*, *Jim Bell*, *Howard Cook*, and *Bill Yohnert*.

Joe Bova journeyed to Chicago to be best man at the wedding of former WTAM production man *Howard Hall* and *Florence Bitter*. Howard is now with WOW, Omaha.

The educational bug has bitten some of our staff. *Shirley Frye* is taking public speaking; *Carol Williams*, oral interpretation of dramatic literatures; *Marian Walter*, child psychology; *Era Palmer*, drawing and painting; *Jim Roue*, *Gus Ameier*, and *Bernadette Prescott*, television; and *Sandy Markey*, motion picture production. The foregoing are all at Cleveland College. *John Ziegler* continues work at Western Reserve University on his master's degree in dramatic arts.

Hollywood, KNBH

KNBH programs won two "Emmies," statuettes given by the Academy of Television Arts & Sciences, at the annual awards banquet in the Statler Hotel recently. PEANUT CIRCUS, starring *Vance Colvig* as "Nutsy the Clown" (a former NBC Partner

lot attendant), won an award for the "Best Children's Show" category, and the "Florence Chadwick Catalina Channel Swim" telecast, made last July, copped the prize for the "Best Special Event" of the year.

Co-chairedman by *John K. West* and *Don Norman*, KNBH will do a 15½-hour show for the Heart Fund called "The Big Giveaway." Stars of all facets of show business are donating personal items that will be auctioned off, via video, at the El Capitan Theater and at various remote set-ups in Southern California.

Gene Terrell went to San Felipe, Mexico, over Lincoln's birthday and *Jim Damon* drove up to Sun Valley, Idaho, at the same time. Both are currently comparing sunbans.

Chicago, WMAQ, WNBQ

Winslow E. Uebel, returned to NBC-Chicago as assistant sales service manager, after a two year absence.

H. W. Keever, formerly of N.Y. office, has been transferred to the post of supervisor of Midwest TV Film Syndication Sales.

Lois Berg has joined TV Film Syndication Sales as secretary to Keever.

Walter Welch, Jr., has joined TV Production as property procurement coordinator.

New Network Sales secretary is *Nancy Fairtrace*, and *Norma Harrington* is now a secretary in the Radio Engineering Dept.

Lois Marker, *Irene Miksys*, and *Laura Allen* are new receptionists.

Jean Paxson has been hired as an accounting assistant; *Natalie Rabovsky* as payroll clerk, and *Betsy Heatherly* as assistant cashier.

Bud Swats has signed General Mills for one-a-week on Ding Dong School.

Bob McKee sold four All Star Revue segments to Studebaker.

Gordon Mills inked Trailer Coach for 52 weeks of Today, and *George Dieffenferjer* has signed Red Heart dog food for two-a-week, for 26 weeks of Today.

New York, WNBC, WNBZ

There are many new faces aboard. We welcome on deck *John Hurlbut*, who comes to us as director of Advertising and Promotion from network TV Advertising and Promotion. Other additions to his new department are his secretary, *Barbara Muller*, and *Norton Gretzler* and *Ralph Ginzberg*. Others who we are glad to greet are *Barbara Mulligan* and *Charlotte Salesman* in Publicity, *Barbara Klopp* in WNBZ Traffic, *Kit Tucker*, *Steve White's* secretary who comes from Personnel, *Charles Ruschon*, new member of the WNBZ Production staff, and *Sandy Reisenberg*, secretary to the WNBC Sales Department. New faces mean that others are missed—we've said goodbye to *Jay Smolin* and *Joyce Harvey* with our best wishes for them in their new office on the 7th floor, and *Ann McLaughlin* has left us for Miami and Chicago. Two predominant color schemes on board this month—green for envy of tan for vacation. Even after a year's liegurd duty in his youth *Phil Dean* didn't tan, but *Ted Cott* came back from his trip to Cuba with a fine coat of tan. *Dick Firestone* got his tan in Key West. *Steve Krantz* in Boca Raton and *Barbara Walters* in Miami. *Bob Leder* went the other direction and rested up from a strenuous but successful 1952 and

early '53 in the Laurentians of Canada. And speaking of other climes, we all wish we could have followed Jackie Robinson to Puerto Rico and then on to Dodger spring training. Our congratulations to *Kent Paterson*—he has a new adopted daughter, Sarah. *Len Weinles* has solved the rent control problem—he's bought a new house in White Plains.

New York, NBC

All is fairly quiet on the A&P front. *John Hurlbut* has left the network to work for WNBC-WNBT as their Advertising and Promotion manager. *Nancy Ahl* has left the department too, but to return to Carlyle, Penn. *Bob Gill*, complete with his new crew cut, has been residing temporarily at a nearby hospital recuperating after an operation. Colds have struck down several members of A&P, namely *Jerrine Soba* and *Frank Macaulay*, the last named refusing to admit defeat by motoring to work in his MG as the spirit moves him. And *Jack Fuller*, NBC's "Tennessee Williams" has been busy getting his new play ready for an April opening. It is understood that the front row will be loaded with the office personnel on opening night . . . all with Jack's compliments.

A partition comes down; a new desk comes in and voila! We're all ready to put out the welcome mat in Continuity Acceptance for *Arden Hill*, our new TV Policy Reader. Glad to have you with us, Arden! We are also glad to have our boss, *Stockton Helffrich*, back from a business trip to our Colleagues in Hollywood and San Francisco, with a quick stopover in Chicago.

Everyone in Research and Planning is still talking about the pizza party *Janet Pugarelli* threw at her apartment February 18. This brave girl made this Italian delight for no less than 12 famished females. The evening was highlighted by a surprise birthday cake for Janet whose birthday actually fell on February 26. However, any excuse for a party is a good excuse, and Janet's fabulous feat was the best cause for celebration anyone could have dreamed up. Among those who attended were *Marie Redling*, *Mildred Schmidt*, *Carol Burton*, *Jo Capetta*, *Sallie Melvin*, *Gloria Betros*, *Joan Collette*, and *Kathy Dindia*.

Showing signs of a Boston accent acquired during a weekend visit to the "Bean City" is *Gloria Betros*. At a banquet at the Hotel Bradford, Feb. 8 she also saw *Danny Thomas* who was appearing at the Boston Latin Quarter at the time.

Pleasantly surprised to have *Bob Kaufman*, a one-time member of the 418 family, walk in one noon hour looking very well indeed. Bob's been with the Navy since last June and has seen more of the world in this short time than many of us will in a life time. On leave for a week, Bob spent most of it renewing acquaintances between New York and his home town, Haverstraw . . . "on the Hudson."

New York Personnel ushered in the month of February with a few beers, potato chips, and talk with our former co-workers, *Seth Faison*, *Phyllis Oram*, *John Steeves*, and *Merriman Holtz*.

We miss our laughing *Kit Tucker*, who left us this month, but we wish her luck in her new job with WNBC. We are fortunate to have *Ruth Johnson* to take Kit's place as *Miss Haglund's* secretary. This has been a



Victor Bertha, left, long-time NBC employee in General Services, New York, receives a scroll from NBC vice-president **William S. Hedges** at the going-away party tendered Bertha when he retired from NBC service last month.

big month for *Ruthie*—a promotion and a diamond ring all at once. No wonder she's so happy!

Along with diamond rings, snow and other applicants arrived *Arlene Nelson* and *Judith Legon*—we liked these two so well that we kept them for ourselves.

Lovely *Edith Johnson* was gayly surprised by several NBC friends on her birthday, Feb. 17th which hubby Eric also claims as a day he was born, with all that makes for a lovely day. A beautiful and delicious cake, coffee and ice cream were the order of the day. These newweds also celebrate 2 1/2 at the anniversary of their engagement. Quite a coincidence!

Carol Bayer, lovely 6th floor receptionist, is winging her way to Miami, Florida, 2/19 for a week of relaxation and fun. She will stay with friends, Carol's just bubbling over with enthusiasm. Watch out, Carol, many have journeyed for pleasure and ended up with a little gold band on the 3rd finger, left hand, in addition to a lovely coat of tan.

With warm greetings and a white carnation for his buttonhole, *Peter Zalantis* was welcomed back in Music Department after being home ill for a while.

Jane Roane is the aunt of a nephew and mighty proud is she.

Another addition to the younger population is *Christine*, a baby girl born to *Rosemary Barnett* who used to share our work at NBC.

Rod (Wahoo) Rodomista's wearing a happy (?) smile in Plant Operations now that he's permanently back from the wilds of the Center Theatre. We are sad to announce to all his loyal friends that *Ollie the Alligator* has passed away in the home of *Doug Schultz*, who, we are certain, gave him a proper burial.

"Question Box"—What frustrated ham actor has taken to raising Hamsters? (For his children, of course!) And who is that charming fellow (Ha!) who is giving out funny definitions of the word "Wolf"?

SPECIAL NOTE: *Dick D'Orio* is engaged to the girl behind the hands that do the Kraft commercials each Wednesday night.

P.S. *Shiela Hirschman* is starting a biology lab in 670 to determine what kind of mold it was that she found in her coffee jar . . . this may lead to a new discovery!

Mary Bannister in Treasurer's has nothing on *Steve Woznica* who has quite a collection of pictures of his little daughter *Susie*—telephone and all! Oh Baby!!! *Joel Stivers* must be in love. He's very forgetful these days. If in doubt ask him about his briefcase and coat. The greatest mystery in the department is who sent a valentine to Joel!!! Welcome back to *Henrietta Grice*, *Herb Schumm* and *Tom O'Connell* after their successful bouts with the flu.

Faye Myers, Station Relations, our Mother to be in May has left us to await the birth of her first child. The office gave her a baby shower and the tiny garments just piled up, along with the quilt that was the office present. We stuffed ourselves on a luscious strawberry butter cream cake with blue icing that read, "Bye, Bye Mommy," and had a wonderful time.

Grace Lynch has bought a new car, a convertible yet! She will now go whizzing thru Fairfield, Conn, honking her horn so the friendly natives can see her red upholstery.

Gloria Puccio is moving to Brooklyn. She just couldn't stand the climate in Queens.

It is now definite that when June rolls around this office will not be lacking in its own June Brides. We have two of them. *Joan Hayes* will finally marry her West Point

Cadet and Peggy Grooter will wed Larry Owen who also worked for the company.

We welcomed back John Christopher who just returned to the Film Library after two years of military service in Germany. Four new additions to our staff are Stuart Grant who transferred from our Film Exchange. Howard Genser, Carole Beckman and Mildred Hyman. Glad to have you all aboard.

Fred Lights has had an option taken on one of his plays that he wrote a few months back. The best of luck, Fred.

Bill Golubock and Julius Norlowsky are expecting visits from the stork very shortly.

Joan Bartlett moved into a beautiful new apartment in Greenwich Village, it has a nice grand piano but not one of the girls can play.

We are all glad that Edna Paul's girl friend, Phyllis, has had her baby and now Edna and Joel Friedman, who became a proud father lately, are discussing the methods of bringing up babies correctly.

Welcome Mat: Kathy Simonson, General Services, replacing Greta Brahm. Greta received a lovely corsage and bracelet-necklace with which to remember her NBC friends. Luba Lawrence replacing Ellen Pagel. Ellen leaves for the state of Washington where she will remain with her parents until Uncle Sam nods approval to join hubby in Salzburg, Austria.

Congratulations to Mike Clancy, now acting supervisor of Protection.

Sympathy extended to Joan Johnston on the passing of her grandmother.

George Monahan, John Donlin, Walter Driscoll and Harry Schaaf join the ranks of retirees.

Pat Curley, recuperating from a broken hip and broken arm at Roosevelt Hospital, reported to be feeling better.

Victor Bertha's retirement shindig held in Air Conditioning January 29th surprised him as, he's still bewildered. On behalf of his many friends, Mr. William S. Hedges presented him with a wrist watch and scroll. A bountiful table was set with a variety of refreshments for all. Two fine musicians from Air Conditioning, Joe Ferrera, accordionist, and Jack Dunne, banjo player, made the night a musically merry one with dancing the order of the evening. Joe Pittello's harmonica rendition and John Donlin's impersonation of Al Jolson were most enjoyable. Thanks is expressed to Joe Keelan and his group for their part in making the affair a success. The Air Conditioning fellows did a fine job of decorating and assisting in general; without their capable assistance, the party couldn't have progressed as successfully as it did.

Welcome back to A. M. Caramore of Radio Station Clearace, who spent a delightful vacation cruising down to Bermuda. Glad to have you back all rested and "eager to work". Joan Oury returned from her ski week and very tired and with lots of bruises, but had a wonderful time anyhow. Attempting to ski with a raincoat and umbrella, and of course no snow, is a pretty tricky thing if you can do it! We've got an office poet in the "form" of Agnes Stitale. Give her an idea, and quick as a flash she's got a poem all ready for print! We've got another new little turtle in 418—his name is "Iggie" and replacing "Hermann" who died of the flu.

John Welch, Set-up Operations, back at work following a stay for observation at an East side hospital. Remembering past favors,

Tom Longmore went all-out in the recent Salvation Army fund drive. Not generally known that Sam Grousky, stageband at the Belasco Theatre, started his career in show business as an actor. Old-timers will recall his realistic portrayal of the title role in Dostoevsky's play "The Idiot."

March 8th is a big day in Stenographic—Ann Lovell and Jo Ann Clements both had birthdays. On the occasion Ann became engaged and Jo Ann got a brand new car. We are rolling out the red carpet for Carole Sabatini, Betty Roman, and Joan Salm, but saying fond farewells to Eloyse Geller—gone to TV Production—and Nancy Joblin—leaving us for Script Routing. Peggy McGrath is on a month's leave of absence—she's visiting an ex-Stenographicite, Barbara Obert, in Florida.

We opened our door to welcome Eloise Gelfer, John Fengler, and Ed Stevens this month.

All in Broadcast Operations had a lift in spirits at a party held in Barbara Owens apartment last week—in fact many ex-operations people and NBC talent attended.

Things have been moving rapidly in the Press Department since the beginning of the year. Following is the play-by-play of events: Barbara Mulligan left to work for Phil Dean down in 252 in publicity; Honse Vandenberg left her job on switchboard to work for Messrs. Brown, Stein and Meyers. Added to these, our ticket agent, Helene Schuck is no longer a Miss... it's now Mrs. Jansson. And you always have a few who "save" their vacations for mid-winter. So Warren Cromwell and Frank Young both have returned to Press from vacations that left them looking much healthier and rested. Ann Breen is now working at our switchboard.

In Purchasing, a warm welcome is out to Frances Kautch, who replaces Dorothy Smith as order typist.

Traffic is very happy to welcome back Roy Bartels from his military leave of absence. Roy had two years with the U. S. Army. Alice Wexrauther is planning a Florida vacation and hoping Jeanne Jenks will still be there. TV producers please note: Russell Strebef's five-year-old daughter, Susan, is a "natural" when it comes to dancing!

Welcome to Al Darino, new office boy in Staff Controllers. Seymour Feldman celebrated a birthday recently. On you it looks good, honey! Incidentally, Seymour pushed his wedding date up to June.

In Information the big news is the appointment of Kathryn Cole as manager of the Information Department. David Eddy has returned from his two years with Uncle Sam and he is now a junior correspondent. George Deubel's non-famous brother-in-law gave George a Valentine... the chicken-pox. We miss George's wit and can't wait for him to come back with more brother-in-law stories. This famous in-law character, by the way, is seven years old.

NBC Engagements

Ann Lovell, N.Y., to Fred Petermann
Irving Traeger, N.Y., to Elaine Hart
Peggy Groover, N.Y., to Larry Owen
Joan Mooney, N.Y., to George Hall
Fran Block, Cleveland, to Don Dougherty
Joan Kingsbury, N.Y., to Robert D. Sweeney

NBC Marriages

Ernestine Thomas, N.Y., to Harold Miller, Eng.
Bob Garthwaite, N.Y., to Barbara Chappell
Meta Heiberger, N.Y., to Charles Wechsler
Paul Robinson, Chicago, to Anne Evans
Len Salvo, Jr., Chicago, to Nancy Lee Ellis
Beverly Collins, San Francisco, to Edward Pietras
Theresa Mishkel, N.Y., to Ralph Miles

NBC Births

To Jordan Bakers, Chicago, a daughter, Denise
To Joseph Months, Chicago, a son, Christopher Michael
To John Andrews, Cleveland, a son, Jonathan Dana

For Sale or Rent —

For Sale: Hardman & Peck spinet piano in good condition. Asking \$330. Consider best offer. Phone Shirley Fischer. Ext. 7057.

Wanted: 3-room bungalow, brick, expansion attic, full basement, good location, near RR, shopping, in Lynbrook, Malverne, Valley stream, 5-town area. Maximum \$15,000. Phone Shirley Fischer. Ext. 7077.

For Rent: I have well-furnished 1 1/2 room apartment on East 38th street in Manhattan; rent is \$10 month plus utilities. Need somebody by April 1; call Leonard Gordon, Room 956, TV Production Control.

For Sale: Cornell Converter, DC to AC, original cost \$75. Will sell for \$25; had one year's use. Zina Bier. Ext. 8012.

For Rent: 3-room apartment, extra large living room, new kitchen and bath. Available Mar 15. Located West 72nd Street, N.Y.C. If interested call St. 7-1866.

For Sale: Portable electric phonograph in simulated leather carrying case. Plays records at 78 rpm. Good Condition. \$10. Call Jim Muller. Ext. 694.

Wanted: Young, cooperative roommate to share apartment on West 78th Street with three girls. For details, phone Janet Puzarelli, Ext. 8266.

Jim Chandler

(Continued from page 14)

and most time consuming project (1,500 hours to complete) to date.

Jim claims that carving is a wonderful hobby for relaxation and is most rewarding because the time spent is more than compensated for by the pleasure obtained.

Besides wood-carving he is also interested in music, sports and television. Jim was transferred from RCA to NBC in October, 1951 and is at present employed as budget director of the O & O Stations Division.

Answer the Call!

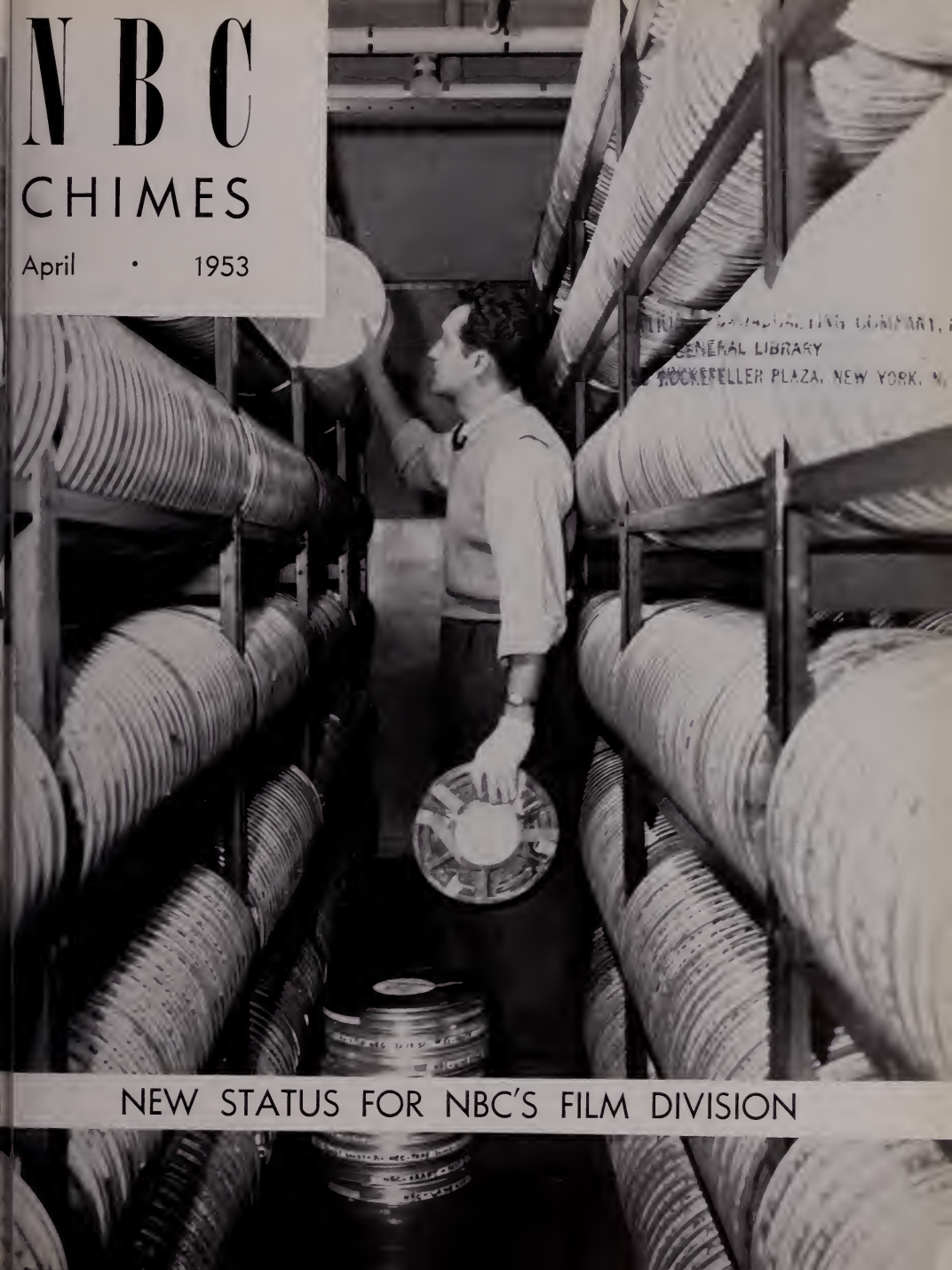


1953
RED CROSS FUND

NBC

CHIMES

April • 1953



...GENERAL LIBRARY
...ROCKEFELLER PLAZA, NEW YORK, N.Y.

NEW STATUS FOR NBC'S FILM DIVISION



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Edward Starr

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Staff Administration:

Joan Baird, Legal Department
Eileen Tobin, Information
Kay Henderson, Continuity Acceptance
Ethel Pont, Controllers
Ernestine Thomas, Treasurer's
Mary McNulty, Purchasing
Ruth Johnson, N. Y. Personnel
Mary Heller, General Service
Tom Henry, Air Conditioning
Charlie Atlee, Duplicating
Bill Lynch, Mail Room
Victoria Keator, Stenographic
George Broomfield, Guest Relations

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Hank Williams, Press Department
Warren Gherman, Network Controllers
Joan Byrne, Sales
Tom Dater, Adv. & Prom.
Iane Hendrie, Radio Program
Barbara Hallib, Stations Relations
Marge Hadley, Traffic
Joan Oury, Station Clearance
Gloria Betros, Research and Planning
Dorothy Poser, Sales, Planning
Rose Homa, News, Special Events
Jane Ermentraut, Radio Tech Operations
Irene Prentzel, Merchandising
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Dolores Blye, Sound Effects
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Blanche Gawronska, Staging Service
Pat Powers, TV Program, RKO
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Bill Cochran, KNBC
Bob Pelgam, KNBH
Mary Karr, WMAQ-WNBQ
Frank Derry, WTAM-WNBK
Robert Adams, WRC-WNBW

Engineering:

Marjorie Marshall, Engineering

Film Division:

Terry Colasacco, Film & Kine Operations
Betty McLoughlin, Film Library

The Cover

The Film Library of NBC's Film Division, is one of the largest of its kind in the world. More than 15,000,000 feet of film covering more than 2,000 subjects are kept here for the many needs of the Film Division.

Here Julius North, assistant film librarian, is seen selecting a reel from among the thousands stored in NBC's fireproof vaults at 105 East 106th

Street in New York City. One of the most important aspects of Mr. North's job is shot-listing film—identifying and cataloging film sequences so that any subject can be found without delay.

For more about the Film Division of the National Broadcasting Company and its myriad activities, see the feature story on pages four and five of this issue of *Chimes*.

Thanks—from the Salvation Army

This is the time of year when most of the fund drives for the great charities are held. Some are going on right now in NBC offices. A report on a recent one is found in a letter which William S. Hedges, NBC vice-president in charge of Integrated Services, received from Donald McMillan, territorial commander of the Salvation Army. We would like to reprint it for you, since it is directed to the employees of NBC.

"On behalf of the Salvation Army, I want to express our gratitude for the most considerate contribution from the employees of your company.

"The confidence and support of employee groups is vitally important to the continuance of all community welfare services. Your gift means much to us, not only for the practical help it provides, but even more for the encouragement we get from knowing you approve of what we do.

"Through your recognition of our need, we are better able to aid those who come to us for assistance.

"For those who serve, we say a heartfelt 'Thank You.' May God Bless You!"

Mr. Hedges was chairman of the 1953 Salvation Army drive at NBC.

From the Editor

You may have noted that on the masthead of CHIMES last month a new name was listed for the editor. In this issue, the new editor would like to set forth a few thoughts and hopes for the future.

Our company magazine has come a long way, especially when seven months ago it became a publication for all offices of NBC. But the new editor hopes that the surface has just been scratched and that in the months to come CHIMES will continue to progress toward its goal of becoming the best house organ in the country.

CHIMES has reached its present state of development largely through the efforts of the correspondents in all the departments and offices of the company. The new editor will continue to rely on them to write copy, send in news and leads for stories and to serve as listening posts for how well CHIMES is doing its job for NBC employees.

In this connection, the CHIMES correspondents and the new editor will

find their goal of a better and better CHIMES much easier to achieve if everyone who has news that should be in CHIMES or who has an idea for the improvement of our company publication will let it be known. If you have an idea or news, tell your correspondent. If you are a retired employee or are away on military leave, write the editor and let him know how and where you are. The masthead states that CHIMES is published by and for the employees of the National Broadcasting Company. If this is to be a reality, the comments, suggestions and criticisms from all the offices, from all the departments, from all the employee groups are necessary.

Needless to say, a kind word is always appreciated. But the constructive criticisms, the fresh slants and ideas from the employees of NBC are what will keep CHIMES on the right track. And, if it's in order, a plain, old-fashioned gripe may be what's necessary to right things.

The name is Starr, and the room is 289, in the RCA Building in New York

NBC News Roundup . .

Honors for NBC and its Shows and Stars

NBC and its programs and personalities are really raking in the awards. To review some of the latest honors: Bob Hope added another to his more than 250 awards when he received a plaque for his "untiring efforts on behalf of those who suffer from cerebral palsy" from the Los Angeles Graduate Chapter on behalf of Phi Delta Epsilon, a national medical fraternity. . . . The NBC radio show "My Son, Jeep," was given first prize by the National Laugh Foundation as "the best and funniest situation comedy of 1953." . . . The Los Angeles Negro press cited NBC's Western Division for "its contribution in the field of race relations" in a ceremony climaxing the observance of National Negro Newspaper Week. . . . Our Cleveland stations, WTAM and WNBK, walked off with more honors than any others at the recent annual American Federation of Television and Radio Artists awards luncheon in that city. . . . Dennis Day, singing star of the "RCA Victor Show" on NBC-TV, will be honored on April 11 by the Manhattan College Alumni Society as the recipient of the school's Alumni Medal of Honor. . . . The Photoplay Award of Merit was presented to NBC for "distinguished public service in bringing the film industry's annual Academy Awards to the American public." . . . NBC's Clem McCarthy, the dean of American sports commentators, will be honored at the Sportscasters Dinner to be held in New York on April 13. He will receive citation in recognition of his outstanding performances over the years.

WNBW Continues "First in Washington" Television Status

WNBW, NBC's television station in Washington, continues to have more viewers than any other station in that city, according to a recent survey by the American Research Bureau. WNBW — in a four station area — has more viewers 49% of the time than any other station.

TV Film Sales Meeting Held

A meeting of the sales staff of NBC's Film Division was held in New York on March 23 and 24 to report on activities and discuss plans for the future. Robert W. Sarnoff, Carl Stanton, Jay Smolin, Charles Henderson and Robert Anderson were among those who addressed the group.

"Break the Bank" Returns to NBC Television

"Break the Bank," the quiz program that has entertained audiences for seven years and showered small fortunes upon thousands of lucky contestants, returned to the NBC television network on March 30. Bud Collyer is quizmaster of the audience-participation show.



There are now more than 4,417 "Mr. Wizard" fan clubs in 42 states. The NBC-TV science show recently celebrated its second anniversary.

"Mr. Wizard" Celebrates Second Anniversary

During last month, Don Herbert, creator of the popular fun-with-science program "Mr. Wizard," completed over 1560 experiments covering 50 different subjects. March also marked the second anniversary of the show which began over the NBC-TV network in 1951 with 12 stations. Now the program is carried weekly over 54 outlets throughout the country and has won numerous awards for excellence as a young people's educational program.

Top Sports Events on NBC

The return title match between Heavyweight Champion Rocky Marciano and Jersey Joe Walcott will be telecast from Chicago Stadium on NBC-TV's "Cavalcade of Sports" on Friday, May 15.

April will see another top-flight feature when the "Cavalcade of Sports" will televise the initial running of the \$30,000 Gotham Stakes at Jamaica, on April 18. This will be the first in a series of telecasts of ten of the richest horse races in the East.

Expanded Business for NBC-TV

The Minnesota Mining and Manufacturing Company, maker of Scotch Cellophane Tape, has signed as the third sponsor of the NBC-TV show, "Ding Dong School." Beginning May 5, the firm will sponsor, each week, the Tuesday telecasts of the popular children's program.

Three national advertisers are expanding their sponsorship of NBC-TV programs. Continental Baking Company and Standard Brands, Inc. have purchased additional 15 minute segments of "Howdy Doody," and Procter & Gamble Company has bought another quarter-hour of "Welcome Travelers" and the "Kate Smith Hour."

New Fields for NBC in Films

NBC's Film Operation, Now Separate Operating Division, Even Lists Four Foreign Markets for Growing Services

Last month Frank White, president of NBC, announced the establishment of the NBC Film Division as a third operating division of the company. The Film Division was set up as part of the NBC Television Network in June 1952, but since then it has expanded so rapidly and into so many areas which are really outside the scope of network operations that it had to be given this new status. Robert W. Sarnoff, who is vice-president in charge of the division, now reports directly to Mr. White.

The new set-up is designed to make the Film Division a centralized source of film services to the network, to the owned and operated stations, to our affiliates, and to other enterprises which may want its help.

Currently the Film Division functions with four major departments: sales, production, film and kinescope operations (which includes the devel-

opment of our vast film library), and the procurement of films for showing on the network as well as on our owned and operated stations.

The department heads report to Carl Stanton, director of the Film Division, which is a newly-created position. Mr. Stanton was formerly Television Program manager in the Networks Program Department. His task now is to operate the Film Division and shoulder much of the growing administrative burden so that more time can be devoted to the all-important job of long-range planning by the vice-president in charge of the Division.

The growing sales force, managed by John B. Cron, now has offices in New York, Chicago and Los Angeles—and will open additional offices as new markets and stations increase. Among the major film series which are currently offered for sale to local stations and local sponsors all over the world—Canada, Cuba, Mexico and Italy are already included—are “Douglas Fairbanks Presents,” “Hopalong Cassidy,” “The Lilli Palmer Show,” “Dangerous Assignment,” and a daily and weekly film-news summary.

Such outstanding NBC network television series as “Victory at Sea,” and “The Doctor” (under the new title of “The Visitor”) will soon be offered for local sponsorship in line with the Film Division's belief that a popular film program should remain available to the general public and to new television stations as they go on the air.

Through re-issue, in other words, these programs will penetrate to millions of homes which may not have been reached on the first run. Fine network programs are a source for syndication after their first run.

One of the advantages offered local sponsors and stations when an NBC Film program is sold is a complete, professional and streamlined advertising - promotion - merchandising - publicity - exploitation campaign to go with the program.

The Production Department, under Stanton Osgood, manager, is responsible for supervising the production of

film series—like “Douglas Fairbanks Presents”—made especially for the NBC Film Division. It is also responsible for the re-editing of programs like “The Doctor,” and the production of special film shows from footage now in the growing NBC film library. The plan is to be able to develop everything from quiz shows to weather, sports and special holiday services to local stations.

Film and Kinescope Operations and Services, originally part of the television network, is managed by Frank Lepore within the new Film Division sphere of operations. This department handles the editing, printing and shipment of kinescopes of NBC network programs to our affiliates and to our owned and operated stations, as well as the shipping of our film programs which are syndicated in local markets. This has now become one of the largest film exchanges in the country, and the Film Division hopes to expand its shipping activities to include a shipping service for other film distributors.

Plans also call for an expansion for the scope of the business done by the film library, which is now one of the largest of its kind in the world. In fireproof vaults at 105 East 106th Street in New York City are row upon row of metal containers holding more than 15,000,000 feet of film covering more than 2,000 subjects and cataloged so effectively that the most abstruse topic can be located within a matter of minutes.

With new film arriving at the rate of about 55,000 feet a week, principally from the various NBC television news programs, the film library is becoming a valuable source of film material for operations within and outside NBC.

Another important aspect of the work of the Film Division involves the procurement of films—features and shorter subjects—as a service to the network, to the O&O stations, to NBC affiliates, and to any other potential customers. David Savage, who was formerly manager of the WCBS-TV Film Department in New York, now heads Film Procurement for NBC.



Hopalong Cassidy (William Boyd), seen here riding his horse, Topper, is star of NBC film series.



mer is seen here with famous writer Thornton Wilder on one of her NBC film programs.

Last year, though not a part of the Film Division, this operation, under the direction of Beulah Jarvis, who is now supervisor of Film Procurement, provided more than 600 films and short subjects for network programming and for WNBT, New York.

As a result of the establishment of the Film Division as a separate operating unit of the company, a business office has been created. Managed by

Robert Anderson, formerly with Networks Controllers, the Film Division business office handles all budgeting, accounting, billing, pricing and office management.

Looking ahead, Mr. Sarnoff observed, "It is much too early to foretell the future pattern of the television broadcasting industry. Only time and experience will indicate the relationships of film and live programming.

Fairbanks, Jr., at his swashbuckling best, in a scene from "Lochinvar," one of his NBC film features.



Our present objective is to develop the Film Division on a sound business basis with a strong organization and with enough flexibility to meet the challenges ahead. We expect not only to be a part of the future pattern but perhaps to have some influence in establishing it."

In connection with the new appointments in the Film Division, Mr. Sarnoff said, "It is particularly gratifying to me, incidentally, that as new jobs have opened up in the Film Division, we have been able to fill almost all of them from within the company. The value of the NBC Junior Executive Development Program has been proven, furthermore, by the number of trainees, who, having joined the Film Division at the end of their indoctrination, now hold responsible positions. Two are sales representatives, one is assistant production manager, and one is manager of the special film unit which produced 'Victory at Sea'."

Maedel Elected President Of RCA Institutes

George F. Maedel has been elected president of RCA Institutes, Inc., it was announced last month by Brig. General David Sarnoff, chairman of the Board of RCA. Vice-president and general superintendent of RCA's technical school since 1948, Mr. Maedel succeeds Maj. General George A. Van Deusen (USA, Ret.) who retired on March 1.

WNBQ Male Star Lays An Egg

Roger, a web-footed performer on Win Stracke's new Animal Fun children's show on Station WNBQ (Chicago), has laid to rest further speculation concerning her sex by laying an egg.

When the quacker was added to the cast last month, there was a sharp division of opinion whether the bird was a male or female. The male faction won out and Roger was—as subsequent events proved—misnamed Roger. Major casualty of the affair was Win, who could only mutter, "How am I gonna explain this to the kids?"

Public Tours NBC Chicago Via TV

Clifton Utley is Guide for Popular 'NBC and You' Series

By

Mary Karr

Local Yankee curiosity, concerning the warp and woof of NBC-Chicago operations, was partly satisfied recently when news analyst Clifton Utley repeated the popular "NBC and You" series during pianist-raconteur Herbie Mintz's vacation.

The series of eight programs, telecast at Herbie's regular "But Not Forgotten" time (10:45 p.m. CT), gave viewers a tour behind the scenes as Utley told briefly the story of each department's functions and interviewed key personnel to further explain the work done.

On the first tour (Monday, February 16), he outlined with maps and charts exactly how station WNBQ operates. Director of programming George Heinemann clarified the administrative structure and told how a staff the size of WNBQ's was assembled. A sample TV show was planned on the spot, by Heinemann, who explained how various departments contributed to the overall effort.

TV's older brother, radio, was in the spotlight the following evening, as host Utley escorted viewers into WMAQ studio "B". Personnel on duty described their work, and told how each job tied in to the whole.

Problems of storage, traffic and communications were explained on the third show (Thursday, February 19). Utley emerged from the communications department red-faced and ready to "break" after reading a typical NBC teletype message. The one he had chosen was a request to the local Press Department for a gag picture of Bill Bendix lying on a sidewalk while pedestrians walked over his prostrate form. After Utley read the message with complete seriousness its contents hit home, and only the firmest self-control saved him.

His own prankish sense of humor, touched off by the incident in communications, was allowed full sway in a



News Analyst Utley claims he learns something new each time he goes "Inside NBC."

visit to one of the prop storage rooms. Greeting Utley at the door was a life-size plywood-mounted photograph of one of his co-stars. Quoth the newscaster, as he gave the figure a hefty shove, "This is the first time this lad has ever been a push-over!" It fell smack on the camera.

The following evening, Utley interviewed News and Special Events chief Bill Ray, and the camera visited newsrooms and news studios. Sources of news were told, and Ray explained how the entire department was coordinated.

On Monday, February 23, he visited TV control room "EE" and interviewed engineering personnel. Technical director Tom Bowles showed viewers the screening panel and demonstrated a variety of trick camera shots, as well as the standard processes of fading and super-imposing of images. While this show was being telecast from inside the control booth, director Joe Spery

crouched outside, and discovered, too late, that his signals could not be seen. When he noted that Utley and Bowles were still deep in conversation and only ten seconds of the show remained, he finally stood up, just out of camera range, and gave a frantic "sign off" signal. Utley did, with his customary poise.

The following evening's program went off without a hitch. The first portion was on a special film, made by Marshall Head of TV Staging Services, explaining the workings of that department, which Utley narrated. An interview with Staging Services boss "Wee" Risser completed that visit and the newscaster moved on to the Transcription Library for a chat with Ed Cerny. The how, what and why of transcriptions was buttoned up by expert Ed, and the cutting of a typical disc shown.

(Continued on page 23)

NBC Bids Goodbye To James M. Gaines

The announcement was made last month that James M. Gaines, NBC vice-president for Owned and Operated Stations, had resigned to accept a position as vice-president of General Tele-radio, Inc., in New York. The announcement also revealed that NBC's five radio and five television stations and the National Spot Sales Department, which formerly reported to Mr. Gaines, will now report to Charles R. Denny, vice-president for Owned and Operated Stations.

For Mr. Gaines, this concluded an eleven-year relationship with NBC. He joined the network in the Station Relations Department after serving four years as personal representative for Major Bowes. In January, 1944, he was made assistant Advertising and Promotion director of NBC, which position he held until September, 1945, when he was named manager of the Planning and Development Department. In January, 1946, Jim was named general manager of WNBC (then known as WVEA) in New York. At that time, the station was established as a separate operating entity of the company.

On August 1, 1947, Jim Gaines was promoted to the post of director of NBC's Owned and Operated Stations. He was elected a vice-president of the company in September, 1950.

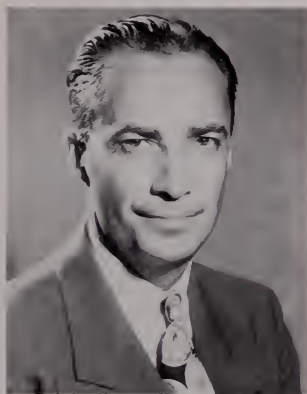
Friday, March 13, was an unofficial "Jim Gaines Day" in New York for his friends and associates. First there was a luncheon at the St. Regis, which was attended by Niles Trammell, Charles R. Denny, William S. Hedges, Ernest de la Ossa, Ted Cott, Charles Bevis, Theodore Broido, Thomas B. McFadden and the Spot Sales department heads.

The highlight of the luncheon was the presentation to Jim of a half-hour recording featuring individual greetings from all the NBC station managers. The recording also included a take-off on "Dragnet," with Herb Sheldon as Friday and Dick Pack as his assistant, Saturday. Ben Grauer and Ed Herlihy were narrators, Ted Broido producer and Hank Shepherd writer.

Messrs. Hedges, Denny, Trammell and Gaines made brief speeches and



James M. Gaines



Charles R. Denny

Mr. Denny presented the departing vice-president with a sterling silver cigarette box with the engraved signatures of his close NBC associates.

That evening at 5:30 there was a cocktail party in Jim's honor at the Holland House, which was attended by all the personnel of the O&O administrative offices and the Spot Sales Department.

Chinese Reds Seize NBC Newsmen

Richard Applegate, NBC correspondent in Hong Kong, was captured by the Chinese Communists on March 21 while sailing in his yacht between Hong Kong and Macao, the Portuguese colony on the mainland of China.

Mr. Applegate was accompanied by two other Americans, Don Dixon of International News Service, and a Capt. Ben Krasner, as well as several Chinese crewmen. Details of the incident were not complete, but it is known that the group set sail from Hong Kong in Mr. Applegate's 42-foot yacht, the *Kert*, the morning of March 21 and that the British Navy a few hours later saw a Chinese Communist gunboat towing a yacht of the same description to Red China territory. Later reports indicated that the Americans were jailed, presumably in Canton.

A story by International News Service said that reports reaching Macao told of how the three Americans have been bound and put on display in Chinese Communist cities. Several hundred spectators reportedly watched the three men, their hands bound high behind their backs, tied to a tree while a proclamation was issued calling for public censure of the Americans.

NBC immediately requested the U. S. State Department to take all possible steps to secure their release. It also asked the British government to do whatever it could to influence the Chinese Communists toward freeing them.

Richard Applegate has been an NBC "stringer" correspondent for a little over a month. Before that he was a war correspondent for the United Press. A graduate of Santa Clara, he served in the U. S. Navy during the war. He began his newspaper career in his home town of Medford, Ore., on the Mail Tribune as general reporter and sports editor. He joined the United Press in Portland, Ore., in 1936.

Subsequently he managed the Salem, Ore., bureau from 1937 to 1940 and was transferred to Los Angeles in 1941. At the end of the war he resumed work in Los Angeles and went to Manila in 1946 to cover the first elections in the Philippines after their independence.

From the Philippines he went to Singapore as southeast Asia manager for United Press. He returned to New York in September 1950, then rejoined the U.P. Far Eastern staff in 1951.

'Via RCA'

RCA Communications, which, like NBC, is one of the great companies which are members of the RCA family, has a new president. The election of Thompson H. Mitchell as president of RCA Communications, Inc., was announced on April 1 by Brig. General David Sarnoff, chairman of the Board of RCA.

Mr. Mitchell, executive vice-president of RCA Communications since 1944, succeeds H. C. Ingles, who retired on April 1 at the age of 65. Mr. Ingles served as president for six years, having joined RCA Communications soon after his retirement in 1947 as a Major General and Chief Signal Officer, United States Army.



T. H. Mitchell, newly elected president of NBC's fellow-subsi- diary of RCA.



RCA Communications' main east coast transmitting station is world's largest. It occupies 10-square-mile tract at Rocky Point, L. I.

This important event for NBC's fellow-subsi- diary comes just three months after NBC itself acquired a new president, Frank White. Although RCA Communications is several years NBC's junior, not having been formed as a separate corporation until 1929, this does not indicate that RCA was dormant in the field of communications



H. C. Ingles, who retired April 1 as president of RCA Communica- tions.

before that. In fact, the story of RCA's operations in the field of international wireless communications goes into the very roots and causes for being of our parent company.

Only a hundred years ago, four months might elapse during an exchange of messages between our country and England. Today, through the radiotelegraph facilities of RCA Communications, Inc., you can send an overseas telegram to London . . . and receive a reply . . . in a very few minutes. Through the magic of radio communications, the people of most foreign nations have become our neighbors in accessibility.

To go back almost 60 years, the world first heard about "wireless" telegraphy in 1894 when young Guglielmo Marconi first succeeded in sending an electrical signal 30 feet through the air. This news, however, was re-

With this issue, CHIMES is inaugurating a series of articles on the other companies and divisions that go to make up the Radio Corporation of America. This month we go behind the radiotelegraph towers to tell the story of RCA Communications.

ceived with more curiosity than scientific interest. Encouraged by offers of assistance from the British, Marconi sailed for England. In London, an interested audience foresaw the potentialities of his amazing invention. A corporation was formed, research undertaken. The first experiments were with radio waves transmitted from ships at sea.

Then, on historic December 12, 1901, Marconi successfully transmitted the letter "S" from England to North America. Point-to-point transoceanic communication had been achieved without wires or cables.

The end of World War I found radio firmly established as a medium of communication and the United States Navy with the most powerful international radiotelegraph system in the world.

Foreign interests, however, controlled the Marconi companies and patents. Therefore, on October 17, 1919, at the suggestion of officials of the United States Navy, the Radio Corporation of America was formed to acquire for American interests the foreign-controlled Marconi Wireless Telegraph Company of North America, and to continue America's war-born leadership in international wireless communication.

On March 1, 1920, the first commercial overseas radiotelegraph message

was sent from New York to London via the facilities of the newly-formed Radio Corporation of America. Before the year's end, France, Norway, Hawaii, Japan and Germany also were linked to the United States by additional circuits. These circuits were the forerunners of many others, all of which today comprise a truly world-wide radiotelegraph network. Since its formation, the Radio Corporation of America had been engaged in communicating with ships at sea as well as with overseas countries. On December 21, 1927, the Radiomarine Corporation of America was formed as a service of RCA. It is devoted to marine radio communications and the production and installation of marine radiotelegraph, radiotelephone, and other electronic equipment.

During the 1920's, public acceptance of radiotelegraphy grew, international radiogram traffic increased and further expansion of RCA's fast-growing organization became necessary. Thus, on January 3, 1929, RCA Communications, Inc., was formed as a service of RCA to engage in international radiotelegraph communications.

Meanwhile, electronic improvements and developments — high-frequency alternators, high-power transmitting tubes, and the harnessing of short waves — permitted an expansion of



Automatic transmitting and receiving equipment is combined in one compact unit. Bottom section of unit contains sending equipment; center section, receiving equipment; top section, monitoring equipment.

world-wide radiotelegraph communications, not only in volume but also in new uses.

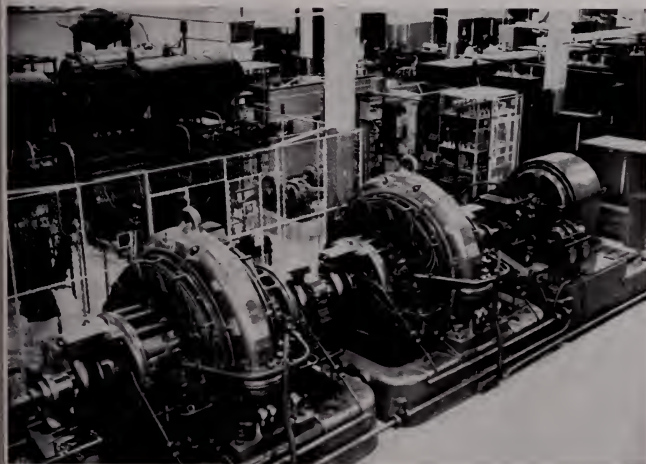
Radiophoto transmission of pictures brought photographs from overseas to the front pages of our newspapers. The transmission of music brought British concerts to our ears. Brokerage offices on ocean liners supplied with ticker quotations radiotelegraphed by Radiomarine and RCA Communications, kept the businessman in touch with the world of finance.

On December 7, 1941, when World War II came to the United States, the facilities, knowledge and experience of RCA Communications were immediately converted to the war effort. As one of the first steps toward improving communications with the war-torn South Pacific, RCA Communications, on December 25, 1941, opened the first direct radiotelegraph circuit between the United States and Australia. This circuit was soon supplemented with a direct radiophoto circuit.

Other radiotelegraph circuits were established between the United States and French West Africa, Iran, New Caledonia, and other vital areas, bringing the total number of circuits to more than 50.

RCA research and engineering brought forth new and important electronic developments — a multitude of

(Continued on page 23)



The 200-kilowatt Alexanderson alternator revolutionized radio during first World War. Today, short-wave transmitters have replaced long-wave alternators.

NBC Controllers Department Realigned

Because of the necessity for increased attention to taxation matters, and in order to provide the most efficient financial services to the organization, a realignment of the Controllers Department of the National Broadcasting Company has been effected. Joseph V. Heffernan, financial vice-president, announced late last month.

The offices of the controller of the company and the controller for the Networks Division have been consolidated, with the following changes taking place:

Harry F. McKeon, former controller for the company, has been appointed director of the Tax Department, reporting to the treasurer, Joseph A. McDonald.

Charles J. Cresswell, former controller for the Networks Division, has been appointed controller of the company, reporting directly to Mr. Heffernan.

William V. Sargent, former assistant controller for the Networks Division, has been appointed director of Financial Planning and Control, reporting to Mr. Cresswell. Reporting to Mr. Sargent will be John J. Heywood, financial planning manager, and Edward Stegeman, programming and production financial manager.

Hamilton Young, former budget director, has been appointed director of Auditing and Systems, reporting to Mr. Cresswell.

Francis X. O'Shea, former chief accountant, Networks, has been appointed chief accountant of the company, reporting to Mr. Cresswell. Frank Dellet, who continues as West Coast controller, also will report to Mr. Cresswell.

Joseph J. Akulonis, former assistant budget director, has been appointed assistant director of the Tax Department, reporting to Mr. McKeon. Joseph A. Kent, tax accountant, also will report to Mr. McKeon.

Charles J. Cresswell for the past 12 years has specialized in bringing better financial planning and more efficient accounting service to a variety of business organizations. He joined NBC in April, 1950, as controller for the television network. In July, 1952, Mr. Cresswell was named controller for the Networks Division.



Charles J. Cresswell, Controller for NBC.



Harry F. McKeon, Director of Tax Department.



William V. Sargent, Director of Financial Planning and Control.

Hanson to Report Directly to White

Frank White, president of NBC, announced late last month that henceforth O. B. Hanson, vice-president and chief engineer of the company, would report directly to him instead of through Charles R. Denny, vice-president for the Owned and Operated Stations. This change was made because of the increasing importance of NBC's general engineering and technical activities to all divisions of the company, and in order to permit Mr. Denny to give closer supervision to the Owned and Operated Stations.

New York Issues New Secretary's Manual

The new Secretary's Manual for the New York office has been completed and will be distributed at meetings of secretaries which will be held during April.

The Manual is a loose-leaf binder featuring the basic information a secretary should have to do her job, including sections on telephone techniques; correspondence, forms and memos, with examples of memos properly filled out; information on mail service and schedules; procedures on vouchers and requisitions, and complete filing instructions. A section in the back of the Manual is provided so the secretary can spell out procedures peculiar to her own job and department.

All secretaries in the New York office will be scheduled to attend one of a series of two hour conferences, at which the Manuals will be given out. Four identical sessions will be held to enable departments to maintain coverage.

Department heads will be notified soon of the time and place of the meetings. All secretaries will be urged to attend to get up-to-date information in NBC secretarial procedures and to obtain their copy of the Manual.

The Secretary's Manual developed for New York will be reviewed by other NBC locations in terms of its local applicability. A revised version then will be distributed to secretaries in those offices.

Hollywood Profile: Janet Tighe



Janet Tighe, in polka-dot dress, at opening of Burbank studios, with, L to R, Harold R. Maag, vice-president of RCA Victor, a reporter, and John K. West, NBC vice-president.

The subject for this month's thumbnail sketch from Hollywood is a veteran of the Hollywood NBC operation at the tender age of 25.

Lovely Janet Tighe first came to NBC in the summer of 1945. What she then thought was only a summer job in the Mimeograph Department has blossomed into a wonderful eight year association with the company that has seen her rise from the Mimeo Department to the position of publicist.

Janet first came to the NBC Press Department in 1946, after several months in mimeo. She moved into Press as typist for the daily news release, and as soon as the opportunity presented itself, was upped to the position of secretary to the head of the Press Department. It was during her six and one-half years as Press secretary that Janet grew to know the many Hollywood press people on an intimate level. This was later to prove invaluable to her career. She was elevated to full publicist stature last year and made co-editor of the radio and TV daily news releases. Now, Janet handles such shows as Hollywood Opening Night, Bob Hope and many others.

Does Janet like her job? Emphatically, yes! Not only does her position show that women can compete right alongside of men and do a good job, but where else can a gal find that work means going to lunch with Robert Stack, David Niven, John Hodiak, Bob Hope, MacDonald Carey, Wendell Corey and many more stars? And says Janet, "In 1955, I'll be the youngest 10-year employee in Hollywood and perhaps in the whole net."

New 'NBC and You' Handbook To be Released in April

A brand-new and completely revised edition of the NBC employee's handbook, "NBC and You" has been published and will be distributed to all employees in the first part of April.

The 71-page, glossy-paper manual is designed primarily for new employees but it will be a valuable source for ready reference for old timers as well. It is divided into two main sections: Part One, "Your Company: Its Background and Operation," and Part Two, "NBC Policies and Practises."

"NBC and You" retells the history of the formation and development of the National Broadcasting Company and of its parent company, the Radio Corporation of America, illustrated by "collector's item" photographs from years gone by. The course of the Company is traced from the past through the present day and a brief look is taken at the future.

One section is devoted to an explanation of the concept of network broadcasting, and another shows how NBC operates. The Owned and Operated

Stations and Division Offices are subjects of another section, which is highlighted by photos of the various NBC locations.

Part Two, "Policies and Practises," tells employees the way we have of doing things here at NBC. It explains to a new employee how to get established in his job and then goes on to review, in detail, all the important aspects of the job, such as working schedule, salary provisions and payroll deductions, and overtime.

The various aspects of housekeeping on-the-job are treated, and special sections are devoted to safety, promotions, vacations and holidays, information facilities, service recognition, health and first aid arrangements, services for employees, leaves of absence, including military leave policies, and terminating employment. NBC's valuable insurance, retirement and hospitalization plans also are reviewed in some detail.

"NBC and You" was prepared by the Employee Relations office of the Personnel Department.



"Do they ride as smooth as a Cadillac?" was the question put to tank test-drivers during recent visit of "Life in Cleveland" show to Cadillac Tank Plant. A test ride, just like the salesmen offer, was given to L to R, John Ziegler, Gene Harrison, Ed Wallace and Paul Bedford of NBC Cleveland. The answer? Well, not quite as smooth . . . and they've got bruises to prove it!

Progress Report to Negro Community

The National Broadcasting Company in 1952 achieved a 200 per cent increase over 1951 in the use of Negro artists on network programs, according to Edward D. Madden, NBC vice-president and assistant to the president. This announcement was made at a meeting of press and public leaders from the Eastern seaboard in a "progress report to the Negro community" held in New York on March 16.

This meeting was the climax of a series of forums and discussions which have been held among outstanding Negro leaders and representatives of NBC in several cities during the past two months.

These meetings have been held to reaffirm publicly RCA and NBC's policy of "integration without identification." As Mr. Madden stated at the New York gathering, "NBC has just one yardstick . . . the selection of performers on the basis of ability without regard to racial derivation."

Frank White, president of NBC, told the New York group that this philosophy embraces "an area of operation that you have to do with your heart as well as your brain." He assured the civic leaders that the network intends to take advantage of their help in a day-to-day pursuit of every opportu-



L to R, Frank White, president of NBC, Edward D. Madden, vice-president and assistant to the president, and Joseph V. Baker, who is a consultant to RCA and NBC.

nity to advance this cause.

Ernest de la Ossa, director of Personnel, discussing NBC's progress in integrating Negroes into its personnel,

emphasized that NBC's employment standards are being continued at their same high plane and that the results have justified this position. He said, ". . . not only have we been able to employ qualified Negro candidates, but once they have been employed, they have advanced within the Company not only in increased earnings but in responsibility of position." Mr. de la Ossa then cited several specific cases where this has been demonstrated.

Roy Wilkins, administrator of the National Association for the Advancement of Colored People, who spoke briefly during the meeting, congratulated the network, noting that the real test of the policy lies in the ability of the employees to advance once they have been employed.

Stockton Helffrich, manager of Continuity Acceptance, said that the work of his department was apparent to all. "We are there to flay what shouldn't be there and to suggest what better can be done," he explained.

Sydney H. Eiges, vice-president in charge of Press, thanked the representatives of the press for "helping us conduct periodic self-examinations to be sure we are making progress."

Joseph V. Baker, of Joseph V. Baker



Discussing the "integration without identification" policy are, L to R, John Royal, NBC consultant, Lester A. Walton, chairman of the Coordinating Council for Negro Performers, Inc., and Herbert Bayard Swope, Sr., also a consultant for the company.



At Hollywood meeting: L to R, Mrs. Mabel Massengit-Gunn, member L. A. County Bureau of Music; Lillian Montgomery, Chairman Special Activities Committee, L. A. Branch, NAACP; John K. West, NBC VP; Katherine Kinney, Executive Secretary, Woodlawn Branch, YWCA; Winnie Orr, publicist; Bob Thomas; Dr. Claude Hudson, Member, National NAACP Board.



Edward D. Madden, NBC vice-president and assistant to the president, greeting Norman Houston, president, Golden State Life Insurance Co., at San Francisco meeting.

Associates, Philadelphia public relations firm, conducted the meeting and introduced a number of press and public leaders, including Lester A. Walton, chairman of the Coordinating Council for Negro Performers, Inc., and former United States Ambassador to Liberia; Miss Bertha Diggs, secretary of the New York State Department of Labor; Dr. Horace Mann Bond, president of Lincoln University; Miss Dorothy Height, of the national board of the YWCA, and Dr. Warren Banner, director of Research of the National Urban League.

The chief feature of the meeting in New York was a slide presentation by Mr. Madden showing the type of racial stereotype material deleted from programs and some of the outstanding Negro talent seen and heard on NBC.

In citing Negro actors, musicians and dancers who have appeared on NBC programs over the last two years, Mr. Madden pointed out that the inclusion of such artists has helped to enlarge our audience.

He gave the group a comprehensive analysis of the types of Negro acts presented. In the dance field, he cited leading male and female figures as well as mixed units. Instrumentalists, noted for their solo work in the jazz world, were shown along with well-known orchestra leaders. Male and female vocalists, popular groups and choirs who have appeared on NBC shows also are named.

The policy of the Radio Corporation

of America, NBC's parent company, is very clear on this subject. It was set forth by Frank M. Folsom, president of RCA, before the Subcommittee on Labor and Labor-Management Relations of the United States Senate Committee on Labor and Public Welfare last year, when he stated:

"It is the policy of the Radio Corporation of America that there shall be no discrimination in its employment prac-

tises based on race, color, creed, or national origin.

"This fundamental attitude, in effect since RCA's founding in 1919, applies to all of the Corporation's activities."



Janet Williams, NBC continuity secretary; Sidney Williams, executive secretary, Chicago Urban League, and Homer Heck, NBC Chicago radio-TV production manager, at Chicago gathering.



Martin & Lewis



Bob Hope



Donald O'Connor



Eddie Cantor



Abbott & Costello

100th Colgate Comedy Hour

One of NBC's greatest shows, the "Colgate Comedy Hour," celebrated its 100th telecast on the NBC television network Sunday, March 22, with a "million-dollar-show" starring Bud Abbott and Lou Costello, Eddie Cantor, Bob Hope, Dean Martin and Jerry Lewis, and Donald O'Connor.

This was the first time that all the stars of the series, who each appear on the average of once every five weeks, ever were grouped together on television.

Since the program was first presented in September 1950, it has brought a long list of "firsts" to the viewing public. This was the first show to bring the big-name comedians to television on a regular basis and it also evolved the rotating format for the stars. It was the first major show to make the shift to the West Coast, and also was the first commercial program to be beamed across the country on the co-axial cable.

The big Sunday night series gave the public its first television view of such stars as Eddie Cantor, Bud Abbott and Lou Costello, and Bob Hope. Dean Martin and Jerry Lewis were introduced to the country with the first show of their own and Donald O'Connor was featured in his first starring appearance. In addition to the regulars, the program, now in its third season, has displayed the efforts of over 300 top guest stars and outstanding supporting acts representing every facet of show business.

The "Colgate Comedy Hour" has brought before the television cameras many of the greatest names in show business. From motion pictures, the Broadway stage, night clubs, theaters, the recording, opera and concert fields and other television shows the stars have come, in many instances for their television debut. There also have been several "surprise guests" including such headliners as Bing Crosby and Danny Kaye.

The 100th telecast of the "Colgate Comedy Hour" was the occasion for a nationwide search for the "most beautiful" and the "most handsome" centenarians in the United States. The Colgate-Palmolive-Peet Company and NBC staged a beauty contest open to all persons over 100 years of age. More than 50 stations of the network enrolled in this unique search, making on-the-air announcements and conducting elimination contests on locally-originating shows.

Sam Fuller is the executive producer of the "Colgate Comedy Hour" series and in that capacity is responsible for all talent bookings. He is assisted by associates Ed Sobol and Robert Masson. Ernie Glucksman staged and directed the anniversary show. Jim Jordan, Jr., was television director. Kate Drain Lawson handled costumes and Furth Ullmas was the production's art director.

'Voice in the Night'



Bob Flanigan

Bob Flanigan, manager of National Radio Spot Sales at NBC Chicago, admits openly that it wasn't the glamour of radio that attracted him in 1935 — it was the money! Seems after completing his legal studies at Northwestern University, Bob discovered that bright young attorneys were getting only \$8.00 a week, while the brave new world of radio paid \$18.00.

He started work for World Broadcasting on the spot, climbed to the post of junior salesman, then resigned in 1939 to join International Radio Sales.

Two weeks before he planned to be married, Bob discovered in an article in *Broadcasting* that IRS was being disbanded and he was being de-jobbed. Despite the threat of unemployment and the strong possibility of a nod from his draft board, he was married on schedule to the former Ranelda Ruch. They now live in suburban Evanston, Ill., with youngsters Bob, Jr., 9 and Kathleen, 6.

Flanigan worked in Spot Sales for the Red Network (later NBC) for eight months before going into the Army. During that brief time he billed a million dollars among his accounts.

After 18 months with the Quartermaster Corps in the C-B-I Theater, Lt. Flanigan was very happy to return to Chicago and the rank of "mister."

Shortly after NBC's split between radio and TV sales in 1951, he was named manager of Radio Spot Sales.

Radio listeners of the Western United States are hearing a powerful, new "Voice in the Night." The "Voice" is KNBC San Francisco's John Bowles, who is heard six nights each week (Monday through Saturday) from midnight to 6:00 a.m. in a new all-night public service program entitled "Voice in the Night." KNBC is the first of the O & O's to start this type of all-night programming.

Throughout the early morning hours, which statistics show to be the most dangerous as far as highway accidents are concerned, Bowles provides motorists throughout the Western states with music and news, as well as reports on road and weather conditions, safety warnings and emergency call service. The California State Automobile Association cooperates with KNBC in presenting the latest available road and driving information, and the California State Highway Patrol works with the station in making possible a split-second emergency call service.

There are an estimated 3,500,000 vehicles making cross country trips every night between midnight and 6 a.m., and thanks to KNBC's powerful, 50,000 watt clear channel transmitter, John "The Voice" Bowles is reaching a good portion of them. For the motorist, "The Voice" is an added safety factor — for the home listener, entertainment and human drama.

KNBC's "Voice" is aptly named. Missouri-born Bowles boasts a powerful baritone, and before joining the KNBC announcing staff made a considerable number of professional appearances as a classical singer . . . in fact, had to forego a lead part in the West Coast premiere of the opera "Peter Grimes" in order to join the San Francisco staff.

"The Voice", however, also has a body. During collegiate days at Dartmouth, Bowles lettered in baseball, basketball and swimming. As a cager, he later was a member of the fabulous wartime Great Lakes Navy quintet. As a natator, he tied the world's record for the fifty-yard free style event and was a member of the United States Olympic team at Berlin in 1936. During wartime service in the Navy, Bowles served in the European and Asiatic theatres as an air-sea rescue pilot and as a sharkman.

Following his graduation from Dartmouth, Bowles joined NBC as a member of the Chicago guide staff. While with WMAQ, he moved into transcription, production and finally announcing. Then came the war.

Currently, Bowles, his pretty wife, Peggy, and their two sons, Randy and Chris, are living in suburban Hillside.



John Bowles

Away from his post, where he oversees the efforts of four salesmen, Bob is active in the Chicago Radio Management Club, and has taught radio sales at several NBC-Northwestern Summer Radio Institutes.

He used to enjoy vacation fishing trips, but has given them up because all that "eating, sleeping and sitting," packs on too much hard-to-shed weight. Bob relaxes with good modern fiction, and with his chief hobby . . . "radio."

White Named To N. Y. BBB Board

Frank White, president of NBC, has been elected to the directorate of the Better Business Bureau of New York City. Mr. White also is a director of the Brand Names Foundation and of the Advertising Research Foundation, and is a member of the Armed Forces Advisory Committee for the Northeast area.

Chicago AA Election Results

The ballots have been counted and NBC-Chicago employees have elected a new team of officers to conduct NBC-AA activities for the coming year. The winners, scheduled for installation on April 9 at the annual "Spring Spree" party, are as follows: president, Herbert Lateau, radio director; first vice-president, Dic Steele, assistant manager of staging services; second vice-president, Polly Schlimmer, TV artist; secretary, Ann Eybel, accounting assistant; treasurer, Eric Danielson, program traffic supervisor; membership, Art Hjorth, radio engineer; social, John Scholfield, mail room; custodian, Jules Herbeuveaux, assistant general manager of stations WNBQ, WMAQ, WMAQ-FM; publicity, Jack Angell, newscaster; Horseshoes, Harry Beddingfield, TV engineer; swimming, Joyce O'Malley, executive secretary; camera, Bob Carman, scriptwriter; golf, Gus Chan, announcer; baseball, Dick Maslin, mail room chief; bicycle, Connie Sweeney, secretary-clerk in TV operations; tennis, Cathy Organ, secretary in guest relations, and bowling, Harry Buddinger, turntable operator.

Manning's "Personal Friend" Helps to Score Big in News Scoop in Cleveland

Tom Manning of WTAM-WNBK, dean of Cleveland sportscasters, set the competition on its ears recently by beating the wire services and on-the-spot reporters to the punch on the St. Louis Browns transfer.

Manning told his NBC audience at 5:15 p.m. the day the story broke that Veeck's deal to move the Browns had fallen through. He also called the shots on the League's reasons. United Press moved a story dated 5:17 p.m. giving the news to the competition. A "personal friend" gave Tom the jump on the developments.

Earlier, Lou Sabin, former Cleveland Browns captain and coach of Case Institute of Technology, phoned Manning at his WTAM-WNBK sports desk to announce his resignation. Only after Tom gave the news to his listeners that Sabin was quitting Case to join the coaching staff of Washington were papers and competition notified.

High Chinese Officials Visit NBC



Six of the top officers of the Chinese National Army were the guests of NBC when they were in New York. The officers made a tour of NBC offices, studios and facilities and attended a reception in their honor at the Johnny Victor bar immediately afterward. Seen toasting the Chinese Nationalist government are: R. Maj. Kim-Fan Chong, U.S. Army; Charles Baswell, coordinator for the RCA International; Maj. Gen. Wei-Kuo Chiang, younger son of Chiang-Kai Shek, Commanding General of the Chinese Armored Forces; Maj. Gen. Kung Y. Hsu, Deputy Chief of Staff; H. C. Edgar, Merchandising director, RCA International; Maj. Gen. Y. H. Liu, Commandant Engineer School; Maj. Gen. K. C. Wang, Commandant Artillery School; Maj. Gen. Sinju Pu Hsiao, Military Attaché of the Chinese Embassy in Washington.

NBC-Barnard Announces Courses

The Summer Institute of Radio and Television, which is jointly sponsored by NBC and Barnard College, in New York City, again this year will offer a variety of courses in broadcasting. Barnard is the women's undergraduate college of Columbia University, but the courses are open to both men and women.

Applicants must be college graduates or high school graduates with experience in radio or television. All the courses are given during the day, with the exception of one, which is offered in the early evening.

The Institute provides professional training for men and women preparing to enter commercial or educational radio and television, gives additional training for young employees seeking advancement in the industry and acquaints teachers and other professional people with the special tools of radio

and television so that they can be effectively applied in education and other fields.

The courses of study include: Introduction to Radio and Television. Announcing. Television Production and Staging Operations, Writing, Directing and Producing for Educational Television and Films for Television.

Four of the instructors are with NBC: Michael Dann, manager of Special Projects Planning, Networks Division; Patrick Kelly, supervisor of announcers; Robert L. Garthwaite, TV production coordinator and Ross Donaldson, supervisor of Literary Rights and Playreading. The other two instructors, Robert Wald and William C. Hodapp, are associated with Teleprograms, Inc., a non-profit corporation formed by the Alfred P. Sloan Foundation and NBC Television.

The course will begin on June 29 and will last until August 7. Applications for admission must be made by June 1 to Barnard College. Enrollment will be limited to 50 students.

People and Places

NBC, Western Division Hollywood

Well, the Damon baby has arrived . . . we can all leave a sigh of relief . . . Deborah Ann Damon weighed in at 7 lbs. 13 oz. on February 24th . . . mother, the former *Tessie Ann Beaton*, formerly of Continuity Acceptance had only this to say, "I mean really." There are two new additions to the Recording staff . . . *Walter Morrissey* from Denver, and *Harry Meuschke* from the Page Staff . . . *Jeanne Pearch*, accomplished a feat hitherto not done by the management when she succeeded in making NBC the most far-flung network in the world . . . *Jeanne* and *Dave Perry* of AFRS will wed on Easter Sunday . . . Central Stenographic . . . we welcome newcomers *Marcella Sanders* and *Nancy Lawrence* to our ranks, and regret the loss of *Betsy Worthly* who has a date with the stork . . . just to prove that they are one big happy family . . . this department reconvened one night for a social evening honoring *Mary Louise Jones* and *Betsy Worthly*, mothers-to-be, and *Gretta Titus*, *Celia McCann* and *Carol McGahan*, who are a year older. A celeste was borrowed from Studio Set-up to provide lullabies, birthday songs and such requests as our two musicians, *Doetha Belcher* and *Heloise Edwards* could remember . . . and another engagement: dark glasses were donned by all on the day that *Daisy Marzano* showed up with an engagement ring . . . The lucky man is *Robert Goodson*, a veterinary student . . . *Les Culley* is now a stargazer, built his own 3½ inch reflecting telescope and is making regular sabbaticals to the top of some of Southern California's more modest mountains to do his peering . . . But . . . *Mac McMahon* claims he will take up prognostication with tea leaves . . . Claims it's a shorter trip to the grocery store and that his future probably lies at the bottom of a glass anyway . . . orchids to *Anne Davis* of the NBC News Room . . . your Hollywood reporter is happy to announce another success story emanating from the all-NBC employee stage production of the "Big Knife" . . . off her work with the group, Anne has

received an offer from Gaylord Marr Productions to design the sets for a 30-act revue that will tour throughout the continental United States and Puerto Rico . . . wonderful news Anne, but don't you dare leave us . . .

Washington, WRC, WNBW

Joe Goodfellow, director of Sales for WRC and WNBW last month announced the appointment of two new members of the sales staff. *Jack Neff*, formerly associated with WMAL, Washington, is a new radio sales representative and *William C. Grayson*, who previously was operations director at WNBW, has joined the Television Sales staff. *Carleton D. Smith*, general manager of the NBC Washington stations, announced the appointment of *Lefferts A. McClelland* as director of Operations early last month. Prior to his new assignment, Mr. McClelland was technical director on several NBC-TV shows.

Chicago, WMAQ, WNBQ

New staffers at NBC-Chicago include *Elyse Taucher*, receptionist; *Donald Jeronson*, guide; *Akira Nakagawa*, TWX operator, and *Charles Dresser*, manager of TV National Spot Sales Department for the Central Division. It's "good-bye" to *Norman Nicholson*, maintenance, who recently enlisted in the Air Force, and guide *Frazier Head*, who has joined the U. S. Army.

Otto Bremers, assistant manager of WNBQ and WMAQ Advertising and Promotion Department, will resign March 27 to become director of sales promotion for station KMOX, St. Louis.

Bremers joined NBC Chicago in June, 1950 as a sales promotion writer and about a year ago was appointed assistant to manager *John Keys*. He edited the "TV News Review," "WMAQ Drug News," and the "Win. A. Que." column in the *Herald-American* for NBC-Chicago promotion.

The Central Division has received several visitors from New York during the month of March. Our new president, Mr. Frank White, honored us with his first visit as head of NBC.

Accompanying him was Mr. John Herbert who has become quite a familiar sight in our halls. Members of the Network Sales Staff had an opportunity to meet the guests informally at a cocktail party given by Mr. Harry Kopf in honor of Mr. White on Monday, March 9, at the Drake Hotel.

A tour through the Chicago office was made on Saturday, March 7, by General Sarnoff and the RCA Board of Directors.

San Francisco, KNBC

KNBC hosted a distinguished party of visitors Monday, March 9 and Tuesday, March 10. A delegation of the RCA Board of Directors headed by chairman of the board Brig. General David Sarnoff inspected RCA-NBC facilities in the San Francisco area en route to a board meeting in Southern California. Other members of the party included RCA president *Frank Folsom*, RCA board members *Edward F. McGrady*, *Harry C. Ingles*, *Gano Dunn*, *Charles Jolliffe* and *Lewis Strauss*, RCA vice-presidents *C. C. Odorizzi*, *Manie Sacks*, *Orrin E. Dunlap, Jr.*, *Ernest Gorin* and *Harold R. Maag*, RCA secretary *John Cannon*, RCA purchasing agent *George Johr*, NBC vice-president *John K. West*, and NBC director of Transportation *Al Walker*.

Joan Julien Chavanette, Sales Service supervisor in San Francisco Spot Sales, is leaving NBC in anticipation of a blessed event. Joan, who has been with the company for three years, is leaving the company permanently, but will keep in close touch with the industry. Her husband, Edmond, is in production with KPIX, an independent San Francisco TV station.

New Employee: *George Fuerst*, whose first job with NBC was as a page boy, has rejoined the company as manager of Television Spot Sales in San Francisco.

The network may televise top-notch boxing bouts, but it remained for KNBC to provide its Far Western listeners with a once-in-a-lifetime thrill . . . a double knockout! The rare double-KO occurred during a recent KNBC airing of regional Intercollegiate Boxing championships. Sports-caster *Ira Blue* was providing the blow-by-blow description of a furious welter-weight match. The bout was all even in the second of three rounds when the fighters landed simultaneous rights.

Both boxers hit the deck as the referee began his count. At the count of eight, Jack Bettecourt of Cal Poly regained his feet, draped himself over the ropes, and had his hand lifted in victory as Jack Owens of Stanford University was counted out. Strangely, however, Blue reports that Owens regained complete consciousness almost immediately, while Bettecourt, the winner, was groggy for a full hour after the bout's conclusion.

KNBC's northern California listeners received the news of Soviet Premier Josef Stalin's fatal illness in an appropriate showcase. A commercial record show, the "Burgie Music Box" had just started when Stalin's illness was bulletined on the news wires. Newsman *Ed Arnou* hurriedly banged out a bulletin and rushed it down to announcer *Ed Brady*, and engineer *Phil Ryder* faded the music for Brady to read the bulletin. The number faded was *Joni James* vocalizing "Have You Heard?"

Incidentally, the KNBC news staff beat the network by a full two minutes on both the Stalin illness and death announcements.

Marjorie King, one of San Francisco's outstanding radio-television female personalities, has joined KNBC with a daily feature-music-interview program. For *Marjorie*, her first KNBC show brought back memories of school days in Portland, Oregon. When she walked into the studio for the program, she was greeted by announcer *Clancy Leisure*—her childhood sweetheart, no less. Although both *Marjorie* and *Clancy* have been in San Francisco radio for several years, they had never before worked a show together.

Regarding their childhood romance, *Marjorie* says she outgrew six-foot five-inch *Clancy* in grammar school. "He was," she says, "the shortest boy to enter high school and the tallest to graduate."

Cleveland, WTAM, WNBK

Program director *Norman L. Cloutier* and spouse drove to New York the weekend of March 14 to visit their daughter *Pat. Mrs. Cloutier* and the car stayed for two weeks—*Mr. C.* flew back . . . *Brooke Taylor* is anxious to renew acquaintance with all NBC pages and guides who used to know him as *Frank C. Smith* from 1938-1940 . . . *Dick Brown*, dj and of the

night club circuit, replaced *Johnny Andreus* on his *Bandwagon Shows* for three weeks while *Johnny* and his wife *Betty* enjoyed a South American cruise . . . *Rita Bates* from the dramatic department at Northwestern University joined the Program Department at WTAM recently.

We like to do things in teams here — *Johnny* and *Gerry Rose* and *Lawson* and *Mary Deming* have parts in the Press Club play, "Blessed Event" . . . *Marie Manovill*, assistant behind the scenes on the *Bandwagon*, returns to New York after six months with WTAM-WNBK . . . NBC cameras and *Paul Bedford* were on the spot to pick up a fire news story at the near-by *Gillsy Hotel* last month . . . *Henry (Hot Lips) Levine* and the *Dixieland Group* thrilled a local high school audience with a personal appearance.

Joe Bova's "Noontime Comics Show" brought cheer to a young lad with spinal meningitis when members of the "Noontime Comics Club" sent him over 700 letters and gifts while the boy was hospitalized . . . *Jackie Lynn*, singer on NBC Cleveland, was nipped by the flu bug as were many other members of NBC including *Dorothy Long*, *Jeanne Kachmar*, *Clem Scerback*, *Joan Illingworth* and *Lawson Deming*.

Rosemary Bartlett of the Payroll Department and *Shirley Frye* of the Sales Department are taking one week of their vacation in Washington—included in the itinerary will be a short trip to see *Bob Reed*, former WTAM staffer now working there . . . The Big City was graced recently with the presence of directors *Tom Arend* and *Bud Ford* . . . *Bill Dallman's* face is red — after apartment hunting for two months without success, his wife and the family came to Cleveland from Cinney anyway — she found a beaut of a place within 48 hours.

After working months on a model train display, *Clem Scerback* has decided the whole set-up is too small — he's ripping it up and starting over again . . . *Clem* is also keeping us posted on the latest propaganda being beamed by radio Moscow — he speaks Russian and monitors the Soviet short-wave . . . Westward bound were *Tom Manning*, sports director, *George Cyr*, TV director and *Eileen McGinley*, Traffic Department. Of course NBC studios in Hollywood were visited and *Tom* played golf with *Bing Crosby* and *Bob Hope* — he has a near-life

size picture to prove it.

Waist lines are getting bigger in the TV Production and Engineering Departments thanks to *Marian Resch* "Home Cooking" show and *Chic Lorenzo's* cooking stint . . . An a view of Cleveland now provides panoramic setting for our lobby — we're also decorating our lobby with pictures of NBC Cleveland's local talent and, of course, lovely receptionists *Stella Sankal*, *Barbara Bonne* and *Mary Galvin* . . . Our camera were on hand to pick up shots at the Home and Flower Show — also mike on the *Johnny Andrews Shows*, *Mi*red and *Gloria's Women's Club* Chef *Lorenzo* and *Captain Glenn* . . . By the way, welcome to *Captain Glenn Rowell*, *Cy Kelly* and *Jackie Robert* They have a unique new show on WTAM-WNBK highlighted by *Glenn* original songs and *Cy's* puppets.

Hollywood, KNBH

Adrian "Beep" Roberts has been named assistant promotion manager by *Jack Kenaston*, promotion and advertising manager of KNBH. *Robert* formerly headed his own promotion and public relations office and was promotion manager of *Capitol Record* for the West Coast from 1949 to 1955. He handled the first promotion campaign for *Western & Country* for *Capitol*. From 1946 to 1948 he was manager of radio station *WKA* in *Mobile, Ala.*, and from 1941 to 1946 was in the sales department of *WMOB* in *Mobile*.

Pace Woods has been appointed to the position of floor manager of KNBH. *Woods* has been with the company for 7 months in the Promotion and Advertising Department and previous to this was with *ABC* in the same capacity.

William Loudon has been appointed Sales Service manager of the Western Division TV Spot Sales by *Walt Dawson*, Western Div. manager of TV Spot Sales. *Loudon* has been with the National Broadcasting Company since 1946 in the Network TV Operation Sales Service and Traffic Department.

Deborah Ann Damon, a 7-pound 13-ounce redheaded little girl, arrive at the California Hospital on Tuesday, Feb. 24. The proud parents are *Tessi* formerly with the NBC Continuit Acceptance Department, and *Jin Damon*, Operations Supervisor for KNBH.

The NBC golf membership is hold

ing its first annual dance and dinner the end of March at the Chevy Chase Country Club. Putting contests will be conducted for numerous door prizes, arranged by *Dixon Robb*.

Donald Norman, KNBH General Manager, was named chairman of the television section of the Community Chest for 1953 and *Bob Pelgram* was made a member of the special events committee for the same organization.

Alice Goldberg Gardner, who was married last October, has spent two months in New Orleans, on a Caribbean Cruise and in New York, and has now returned to KNBH in the Promotion Dept.

"I'd Like To Know," believed to be the most unusual public service program ever conceived in Los Angeles, premiered Sunday, March 15 over KNBH. It features the 5 qualified candidates for mayor who are given an opportunity to answer 4 questions sent in by voters and screened by political science professors from the University of Southern California and UCLA. Each candidate is given 2½ minutes to answer each question, and while doing so is completely separate from his opponents so that they will be unable to either see or hear his answers.

During the first show each was assigned separate dressing rooms in the corridor between studios E and F, and although the doors were open there was very little conversation between them.

The singer, *Donald Novis*, and his wife *Dorothy* have started their first series of TV on KNBH. Although neither pretends to be an expert culinary artist, the public seems to enjoy watching their experiments.

New York, WNBC, WNBZ

In this section of the RCA Building beehive, all has been furious activity with speech-making, special projects, business trips to fellow Owned and Operated Stations, and a number of promotions and personnel changes. *Ted Cott* was a featured speaker of the CAB meeting at Montreal, Canada, on March 10th. *Dick Pack* lectured at the Radio and Television Clinic of the Advertising Club of New York during the month, and, on March 18, spoke at the Publicity Club. Incidentally, we were proud of Dick's featured article in *Broadcasting* titled "The

One Man Show." *Dick Firestone*, another of our speakers, talked at New York University recently.

Among the special projects to which the whole department devoted its energies was the comedy-star-studded opening night performance of the Circus at Madison Square Garden, in which luminaries of the network and local stations appeared as clowns for the benefit of Cerebral Palsy.

Besides Mr. Cott, with his trip to Montreal, other travelers were *Max Buck* and *Jay Heitin*, who made quick trips to our sister station in Chicago.

As for the promotions and personnel changes, our congratulations to *Hugh McPhillips*, formerly a floor manager at 67th Street, who has been made a television director, and to *Jim Hurlbut*, whom we learned to know as an executive trainee, who has been made a production assistant. We also welcome *Allin Robinson* to the regular staff, as well as *Marialyce (Rusty) Tyler*, *Coralie Bernstein*, and *Joan Levinson*.

The furious activity isn't confined to the crowded business hours, however. The less athletic of us have had difficulty in concealing our admiration and envy as we fell over skis and stumbled over ski boots on many Fridays of the last few months. On one early March week-end, several of these ski enthusiasts, including *Pat Richer*, *Bobby Horn*, *Alj Jackson*, *Bob Leder* and his wife, *Diane*, and *Barbara Mullen*, converged to take Pico Peak, Vermont, and returned triumphant, with not a broken leg in the lot! Another winter sportsman was *Elsie Ciotti*, who joined a group of network people on a week-end trip to Split Rock in the Poconos.

If anyone wondered why *Dick Pack* and *Pat Richer* were being avoided recently, it may have been that Dick was collecting money for a worthy charity and Pat was collecting blood (for the NBC Red Cross Drive). It wasn't that we didn't want to give all of each that we could, but the slight shock at the result when we asked "What do you want — blood?"

Steve White and *Kit Tucker* are having trouble selecting colors to go with their newly painted, bright blue office. Moral — Don't pick your office color from the record label of Duke Ellington's "Don't Get Around Much Any More."

Other items from the flagships — *Dick Firestone* is hunting for an apart-

ment, his extension is 3067, in case you have a suggestion. *Pete Afje* was successful in a similar search, and has purchased a new home in Great Neck. Daring *Fate*, *Ralph Ginzburg* was married on Friday, the 13th of March, and took his new bride to Havana for their honeymoon.

NBC, New York

Advertising & Promotion — New faces in A & P. . . . *Gale Maass*, a Boston U. gal from South Woodstock, Connecticut, and *Diane Birkenfeld*, a Pitt alumna from Pittsburgh, Pennsylvania, are the new compliment-attracters in Sales Promotion. *Thaine Engle* just arrived in Yankee-land from WBAP (Fort Worth, Texas) to take over as TV Audience Promotion Supervisor. *Ridgeway Hughes* came from "Better Living" to be manager of Sales Promotion (we hope he likes the change). *David Hedley*, formerly with "Cosmopolitan", is our new manager of Sales Presentations.

On a nice sunny Saturday *John Porter* carefully placed newspapers under his MG, crawled under himself and was happy at work when a Department of Sanitation Sprayer caught him full force—what's the use, John? *Marion Lutz* has always been a very conscientious worker but her extreme interest in the employees (or is that singular?) at WSOC seems to go beyond the call of duty.

Ed (Casey Stengel) Vane, A & P's fervent Yankee fan, has already made his predictions for the season — "the Yankees will have the pennant by September 15th by 23 games." *Bob Gill* (our man who can laugh at ulcers) is back from the hospital and challenging On-the-Air Promotion. Any bets? *Jack Fuller's* PINK ELEPHANT has opened in New Haven and is heading for Broadway soon. . . . Get your tickets now!

If the *Ramsey Journal* reads like on-the-air copy, it's because *Tommy Dater* can't forget his NBC training. We all wish Tommy much success in taking over the family newspaper in Rams, New Jersey.

Maurice Dallimore now makes his headquarters in the Press Department. There's only one floor between either way, Maurice, we hope to continue seeing you.

Broadcast Operations—Several Bee Cees and other members of Operations spent an enjoyable weekend at Split Rock (no less) Pa. We all welcome *Ed*

Murphy back from the service to work with Mary Cooper. Harriet "Baroness" Fletcher and Elaine Pankoff are eyeing vacation folders (even after taxes?). Congratulations to John Fengler and his bride.

Continuity Acceptance—We put out the welcome mat for Don Honrath, Manager of the Continuity Acceptance Department in Hollywood and Harry Ward, Manager of the Chicago office, who came to town for a series of meetings on departmental problems. We hope the weather is to your liking, Don, now that you're back in the balmy breezes of sunny California! It was too bad that New York weather misbehaved while you were here. We really had a very warm winter, honest! As for Harry, we hope that the clams arrived in good condition and that your wife enjoyed them!

Controllers — All our best to Joy Siegel, who became engaged to Sheldon Lipshitz and to Ann Acciarito, who became engaged to Mario Miccu, Jr. So happy to have Doris MacPherson back after a tonsilectomy. Stay well, Sugar. Jim Galdstone has just returned from a skiing vacation.

Engineering — The Army has exchanged with the Engineering Department. They took Charlie Hamilton for Ed Corsi. Welcome Ed and good luck Charlie. Audio-Video welcomed Rick Caro back to his desk after his discharge last month. Radio & Allocations bid farewell to Addie Taylor and hello to Gemma DiGirolamo who replaced her.

We are glad to welcome Evelyn Young to Audio-Video. The girls of 612 recently all went to Toots Shor's for dinner and then saw "Wonderful Town." If you're wondering how they all got tickets, they had ordered them before the hit show even opened.

Film Library — Congratulations to the Julius Norths, to whom a son, Steven Ira, was born March 2 and who celebrated their second wedding anniversary March 4. Welcome to Theodore Markovic, chief film librarian, who joined us March 16. Lots of luck to Irving Traeger, supervisor of the Film Library, who was married to Elaine Hart on March 3. Anne Maries DeRose gave a party for the whole gang on Friday the 13th and we all had loads of fun. Glad the punch held out.

General Service—Jim Kiernan back from three weeks in the Florida sun, stopped by to say "hello." Sporting a healthy tropical tan, Jim vows,



NBC's three Continuity Acceptance heads were all together for a meeting in New York. Seated is Stockton Helfrich, New York, and standing are Don Honrath, Hollywood, and Harry Ward, Chicago.

"There's NOTHING like IT!" Dottie Cunningham took the plunge — in February, and Arlene Traub will emerge on the sea of matrimony come this June.

Two ex-NBC'ites paid a call with their respective sons—Lorraine Decker Manley and Dottie Dooley. Home life is grand and the babies wonderful but they both miss plugging at the old NBC Switchboard.

Welcome to the fold—Bill Cali and Joe Sheehan. Latest reports — Pat Curley maneuvering in a wheel chair at Roosevelt Hospital, very much on the mend. Got an appropriate license for this vehicle, Pat?

Guest Relations—Goings on around GR—pretty guidette Ruth Foster has begun to sing herself to fame. Recently she won a weekly talent show at the popular night spot, Number One, Fifth Avenue, and the following week she took the monthly finals and with it a prize consisting of a week's booking at the same club. Thrush Maria Baxa, also a guidette, returned from a tour sponsored by Westinghouse. She starred in a show which was seen by all Westinghouse distributors throughout the Southern states.

Welcome back to Charlie Dempsey, who has returned to GR from the Army. Working in the Tour Division has made a tourist of Lattie Lee Dav-

son. She has taken her vacation and sailed to points south.

Against a tough field Joe Palmer came out the winner in the recent ping pong tournament held by the pages. A big welcome to newcoming pages Ber Drake, John Brady, Richard Tibak Donald Brown and Peter Mitchell, and to newcoming guides Carlotta Marx Barbara Dundon, Anne Benson, Harry Rollins, Walter Zervas and John Dousett.

Legal Department—We extend a belated welcome to two new members — Pat Hone and Edith Wolf. Well, all the moving is finally over, and Tom Ervin (our new vice-president and general attorney) is enjoying the spaciousness of Gus Margraf's former office. John Shute (our new assistant general attorney) is stretching his legs in Tom Ervin's old office, and Paul Lynch is now ensconced in John Shute's former office. We want to congratulate both Tom Ervin and John Shute on their new appointments, and also our former boss, Gus Margraf (the new vice president in charge of Talent and Program Administration), in whose honor Tom Ervin gave a cocktail party for the entire staff at his home. Last, but not least, the Legal Department lost two of its nicest people—both Ted Kupferman and Regina Westreich left us to join Cinerama.

Merchandising—The NBC Merchandising Department has just welcomed a new production clerk. She is *Dorothy Jean Groves*, formerly production manager of Lettering, Inc., who is taking *Maryanne Kearney's* place. Miss Kearney, lucky soul, is now basking under warm Miami suns and expects to remain there permanently. Another recent change in the Department is *Matt Barnett's* resignation to become sales manager of Station WWJ-TV in Detroit. *Steward Carr*, formerly Merchandising district supervisor in Territory #9, will assume Mr. Barnett's responsibilities in Territory #7. Effective April 1, *Charles F. Barton* became Merchandising district supervisor in Territory #9. Prior to joining NBC, Mr. Barton was associated with Vicks Chemical Co. *Fred N. Dodge*, director of Merchandising, spoke at the Trailer Coach Manufacturing Association Convention in Houston early in March and addressed both the Evening School Advertising Class and the Undergraduate Advertising Class of the University of Pennsylvania later in the month.

Music—The Music Department has musical talent: *Dorothy Metcalf* sang in a performance of "Bitter Sweet" at the Turtle Bay Music School; and *Mary Turner* sang in the chorus of "Down in the Valley" presented at both

the Church of the Heavenly Rest and Circle on the Square.

For those wanting to correct habits, *Hal Venho* is loaning out a book on "How to Stop Smoking". He had good results with it.

Network Controllers—We're spreading out the welcome mat. Joining our "cheerful" group are: *Steve Lazarus*, *Iruin Cohan*, *Joan Barth*, and *Frank Zwick*. *Carol Ellis* sporting a ring on the left hand as big as the Rock of Gibraltar. We're glad to see *Joy Wotke* back again after her long illness. *Grace Reeber* is having tonsils out for the second time. Must like ice cream. *Grace Johnson*, *John Bechtel* and *Irene Fall* are all joining the Film Division. We wish them luck in the new Division. The colorful smocks of *Esther Lamone* and *Ginny Bode* will not be seen any more. Both are leaving to await the arrival of the "little ones". Suggestions of boys names will be accepted. *Warren Gherman* and *Stew Warkow* have joined the NBC Workshop. Two promising artists! *Bea Biespiel* writing her memoirs about her trip to Canada. Any publishing offers? Mr. Personality, *Gene Crowley*, is leaving NBC. He is going to be a senior accountant at General Foods. We all wish Gene lots of luck.

News and Special Events—*George*

Jordan, one of our soundmen from 106 St., has just returned from a hectic whirlwind tour of all the baseball training camps in Florida — covered them all in five days, together with *Joe Vadala*, our cameraman stationed down there.

Cy Avnet, *Ed Hatrick* and *Stan Losak* got the plum camera assignment of this or any high-cost-of-living year, when they covered a story of a super meat market competing with the Australian beef being sold in America. The boys came back with all the meat they could carry which they had picked up at 5 cents a pound. You should have taken a deep freeze unit with you, fellows, or a Mack truck.

At just about the time we opened our door to welcome *Gene Juster* joining us from NBC Washington, *Beverly Fayman* decided to leave us to return to NBC Washington. Gene takes charge of our film operations uptown and Beverly will be secretary to *Leferts McClelland*, manager of operations in Washington. To you both, our congratulations and very best wishes.

If the girls in 404 and 408 are a little sweeter these days, it's probably because of all the candy being presented them by the new poppas. *Dillon* and *Peterson*, and a 3 foot long box of taffy *Ad Schneider* sent from Florida. Incidentally, if any of you doubt that a palm tree grows in the RCA Building, check with *Ad Schneider* — he found one in his office when he got back from vacation and it's still thriving.

Personnel—Uncle Sam finally returned *Ted Thompson* to NBC and the Personnel Department and we're all grateful to him for it. To *Drew Van Dam*, Employee Relations Analyst, we also extend a hearty welcome. Congratulations are in order for *George Roberts* and *Art Angilly* in their new posts in Employee Services and Salary Administration, respectively. Amidst greetings and congrats, we bid "adieu" to *Betsy Smith*, *Neil Cahagan*, *Betty Farnum* and *Dave Nagle* and wish them all success in whatever they may do. Welcome back to *Grace Anderson* whom we all missed when she was sick for three weeks. Note to *Claire Owen*: Please stop frightening the delivery boys by colliding with them. The scream rendered by one of them last week was almost unearthly and if this keeps up, who can tell, service may be discontinued.



Here are six members of Staff Controllers who gave blood in the recent NBC Blood Drive: *Maria Niles*, chairman, *Arthur Barnett*, *Al Davino*, *Anne Buron*, *Dorothy Alexander*, *Rose D'Amico*. There were six other donors from Controllers who are not in the photo. Donors from this group last year were only two. This year twelve.

Press—With spring just coming we here in Press have been seeing many changes. *Robert Graff* leaves us to become assistant producer for the Coronation, working with *Davidson Taylor*, director of Public Affairs. *Kathy Whalen* and *Shirley Gibbons* also are leaving us: *Kathy* to join her husband in his publicity firm and *Shirley* to join her husband in Palestine where he will be working for the United Nations.

Illness also has brought changes. *Mildred Brocco*, *Warren Cromwell* and *HARRY DEMOS* are all in the hospital undergoing treatment and should be back in a few months.

Maurice Dallinore joins Press to work in Exploitation under *Norm Pader*. *Jack Sebastian* was married to *Holly Titman*, a former NBC employee, on February 21.

Production Services — Production Co-ordinators Section — It is off to Europe for *Sheila Hirschman*, who sailed March 6 on the *Samaria*. She will be gone for about three months. The department gave her a gala send-off and all gifts were in keeping with the Bon Voyage idea. We wish to say welcome to our new secretary, *Joyce Feinman*, also, to our new messenger *Donald Rann*. Our former messenger, *Bob Rogers*, is stationed at Camp Kilmer, from there he will go to Indiana to the Army Finance School. Due to an oversight, we failed to welcome *Dick Walker*, the Reports Clerk. Here it is — Welcome *Dick*! Prior to her wedding, *Meta Heiberger*, the blushing bride-to-be, received a big surprise one afternoon when she returned from lunch to find her desk decked with wedding presents. Gifts were chosen to help her along in her aim to be the cook of the year. *Bob Garthuait* was honored at a bachelor's party held at *Earle Harris*'s apartment. A beautifully arranged buffet table was the center of attraction. Amid these festive surroundings, *Earle Harris* poured, *Joe Cunneff* rendered a solo, and was accompanied at the piano by *Perry Cross* of "Voice of Firestone." Late in the evening *Bob Garthuait* was showered with gifts for his new apartment. . . . We understand that a fine time was had by all.

Radio Program—*Jim Harvey*'s absence from NBC, due a hospital stay and operation, brings many wishes from everyone for a very speedy recovery. *Paul Dumont* enjoying the sunny shores of Florida . . . Daytona Beach to be exact . . . on a month's

vacation. All those who worked with and knew *Ray Knight*, writer with "Bob & Ray," grieved over his recent death.

Research and Planning—Though we can't get money from the Treasurer's office, we are fortunate to get one of their personnel as the newest member of our Ratings Section. We welcome *Louise Kaciczak* to the fold and hope she likes the altitude on the 5th floor. A big, belated, but bountiful greeting also goes to *Laura Grahan* in the Planning Section. It must be true . . . nice things come in little packages.

Congrats to *Robert Daubenspeck* who succeeded *Richard Paige* (now in Sales) as Ratings Supervisor, and kudos also to *Ray Eichmann* replacing *Bob* as Assistant Ratings Supervisor.

Bettye Hoffmann is very pleased with her new apartment in Hempstead and she's having so much fun furnishing it. (For that, *Salome* gets my head without a dance!) *Janet Pugarelli* had her sister from Scranton, Pa. as a house guest one week. Ain't it revolting having to rise and shine while others can just turn over and snooze on. Happy to report everyone recovering fine from slight cases of seasickness due to abundant "wearin' of the green" on St. Patty's in 517 and 520. Hope the Easter Bunny is good to everybody.

Station Relations — Last month it was mentioned that *Grace Lynch* bought a new convertible with red upholstery and went through Fairfield, Conn. honking her horn. It should now be noted that a friendly native saw and liked her upholstery and now *Grace* doesn't have to honk her horn any more.

Beverly Durfee, nee *Badger*, who was married last December is leaving us to become a Mother and we took her to lunch to celebrate the great event.

Peggy Groover and her fiancé are down in Florida for a week enjoying the sun and Larry is meeting his in-laws-to-be. Correction of the last issue —*Larry Owen* still works for the company.

Joan Hayes has finally learned how to drive and to prove her prowess at it drove her fiancé's brand new car part way to New York while he sat next to her and barked orders as though she were a Plebe. Poor *Joan*, she learned though.

Lucy O'Leary has given up commuting from Conn. and taken a room in Brooklyn. The Big City always gets 'em! *Doris Everitt* and *Teddy* gave an

open house party on Sunday, March 22nd. Fun!

Stenographic — We say hello and welcome to the family to—*Betty Roman*, *Lucille Shore*, *Laure Speers* and *Elizabeth Leiter*. Other than that, not one newsworthy thing has happened in *Stenographic*, which is quite an accomplishment for thirty-one girls. Better luck next month.

Television Technical Operations — Our enthusiastic skiers in Room 501 are still pursuing the hills of Vermont and Canada before Nature forces them to take to swimming. *Florence Herrlich* returned from her vacation of skiing in St. Donet, Canada, and others, including *Alfe Jackson* and *Jerry Cudlipp* are still taking those long weekend trips to the North.

Claire Hillmeyer Gress has started housekeeping in Bayside. When asked if she had any trouble keeping her job and keeping house at the same time she answered "Oh, no, Arthur is a wonderful cook." *Claire* and *Arthur* will be moving into their newly built home in Westberry very shortly. Lots of luck to you both!

The seige of the flu has finally terminated and wonderful spring fever is taking its stead. Plans for summer vacations are beginning to take shape even at this early date.

There have been quite a few physical changes in Room 501. With the TD's moved out and the supervisors moved in, *Don Pike*, *Bill Ahern* and *Whitney Baston* delight in their brand new separate offices—and they love it. While *Mr. Rojas*, our Operations Supervisor, is busier than ever, the girls are in deep thought as to what color paint job they want in the office. The new set-up is good, and everyone is pleased.

Traffic — *Steere Matheer*, assistant Traffic manager, has just finished his third term as president of the Town Hall Club, Inc. and has been elected to the Board of Directors of the Club for a three-year term.

Alice Weyrauther Jacobs' plans for a Floridian vacation have been changed by the Stork who has scheduled an August flight to the *Jacobs*' domicile.

NBC Engagements

Daisy Marzano, Hollywood, to *Robert Goodson*
John Titman, N.Y., to *Betsey Smith*
Arthur Angilly, N.Y., to *Marjorie Marshall*
Joy Siegel, N.Y., to *Sheldon Linschitz*
Ann Acciaro, N.Y., to *Mario Miccu*, Jr.
Rona Moand, N.Y., to *Erwin Drucker*

'Via RCA'

(Continued from page 9)

electron tubes used in secret communications systems, jamming and anti-jamming methods to garble enemy communications and to improve the clarity of our own, infra-red communications, and many others.

With the end of World War II, RCA Communications began applying techniques developed during the war to the improvement of peacetime international radiotelegraph service. Greatly increased volumes of traffic were handled through the installation on many circuits of war-developed automatic tape transmitting equipment. Overseas teleprinter - to - teleprinter communication between the United States and many countries in Europe became a reality. Radiotelegraph service was expanded to 63 countries; radiophoto service to 30 countries.

RCA Communications' main transmitting station on the east coast is situated at Rocky Point, L.I., N.Y. The main receiving station is at Riverhead, sixteen miles away. Supplementary transmitting stations are located at New Brunswick and Tuckerton, N.J. All are linked directly with New York and are operated by remote control from the Company's Central Radio Office at 66 Broad Street. Incoming signals received at Riverhead pass automatically to the Central Radio Office.

The main trans-Pacific office is at 28 Geary Street, San Francisco and transmitting and receiving stations are situated, respectively, at Bolinas and Point Reyes, Calif. Similar RCA installations are in Honolulu, Guam, Manila, Okinawa, Ciudad Trujillo (Dominican Republic), Port-au-Prince (Haiti), Havana (Cuba Transatlantic Radio Corporation), and Tangier. Stations in New York, San Francisco, Honolulu, Manila and Tangier comprise a trunkline belt of RCA semi-automatic relay points for transmissions around the world.

How do you send a radiogram? In New York, Washington and San Francisco, messages may be sent most efficiently through one of the many traffic offices maintained by RCA Communications in convenient locations. In other U. S. cities the local telegraph offices of Western Union accept and deliver RCA radiograms. However, when messages are filed with Western Union, remember to write, after the city of destination, the free routing indicator "Via RCA."

NBC Marriages

Ralph Ginzburg, N.Y., to Lucy Turak
Jeanne Pearch, Hollywood, to Dave Perry
John Fenzler, N.Y., to Iris Horn
Bill McMurray, N.Y., to Teresa Brukalo
Irving Traeger, N.Y., to Elaine Hart
Meta Heiberger, N.Y., to Charles Wechler
Robert Gartlwaite, N.Y., to Barbara Chap-pell
Jack Sebastian, N.Y., to Holly Titman

NBC Births

To Allin Robinsons, N.Y., a daughter, Holly Ann
To Jim Damons, Hollywood, a daughter, Deborah Ann
To Warren Reddens, N.Y., a son, Michael Francis
To Ralph Petersons, N.Y., a son, Todd Champlin
To Jack Dillons, N.Y., a daughter, Valerie Jane
To Paul Lynchs, N.Y., a daughter, Nancy
To Larry Weilands, N.Y., a son, Douglas John
To John Wojtowicz, N.Y., a daughter, Marie Ann
To Julius Norths, N.Y., a son, Steven Ira
To Marvin Baimans, N.Y., a daughter, Joan Lisa
To Fred Vierlings, N.Y., a daughter
To Sol Benzas, N.Y., a son
To Bob Daniels, N.Y., a daughter
To Howard Atlases, N.Y., a daughter
To Andy Switzers, N.Y., a daughter
To Bill Hanrahans, N.Y., a son, Peter Charles
To Roger Tuttlers, N.Y., a son, Robert Bruce

Chicago TV Tour

(Continued from page 6)

The first part of Utley's tour into WNBO's nerve center, Master Control, consisted of an interview with chief engineer Paul Moore, who proceeded to explain workings of Master Control, Film Projection and Transmitter operation. Moore, however, became so absorbed in what he was saying, that he began using the hand microphone as a pointer, and his words were being trapped inside his gesturing fist. Utley calmly took the mike away from him, and said gently, "I'll hold this, Paul, while you talk."

Recording techniques and methods were illustrated on the final program in a visit to the Recording Department. Head engineer Ted Schreyer was on hand to answer questions.

The entire series of programs was under the direction of Joe Sperry, and was enjoyed most by Clifton Utley, who says he learns something new each time he visits "Inside NBC."

Bryan Fuhrman

San Francisco employes are mourning the death of Bryan "Duke" Fuhrman, a member of the KNBC-NBC engineering staff since 1944.

Fuhrman reported for work at noon, Friday, March 13, and was standing at the master control board when he complained of feeling tired. He lay down on a couch in the engineering lounge and died approximately 15 minutes later of a heart attack.

The 54-year-old widower is survived by a son, James Fuhrman, and a daughter, Mrs. Elizabeth Roach, both of whom live in the Los Angeles area.

Fuhrman was a native of Quincy, Illinois. From 1931 to 1942, he owned and operated a radio sales and service firm in Los Angeles. During the war, he worked for Lockheed Overseas Corporation as a radio instructor at an air base in Northern Ireland. He joined the engineering staff of KNBC in 1944 and recently was assigned to the maintenance department.

Ignatius E. Byrne

Ignatius L. Byrne, studio engineer in the TV Technical Operations-Film Department in New York passed away on Saturday, March 7, after a protracted illness.

Mr. Byrne first joined NBC in December 1951 as an engineer in studio work. He was transferred to film operations in January of this year. Prior to coming to NBC, he worked with RCA Victor in Camden and as an engineer with several radio stations in New Jersey. He served in the U. S. Navv Hospital Corps from 1946 to 1943.

Mr. Byrne was just three weeks shy of his 25th birthday when he died. A native of Philadelphia, he is survived by his parents, who reside in that city.

the **MAN** 

who is interested

in **SAFETY**

is interested

in his **JOB**

NO MATTER WHAT YOUR JOB, SAFETY IS OF VITAL IMPORTANCE TO YOU. DON'T TAKE RISKS — THE SAFE WAY IS THE BEST AND QUICKEST WAY. IF YOU SEE AN UNSAFE WORKING CONDITION, REPORT IT TO YOUR SUPERVISOR IMMEDIATELY.

NBC ARCHIVES

May • 1953

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CLEVELAND SECRETARIES LEARN
ABOUT MICROWAVE

See Page 2



CHIMES

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The Cover

On the roof of the NBC Building in Cleveland, five employees of WTAM-WNBK learn about the micro-wave link there (bubble-like housing in background) from television engineer Steve Domb Brady. This took place as part of one of the "station education" classes recently established by Hamilton Shea, general manager of the NBC outlets in

Cleveland. The girls are, left to right: Peggy Amsden, Jean McArthur, Joan Illingworth, Joan Murar and Kay Durbin, all of the NBC Cleveland office staff.

For more news about doings in NBC's Owned and Operated Stations in Cleveland, see the feature story on pages 14 and 15 of this issue.

'Variety' and Ohio State Awards

NBC's chairman of the Board, two NBC stations, two NBC programs and NBC as a whole were given awards in *Variety's* 1952-53 Showmanagement Review, published in April.

Brig. General David Sarnoff was dubbed "General Video" in *Variety's* tribute, which declared that if there's a new excitement hovering over TV these days, he should be held accountable.

"The saga of the RCA Board chairman," continued the *Variety* award, "spans the life story of world communications itself, but if the past year has witnessed new and even more challenging portents of an electronics future, if an electrifying tenseness permeates a TV industry alerted to still new worlds to conquer it's been evident that somewhere around the corner these past few months the General has been lurking."

For "Outstanding AM-TV Operation," NBC's flagship stations in New York, WNBC and WNBT, were named to *Variety's* honor roll of Radio-TV stations.

WNBQ, NBC's television outlet in Chicago, was given a plaque award for "TV Station Showmanship."

Special Citations were given to two NBC-TV shows, "Victory at Sea," and "Meet the Press."

The National Broadcasting Company, itself, was given a special citation, because, in the words of *Variety*:

"Any forthright appraisal of industry responsibility in terms of translating programming into a social force without losing sight of the entertainment or the educational values, and as a strictly out-of-pocket venture without benefit of sponsorship aid, must inevitably spotlight the multi-faceted contributions of NBC — both in radio and television."

In a virtual sweep of the television field NBC-TV won four out of five first awards to network programs, and its stations took four out of six first awards to local stations, in the 17th annual American Exhibition of Educational Programs conducted by the Institute for Education by Radio-Television at Ohio State University.

The four NBC-TV programs winning First Awards were:

"Meet the Press," winner in the public affairs category;

"Watch Mr. Wizard," winner in the children and youth class;

"National Farm and Home Hour," one of two winners in the special interest group category;

"It's a Problem," one of the two winners in the special interest group category;

A special mention was accorded "Medicine and the Mighty Atom" a one-time program produced by NBC-TV in association with the American Medical Association.

Two NBC O&O stations also were honored. WNBQ, Chicago, received a first award in the children and youth category for its show "Jet Pilot," and WNBT, New York, was given honorable mention in the children and youth category for "Through the Enchanted Gate."

NBC affiliates, whose programs took first awards, were: WOI-TV, Ames, Iowa; WBAL-TV, Baltimore, Md., and WPTZ, Philadelphia.

The Ohio State Institute gave a first award for radio to the NBC pioneer agricultural show, the "National Farm and Home Hour," for "presenting a long-time, significant and important series of programs which appeals to a wide audience."

Two first awards went to NBC affiliates KGW, Portland, Ore., and WTIC, Hartford, Conn.

NBC News Roundup..

NBC Anniversaries

Important milestones in the histories of several top NBC shows are being marked these days. Three are long-time NBC radio favorites, and the fourth is a veteran in the comparatively young field of television.

"Fibber McGee and Molly" started their 19th year as residents of radio's best-known street address, 79 Wistful Vista last month. Jim and Marian Jordan first were heard in their roles as Fibber and Molly on April 16, 1935.

The 14th year of the "Telephone Hour" started on NBC radio last month, with bass Ezio Pinza as soloist. Donald Voorhees, who has been music director of the series since its inception, directed the Bell Symphonic Orchestra. In its 13 consecutive years of uninterrupted broadcasting, the "Telephone Hour" has offered an impressive galaxy of musical stars.

On April 29, "One Man's Family" completed 21 consecutive years on NBC radio. The popular series, created and written by Carleton E. Morse, first appeared on NBC in 1932. Except for a few months when it was heard on another network, "One Man's Family" has been an NBC presentation since its began.

The "Kraft Television Theatre" celebrates its sixth anniversary May 6. In honor of the occasion, the four scenes selected as having been the most outstanding in its eminently successful history will be presented. "Kraft Television Theatre" is television's longest running dramatic program.

Carmichael to Star in Saturday Summer Series

"Saturday Night Revue," a 90-minute variety program starring Hoagy Carmichael, will occupy the Saturday night time spot which has been made a nation-wide viewing habit by "Your Show of Shows." The summer series will be on the air 13 weeks, beginning June 6.

NBC and Affiliates to Present 2-Hour AM Show

A vast new two-hour weekly program to discover and highlight talent new to network radio will be launched by NBC in collaboration with its affiliated stations beginning June 13. Four stations will participate in each broadcast, which is called "New Talent, U.S.A."

Bob and Ray on New TV Series

Bob and Ray, the two deadpan wits who have been regaling radio and television audiences on NBC for the past two years, now have a new television series on Monday evenings from 7:30 to 7:45 p.m., EDT. They are assisted by TV and musical comedy star Audrey Meadows.



Fibber and Molly are in their 19th year of contending with their famous closet.

N. Y. Mayor Honors Evans For NBC-TV 'Hamlet'

In an official proclamation, Mayor Vincent R. Impellitteri of New York City, commended actor-producer Maurice Evans as "the foremost interpreter of Shakespeare in our time." Evans made his television drama debut in the history-making presentation of "Hamlet" on NBC-TV's "Hallmark Hall of Fame" on April 26.

'Dragnet' Films Shot For Months Ahead

An announcement sure to cause some hard swallowing among those of us who continually strive to get ahead of schedule in our work was made recently by the producers of "Dragnet." Seems they have completed filming of "Dragnet" shows to cover scheduling of the series on NBC-TV through Nov. 15. This high-rated show probably has won more awards than any other program in the history of broadcasting. Jack Webb stars as Sgt. Joe Friday.

General Foods to Sponsor Bob Hope in 1953-1954

General Foods will sponsor Bob Hope on the NBC-TV network for the 1953-1954 season and will continue sponsorship through the same period of his five-a-week morning radio show. The NBC star has been signed to make ten appearances on NBC Television on Tuesday nights from 8:00 to 9:00 p.m., EST, sharing the time made famous by Milton Berle.

NBC Wins 7 of 11 Peabody Awards

Presentations Made for Distinguished Radio and Television Achievement During 1952

Seven out of the total of 11 George Foster Peabody Awards for distinguished achievement by radio and television during 1952 were made to the National Broadcasting Company at a luncheon meeting of the Radio and Television Executives Society of New York in the Hotel Roosevelt on April 24. The remaining four awards were divided among other networks and stations.

NBC-TV winners were "Ding Dong School," as the outstanding children's program, "Meet the Press," as the out-

standing news program, "Mister Peepers" and "Your Hit Parade," for outstanding entertainment, and "Victory at Sea," which received a special award. NBC radio winners were "The Standard Symphony," for outstanding entertainment through music, and Station WIS, NBC affiliate in Columbia, S. C., for regional public service and promotion of international understanding.

This was the 13th successive year that Peabody Awards have been made, and the seventh consecutive year that

the presentations have been made at a luncheon meeting of the Radio and Television Executives Society of New York, and one of its predecessor organizations, the Radio Executives Club.

The awards are designed to recognize the most distinguished and meritorious public service rendered each year by radio and television, and to perpetuate the memory of the late George Foster Peabody, a native of Columbus, Ga., who became a successful New York banker and philanthropist and, by special legislative act, a life trustee of the University of Georgia.

Following are the texts of the citations to the NBC winners:

"Ding Dong School" (NBC) as the Outstanding 1952 Children's Program—Simple, sincere, and unpretentious, this unusual example of the Chicago brand of television has achieved amazing acceptance by the nation's preschoolers and their busy mothers. The rapid justification of Judith Waller's faith in the television possibilities of straightforward teaching by child study expert "Miss Frances" Horwich has not only amazed the industry, but also has raised doubts about accepted notions of "what the public wants."

"Meet the Press" (NBC) as the Outstanding News Program of 1952—Co-produced by Martha Rountree and Lawrence E. Spivak, the television version of "Meet the Press" is an adaptation of a radio program begun in 1945 and awarded a Peabody Citation in 1946. Adding the visual to the auditory, this television version extends and strengthens the values of "Meet the Press" in public enlightenment. Subjecting the great and the near-great to expert questioning by the best reporters, this excellent program makes news as well as reports it. It is in the best tradition of a basic relationship between a free press and democracy.

"Mister Peepers" (NBC) for Outstanding Entertainment in 1952—The portrayal by Wally Cox, a de-



Winners of the 13th Annual Peabody Awards were announced at the luncheon of the Radio and Television Executives Society at the Hotel Roosevelt Friday, April 24. The awards are for distinguished achievement in radio and television for 1952. Left to right: Standing: Robert W. Sarnoff, V.P. of NBC, President of the Radio and Television Executives Club; John E. Drewry, Dean, Henry W. Grady School of Journalism, University of Georgia, who announced the winners; Richard Shafto, general manager of WIS, Columbia, S.C. which won award for promotion of international understanding; Wally Cox, for NBC's "Mr. Peepers"; Martin Agronsky, of ABC, who won an award for radio news; Edward Weeks, Editor "The Atlantic Monthly"; Chairman, Peabody Advisory Board, who presented the awards; Henry Salomon, producer-writer, for "Victory at Sea" on NBC; Jerry E. Lyons, V.P. of Willys-Overland, for the N.Y. Philharmonic, CBS; Seated: Dorothy Collins, for the "Hit Parade" on NBC; Lawrence Spivak and Martha Rountree, for "Meet the Press"; NBC; Dr. Frances Horwich, for "Ding Dong School" on NBC; T. L. Lenzen, V.P., Standard Oil of California, for the Standard Symphony on NBC; Lynn Poole, director of public relations, Johns Hopkins University for the Johns Hopkins Science Review on DuMont.



"Victory at Sea"

lightful comic spirit. of "Mister Peepers," has brought genuine pleasure to millions of viewers. Mr. Cox achieves his comic effects not through bombast and commotion, but quietly and subtly. He is a genuinely funny man. His comedy springs from within himself, and it is infectious.

"Your Hit Parade" (NBC) for Outstanding Entertainment in 1952 — A long merited award for consistent good taste, technical perfection and unerring choice of performers. When a hit song must be used for as often as 16 consecutive weeks, unusual ingenuity is required to keep the program fresh and original. This is a challenge which has never once defeated "Your Hit Parade," a model of charm and good taste, appealing to every age group. A credit to producers, sponsors, and the entire television industry.

"Victory at Sea" (NBC) — The Peabody Committee takes particular pride this year in making a Special Award in honor of "Victory at Sea," a series dramatizing the heroism and sacrifice in the great Naval engagements of World War II. In terms of primacy, credit should be divided between Robert W. Sarnoff, vice-president of NBC Film Division, for his unflagging support of such a costly project, and Henry Salomon, who originated the idea and for two years dedicated himself

to the writing and production of the script. The skill in selecting and editing these 26 superb programs shown on NBC-TV calls for tribute to the editor, Isaac Kleinerman, and to the director, M. Clay Adams; and to Captain Walter Karig for steering the production through Naval channels; to Richard Rodgers, who composed the original and magnificent musical score of 13 hours; and to Robert Russell Bennett, who converted Mr. Rodgers' score to a full symphony orchestration and who conducted the NBC Orchestra through the performance. To all of these our heartfelt gratitude. This is one of those lasting achievements which I hope we shall be permitted to see again in years to come.

"The Standard Symphony" (NBC) for Outstanding Entertainment through Music, Radio and Television — First, outstanding once-a-week symphonic broadcasts over 11 Western states, since Oct. 24, 1926, through which Standard Oil of California achieved a priceless public service; secondly, a radio series of highly effective education features for school children; and, latterly, a schedule of brilliant television presentations over Pacific Coast and Intermountain facilities, known as the Standard Hour, which also maintained the highest levels of production excellence.

(Continued on page 23)



"Meet the Press"



"Ding Dong School"



Top "Hit Parade"; below "Mr. Peepers"



Report on Color Television

Compatible System Proves Superiority in Field Tests Conducted by RCA-NBC

A subject much in the limelight these days is color television. And right in the center of all the discussion are RCA and NBC. With good reason, too. The parent company and the subsidiary have for a number of years been exerting tremendous efforts and expending great sums of money to develop a color television system which would give the American public the finest possible TV programs in color and at the same time permit present owners of television sets to continue enjoying programs in black-and-white, if they choose.

Perhaps the primary reasons for the present excitement about color TV were the hearings on the subject by the House Committee on Interstate and Foreign Commerce, and, coincidental with that, the demonstration of color television by RCA. Comments by the press and committee members on the demonstration were extremely favorable, both on the quality of the color and on the compatibility of the system.

The aspect of compatibility is one of the key points of the entire subject of color television. Simply stated, a compatible system is one which will give color TV sets color pictures, but which will also permit black-and-white sets to continue to receive black-and-white pictures when tuned to the color transmission, without changes in the black-and-white receiver.

The attitude of RCA on this matter is very clear. For a long time, the corporation has concentrated its efforts on the development of a compatible color television system. Before the House Committee on Interstate and Foreign Commerce recently, Dr. Elmer W. Engstrom, vice-president in charge of RCA Laboratories Division, strongly recommended that the FCC immediately authorize commercial broadcasts of compatible color television signals. He went on to say that RCA is ready to begin the production of color sets for sale to the public and that NBC is prepared to inaugurate color broadcasts.

Dr. Engstrom stated that RCA does not believe that the present FCC standards for incompatible color are satis-

factory, because: "First, the more than 22 million black-and-white television receivers now in the hands of the American public, representing an investment by the public of billions of dollars, are 'blind' to incompatible color broadcasts. Second, the present incompatible standards are, in our opinion, unsatisfactory from a technical, engineering and commercial standpoint for broadcast use.

"We knew from our own experience that the authorization of an incompatible system would be a mistake. Today, we are convinced more than ever that we were correct in our earlier conclusion that the only system which would succeed is a compatible all-electronic system."

Dr. Engstrom emphasized that broadcasting of compatible color television by RCA-NBC would not interfere in any way with the present service being rendered to black-and-white set owners. Nor would there be any interference with the broadcasting of incompatible color television by any other station.

"RCA engineers are now working with the National Television System Committee to complete field tests of technical signal standards for compatible color television," Dr. Engstrom continued. "Rulings of the FCC require that field tests be completed before any new petition for new color television standards will be granted by the commission."

Briefly, here is the way one field test, recently presented for the House Committee, worked:

Pictures in full color were broadcast through the air from NBC's television transmitter atop the Empire State Building in New York and received at the David Sarnoff Research Center at Princeton, N. J. The transmitter, regularly used by WNBC (Channel 4), operates under an experimental license, using call letters KE2NJV, when color television is being field-tested.

The RCA color television receivers in use at Princeton were the result of many years of research and experimentation. They employed the remarkable RCA tri-color tube, which in

addition to reproducing color transmissions in full color, also reproduces standard monochrome transmissions in shades of grey. The receiver also incorporated the latest refinements in circuitry.

The signal established under proposed specifications recommended for field testing by the National Television System Committee carries three streams of information—black-and-white elements of the picture, color details, and the accompanying voice or audible sounds—all of which are transmitted simultaneously in one channel, six megacycles in width.

Reproduced on the screens of the experimental color television receivers are pictures in full color, while pictures from the same transmission appear in black-and-white upon the screens of standard black-and-white television receivers, thus demonstrating the complete compatibility of the RCA system.

Field tests have originated from RCA-NBC's newest color television studio in the Colonial Theatre in New York City. Equipment there enables program versatility impossible in color television tests two years ago. Improved cameras and control apparatus are used.

Tri-color tubes of several sizes and types have been developed. One type employs three electron guns in the base. Each gun provides a stream of electrons, one for each primary color of red, green and blue. These guns are controlled by circuitry to "paint" a full color picture on the face of the tube. The viewing face of the tube is coated with tiny phosphor dots arranged in clusters of three, one for each primary color. Each dot consists of a substance which glows in its particular color when struck by its scanning electron beam. Between the electron guns and the viewing screen is a shadow mask. This mask has tiny perforations so arranged that each of the three electron beams falls only on its corresponding phosphor dots.

RCA tri-color tubes of two sizes were demonstrated to the House Committee. One had a viewing face of about nine

by twelve inches; the other about twelve by sixteen inches. The smaller tube had approximately 600,000 phosphor dots on its face and the larger tube approximately 1,000,000.

RCA has invested substantial sums in the establishment of a pilot operation for tri-color tube production in its Lancaster, Pa., tube factory. This manufacturing unit, which eventually will have a production capacity of 2000 color tubes a month, is expected to serve as the prototype for the establishment of factory facilities for large-scale, high-speed production.

The new RCA-NBC color television studio which was opened in March at the Colonial Theatre in New York incorporates advances based on field testing and experimental operations at the RCA-NBC color studio in Washington, D. C., and at NBC's studio 3H in Radio City. The Colonial is designed to handle virtually any kind of color television show. Its enlarged stage, ample facilities for lighting and scenery, and its complete electronic equipment provide not only a hub for potential color television network programs, but also a versatile setup for further experimentation and refinement of the new color art.

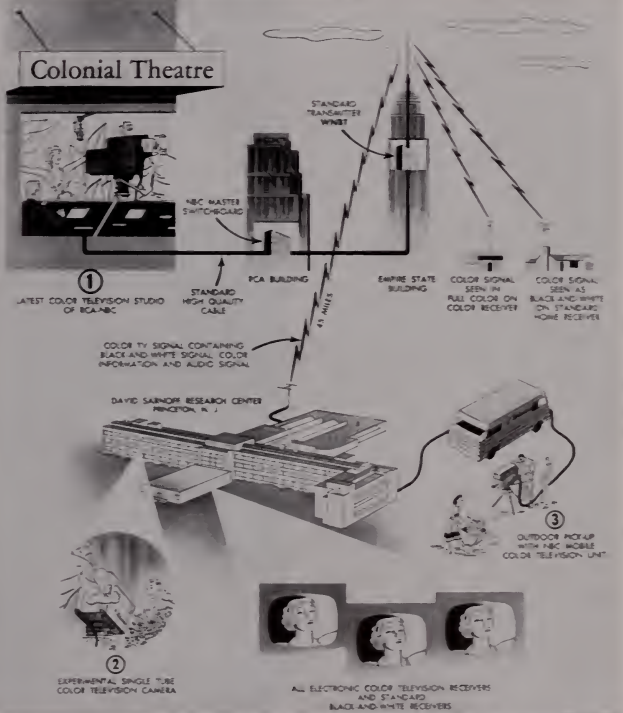
The control room at the Colonial has three sections. One is the color TV control room, with monitor position for four cameras and all the electronic equipment for processing the color signals for transmission. The second section is a standard black-and-white control room making this studio available for black-and-white as well as color work. The third section is the audio control booth, a standard requirement for both types of transmissions.

Since early in 1951, a special group recruited from the regular NBC staff has devoted its full-time efforts to the development of color television broadcasting. O. B. Hanson, NBC vice-president and chief engineer, has overall responsibility for the project. Reporting to Mr. Hanson is the director of the Color Television Systems Development Project, Robert E. Shelby; the assistant director is Andrew L. Hammerschmidt. Reid R. Davis is technical operations supervisor for the color project and Vance Hallack is production manager.

In addition to the full-time color staff, other NBC personnel have been



NBC-TV star Dolores Gray appearing before color television cameras in field-test of RCA system.



Representation of path of color TV signals during tests arranged for House Committee.

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Salute to Sponsors

Number IV

Firestone Tire & Rubber Company



Headquarters of the Firestone Tire & Rubber Company in Akron, Ohio.

Twenty-five years ago this year, one of the nation's great industrial enterprises. The Firestone Tire & Rubber Company, decided to use the new facilities of network radio to bring to the American public a musical program of the highest calibre. Happily, Firestone chose the National Broadcasting Company, which just the year before had established the country's first coast-to-coast radio network. Thus was begun a relationship which has continued for almost a quarter-century, making it the oldest program offered by the same sponsor for a continuous period over the same network.

The original resolve was to present the finest music, played and sung by outstanding musical artists, and the program has never deviated from this course. A review of the guest lists for the past two and a half decades reveals the names of many of the very greatest personalities in music—Scipa, Crooks, Martinelli, Melchior, Pinza, Traubel, and scores more.

The program has, however, changed somewhat over the years. During the first ten years, there was an orchestra of about 35 pieces, but since then it has been expanded to its present symphonic size. The first broadcast of "The Voice of Firestone," on Dec. 3, 1928, featured Hugo Mariani as conductor. He was followed by a noteworthy group of conductors, including William Daly,

Rosario Bourdon, Gustave Haenschen, Nathaniel Shilkret, Wilfred Pelletier and Alfred Wallenstein. The incumbent, Howard Barlow, took over musical direction of the show Oct. 11, 1943.

Perhaps the most familiar aspect of the program is the theme music, "If I Could Tell You" has opened the program since 1941 and "In My Garden," the closing song, was introduced in 1932. Both selections were composed by Mrs. Idabelle Firestone, widow of Harvey S. Firestone, the company's founder.

The long and cordial relationship between NBC and Firestone is indicated by the fact that the radio director of the show, Edwin Dunham of NBC, has been in that position for 16 years, and Walter Myers, of the NBC Sales Department, has been handling the Firestone account for 17 years.

A program that can retain basically the same format for almost 25 years and still remain one of America's most beloved shows surely must have found a near-perfect formula. This, however, has not meant that Firestone has stood pat. In fact, "The Voice of Firestone" has a well-deserved reputation as a leader in new ventures. On March 22, 1948, it became the first commercial musical program to be televised, and set another record on September 5, 1949, when it became the first sponsored musical simulcast. Since then

Firestone has continued to use the facilities of both NBC radio and television, a combination which several other major sponsors have recently found highly successful. Moreover, Firestone became the first sponsor of a television network show when it presented a series of educational films on NBC in 1943.

The company that has set these broadcasting precedents is one of the most fabulous industrial organizations in the world. The story of the founder, Harvey S. Firestone, Sr., is the perfect representation of the American success story, and the growth and development of his company is a vivid example of the workings of the free enterprise system.

What is today the world leader in the rubber industry — an organization with factories and plantations all over the globe, employing more than 70,000 people, was, in 1900, a venture with a working force of 12 men, set up in an abandoned foundry building in South Akron, Ohio.

In 1900 Harvey S. Firestone arrived in Akron from Chicago, where he had been local manager of the Consolidated Rubber Tire Company. Although eminently successful in Chicago, he was restless. He had capital and ideas and wanted to go in business for himself as a tire manufacturer. The opportunity came to him that year, when he joined

with four other men to form a company to produce a "sidewire tire," which was a new means of keeping solid tires from tearing away from their anchorage on carriage wheels.

On August 3, 1900, a charter was issued to The Firestone Tire & Rubber Company, of which Harvey S. Firestone was vice-president and general manager. Then, the horseless buggy was a novelty, and the primary market for solid tires was the horse-drawn vehicle. As the automobile became popular, along with it came a need for better cushioning, which the solid tire could not give. This was when the pneumatic, or air-filled tire came into its own. During the first years, so-called clincher rims were used to hold the tire onto the wheel, but with that method, tires would slip on the rim and tubes would be pinched. Harvey S. Firestone perfected a new type of mounting, the first mechanically fastened straight side tire.

Another problem of the early pneumatic tire was the matter of skidding. The early casings were made with smooth, round treads. Firestone was the first to produce an angular rubber non-skid tread, upon which the words "Firestone Non-Skid" were molded. Another important development by Firestone was the first balloon tire, which was developed into the present-day super-balloon.

The age of motorization was under way. One of the few useful by-products of the first World War was the rapid development of the truck, and the expansion of its use, made possible by pneumatic tires, continued after the conflict.

In the twenties, Firestone balloon tires were the sensation of the automotive field and the demand for Firestone tires was tremendous. However, restrictive arrangements on price and supply made by foreign controllers of the raw rubber supply were seriously hampering American manufacturers. Harvey S. Firestone waged an almost single-handed battle to have those restrictions removed and launched a campaign crystallized in the slogan, "Americans Should Produce Their Own Rubber." As a means to that end, Firestone developed rubber plantations in the little republic of Liberia, on the African Gold Coast, which is today a great source of high quality raw rubber. The search for, and the establishment of, the Liberia operations, were carried out under the personal direction of Harvey S. Firestone, Jr., son of the founder, who had joined the company in 1920, after his graduation from Princeton. This young man, who in later years was to take over the reins of the organization had his first contact with the business when, at the age of five, his father lifted him up in his



Harvey S. Firestone, Jr., Chairman of the Board of Firestone Tire & Rubber Company.

arms so he could pull the switch that set the first Firestone factory in operation. This life-long relationship came to a climax in 1941 when Harvey S. Firestone, Jr., took over as president, and in 1948, when he was elected chairman of the Board of Directors.

Thanks to efficient management, Firestone not only weathered the depression, but even managed to make a profit of over five million dollars in 1932. One of the major new developments of the thirties was a greatly improved farm tractor tire. Firestone also was opening new plants at home and abroad.

A sad day for the Firestone organization and for all American industry was Feb. 6, 1938, when Harvey S. Firestone, the founder and builder of the company, passed away.

The following year, war clouds were on the horizon and Firestone moved ahead with the development of synthetic rubber. The foresight of this was seen when war cut off imports from rubber-producing Southeast Asia. As America's industry converted first to defense and then to war production, Firestone devoted all its facilities to military tires, self-sealing fuel tanks, bullet-proof tires, Bofors guns, de-icer strips for planes, and scores of other vitally-needed products for the prosecution of the war.

In the years after the war, Firestone reconverted for the needs of the nation and the world at peace. New and improved products were developed, with increasing emphasis on the field of plastics. However, with the outbreak of the Korean conflict and the increas-

(Continued on page 22)



Howard Barlow has conducted the Firestone orchestra since 1943.

First Blakeslee Award to Wade Arnold

NBC Executive Producer is Recipient of Heart Association Honor for his Radio Documentary

Wade Arnold, an executive producer for the National Broadcasting Company, was named as the first winner of the American Heart Association's annual Howard W. Blakeslee Award of \$1,000 for outstanding scientific reporting in the field of heart and blood vessel diseases.

Dr. H. M. Marvin, chairman of the American Heart Association's Awards Committee, said in his announcement that Arnold had been selected to receive the award "for his creative achievement" in writing and producing "Only One to a Customer," a documentary radio program on heart disease broadcast over the NBC network last year.

The Blakeslee Award was formally presented to Arnold Friday evening, April 10, at the annual dinner of the American Heart Association in Atlantic City, New Jersey.

The Award was established last year in memory of Howard W. Blakeslee, the late science editor of the Associated

Press and founder of the National Association of Science Writers, who died of heart disease. It is to be presented annually "to the individual whose creative efforts in any medium of mass communication are judged to have contributed most to public understanding of progress in research, and in the prevention, care and treatment of heart and circulatory diseases." Arnold's radio program was selected as the best among many entries from all media.

"Only One to a Customer" was one of a series of programs on medical research presented jointly by NBC and the Health Information Foundation under the general title, "The Endless Frontier." It was originally broadcast nationally over the NBC coast-to-coast network and subsequently over 625 independent stations.

Selecting Cleveland as the locale for his broadcast, Arnold set up a tape recorder at various centers associated with research, treatment and rehabilitation, and interviewed distinguished

workers and investigators in the cardiovascular field. The program dealt with the employment problems of cardiacs as handled by the Work Classification Clinic of the Cleveland Area Heart Society, an affiliate of the American Heart Association, and it brought the listener into an industrial plant to learn at first hand some of the factors of rehabilitation. The broadcast also traced progress in heart surgery, including the artificial heart in action, advances in high blood pressure research, the development of diagnostic equipment, and rheumatic fever prevention through the use of penicillin.

Arnold pioneered in the documentary radio technique when he first joined the NBC Script Division in 1930. Three years later he returned to Knox College in Galesburg, Ill., his alma mater, as assistant to the president. During World War II, Arnold served for a time as director of radio for the National Office of Civilian Defense in Washington, D.C. He returned to NBC in 1944 as assistant manager of the Script Division. Today he is an executive producer at NBC, working chiefly in the field of public affairs and education. He has been associated with several other documentary programs which have won awards and citations, including the weekly series titled "Living," from 1943-1951, a period that is believed to represent a record run for a documentary series. He was producer of the "NBC Theatre" when it received the Peabody Award in 1950.

Establishment of the \$1,400 Blakeslee Award was made possible by the Industrial Publishing Company of Cleveland and the Robert Z. Greene Foundation of New York City.



Dr. H. M. Marvin, Chairman of the Awards Committee of the American Heart Association, presents the first annual Howard W. Blakeslee Award to Wade Arnold, executive producer of NBC.

To Podium Nov. 7 Toscanini to Return

Frank White, president of NBC, announced that Arturo Toscanini has accepted the invitation of NBC to return to the podium of the NBC Symphony Orchestra for the 1953-54 season. This will be the 16th complete season for the 86-year old conductor.

TV Fellowship Competition Open

The second annual competition for the WAAM Television Fellowship for graduate study at Johns Hopkins University for '53-'54 has been announced. Open to anyone now actively engaged in television, it carries a stipend of from \$4500 to \$6000, with no tuition charges. Deadline for entries is May 15.

It was set up so that one mature person of high standing may have nine months free from professional duties to pursue special studies of his own choosing which will add to his effectiveness upon return to his regular work. In the event that an NBC employee won, he would be granted a leave without pay for the duration of the Fellowship. Application forms may be secured from D. A. Rutledge, NBC Employee Relations Manager.

Gano Dunn

Gano Dunn, a member of the Board of Directors of NBC and RCA, and president of the J. G. White Engineering Corporation, died on April 10 after a brief illness. He was 82 years old.

President of the White firm since 1913, Mr. Dunn directed many outstanding engineering and construction projects, including the U. S. Naval Oil Base at Pearl Harbor and 13 trans-oceanic radio stations. He had the unique distinction of receiving from Columbia University in 1891 the first degree in electrical engineering awarded in this country. He later attended RCA Institutes and held a first-class commercial radio operator's license.

He was the former president of the American Institute of Electrical Engineers and a member of the late President Roosevelt's Science Advisory Board. He was a fellow of the IRE, New York Academy of Sciences, the Royal Microscopy Society and was honorary secretary for the U. S. for the IEE of Great Britain. He received many honors, including the Thomas A. Edison Medal, Hoover Medal of the National Engineering Societies and others.

President of NBC giving historic microphones to President of the United States at White House.

White Presents 'Ike Mikes' To President Eisenhower

Two RCA uniaxial microphones that President Eisenhower used during the election campaign were presented to him by Frank White, NBC president. Mr. White also gave him two reels of kinescopes showing the inauguration ceremonies and parade as well as the inaugural balls. Mr. White discussed proposals for telecasting White House news conferences with the President and his news secretary, James Hagerty.

Accompanying Mr. White during his 9:15 a.m. call were Frank Bourgholtzer, recently named to head the NBC Paris bureau and Ray Scherer, who succeeds Mr. Bourgholtzer as White House correspondent for NBC. The

President wished Mr. Bourgholtzer good luck on his three-year mission and welcomed Mr. Scherer.

The two tiny microphones used by the President in his campaign are known as "Ike Mikes" by NBC engineers. They were mounted on a plaque bearing the inscription: "The Eisenhower victory microphones. A memento of a 50,000 mile campaign tour beginning Sept. 4, 1952, to Nov. 4, 1952. National Broadcasting Company."

The model 823 microphones were the only ones used for radio-TV-news-reel-public address pickups on much of the campaign.

KNBC Show Meets Emergency Call

KNBC's Public Service "Voice in the Night" program met with almost immediate response to its first airing of an emergency call. In cooperation with the Highway Patrol, the program features a service whereby emergency calls are broadcast to Bay Area residents who are away from their homes.

First test of the unique service came early in the morning of Monday,

March 23. An East Bay couple had left home by auto on a vacation trip to Missouri when the wife's mother suffered a stroke and was pronounced in critical condition. The local sheriff's office asked assistance from the Highway Patrol, which in turn called on KNBC. An emergency call was immediately broadcast by John "The Voice" Bowles. The call was heard by the vacationing man and wife and, within 15 minutes of Bowles' announcement were in touch with their home.

The Picture Story



Chicago's new team of Athletic Association officers: standing, Herbert Lateau, president; seated, left to right, are Dic Steele, 1st vice-president; Polly Schlimmer, 2nd vice-president; Ann Eybel, secretary, and Eric Danielson, treasurer. They were inducted at the Chicago employees' annual Spring Spree dinner dance and party, which was held April 9 at Henri's restaurant in the Merchandise Mart.



On May 3, "Kukla, Fran and Ollie" presented their annual circus show. Roustabout Oliver J. Dragon is seen here stepping back to watch the raising of the "Big Top." He also was induced into singing one of his starring roles.



Jack McElroy, of KNBH Hollywood, is seen here with his first day's catch of marlin and bonita, in Mazatlan, Mexico, on a recent fishing trip.



Dick Connell, center, Employee Services supervisor in N. Y., presents trophies to Dolores Blye and Tom Nolan, top players in the AA Tennis Tournament.

At NBC New York:

New York Spring Dance Set for June 5

The biggest dance in the history of NBC New York will be held on Friday, June 5, in the Grand Ballroom of the Hotel Roosevelt, 45th Street and Madison Ave., in New York City. The affair starts at 9:00 p.m. and will last until about 1:00 a.m.

NBC New York regularly has a spring hop, but this year's edition is slated to outdo anything previously held. The Dance Committee and Employee Services are shooting for a record attendance and to this end have contracted for a top-notch twelve piece orchestra and have scheduled a program of entertainment by some of our greatest stars. A stack of valuable door prizes will await some lucky ticket-holders.

The cost of the tickets will be \$1.75 for employees of NBC. The same prices will apply for guests of employees.

Tickets will be on sale at the Employee Services office, Room 729, RCA Bldg., or they may be obtained from a member of the Ticket Committee, one of whom will be in every major department in the New York office.

Greater N.Y. Fund Drive Starts in May

NBC New York is now preparing to launch the 1953 Greater New York Fund drive, which will run from May 15 to May 29. Drive captains in each department will visit each employee to remind them of the tremendous work the Greater New York Fund does for the metropolitan area and to ask their help in the drive.

The Greater New York Fund gets money only from fund drives among employees of companies and therefore there is no opportunity to contribute at home. The Fund Campaign is perhaps New York's most important appeal because the Greater New York Fund represents virtually all of the city's local charities, combining 423 separate appeals into one, once a year.

Have you given your pint of blood to the Red Cross yet this year? It's needed — desperately. Make your appointment with the Red Cross to donate now.



Judges reluctantly rejected the entry of J. Fred Muggs, animal news editor on "Today," for the NBC New York beauty contest on a technicality, but old Muggs is bearing up pretty well in spite of the turn-down. He's seen here with his pal, Dave Garroway, admiring his first birthday cake.

Contest Under Way to Select 'New York's Miss NBC'

The contest to select New York's Miss NBC of 1953 is now on. Announced in April, the competition is already vigorous to determine who will win and receive a slew of valuable prizes and appearances on "Today," the Tex and Jinx TV shows, the Herb Sheldon show, the Richard Willis show, the Morey Amsterdam show, and Gene Rayburn's radio show on WNBC.

Here's the way the contest works: Entry blanks were distributed to all New York employees, inviting everyone to "sponsor" their own choice. A photograph then is taken of each contestant and a distinguished panel of judges, including John Robert Powers, Jinx Falkenburg McCrary, Dave Garroway, Gene Rayburn, and the well-known illustrator, who was for ten years selection committee chairman of the Miss America contest, Russell Patterson, will select the five outstanding contestants.

Pictures of the selected five will then be posted on all bulletin boards in the New York office and ballots will be distributed to all employees. The name of the girl receiving the most votes will be announced at the New York Spring Dance at the Hotel Roosevelt on June 5,

at which time she will be crowned "New York's Miss NBC of 1953."

The rules of the contest are:

1. Contestants must have been on NBC's regular payroll on April 1, 1953.

2. Each contestant must be sponsored by a member of the National Broadcasting Company. A contestant may not sponsor herself.

'53 Red Cross Drive In N.Y. Breaks Records

The annual Red Cross drive in the New York office was a smashing success this year. NBC employees really came across and rolled up a total of more than \$20,000, which is over \$600 more than 1952 and breaks all previous NBC New York records. The drive ran from March 30 to April 10 and 61 percent of the employees participated, in contrast to last year, when just 36 percent donated.

Major credit for the success of the drive goes to the drive captains from each department, who did a great job of actually going out and seeing their people and selling them on the needs of the Red Cross.



Scattered cars indicate the force with which two speeding passenger trains collided with a derailed freight train near Conneaut, Ohio, killing 21 persons and injuring 49. (United Press photo)

WTAM-WNBK Scores 'Beat' on RR Wreck

NBC Cleveland First on Scene of Conneaut Tragedy;
Staff Works 'Round Clock to Present News

Quick action and long hours without sleep on the part of the WTAM-WNBK news staff in Cleveland enabled NBC locally and nationally to get a real "beat" on the March 27th weekend wreck of three New York Central trains near Conneaut, Ohio.

First news of the wreck came to news editor Edward Killeen shortly before eleven p.m. After first alerting NBC's Cleveland-based television newsreel cameraman Bob Blair, Killeen wrote a bulletin for Cleveland NBC radio and television listeners. At the same time, Killeen informed Edward Wallace, director of News and Special Events for WTAM-WNBK, who called in staffers Sanford Markey and Neil Flanagan, both of whom had already put in eight-hour shifts on Friday. Another call was placed to WTAM engineer Wilbur Kost at his home in Mentor. Kost was alerted to be ready for a flying trip to Conneaut, scene of the wreck. Markey, in his own car and equipped with the self-powered "Minitape," and Flanagan and Kost, in the

By Neil Flanagan

NBC mobile unit, raced to the scene to give Cleveland and the nation the first on-the-spot reports from the tragedy. Serving as runners for Markey and Flanagan were television station WNBK's staffers Charles Dargan and James Bell.

In less than two hours, Cleveland NBC—both radio and television—was at the wreck, more than 70 miles from Cleveland. Cameraman Blair was the first arrival and shot several hundred feet of night film that became the first shown to any television audience anywhere. Difficult technical problems stood in the way of getting Blair's film on NBC television's Channel Four early Saturday afternoon. Wallace back in Cleveland called in laboratory personnel to process the Blair film when it arrived. Again this required rousing someone from bed. WNBK's film director Albert O'Deal also was routed from bed to handle the tedious

and exacting job of cutting and splicing the Blair film when it had been processed. This done, a four-minute special telecast was written by news editor Windsor Smith and sent to the full NBC television network through the voice of announcer Joe Finan.

On the radio side, Markey with his portable "minitape" and Bell, serving as a runner, covered the wreck scene itself, about a mile and a half from any paved road and a quarter to half a mile from either of two mud roads that were completely impassable by an almost steady rain throughout the night.

Flanagan, engineer Kost and Dargan took their recording equipment to the Brown Memorial Hospital in Conneaut, closest hospital to the wreck. There, in hallways, emergency rooms and wherever there was room, recordings of nurses, survivors, Red Cross officials and volunteer rescue workers were taped. Between them, Flanagan and Markey taped enough on-the-spot material to provide the network with a two-minute feed at eight Saturday

morning, a similar on-the-spot feed for a locally produced radio news show at the same time, and a full half-hour of taped material was fed the network in New York via a closed circuit broadcast. That material was for use on NBC's "Today" and local radio news shows in New York. While Flanagan and Markey had spent the night at the scene, Wallace, Killeen and Smith manned beeper phones, getting recorded conversations from survivors and eye-witnesses to the tragedy. These, too, were the first eye-witness reports to hit radio. Killeen, from Friday afternoon at four, until Saturday morning at eight, never letting the wreck story, nor the other radio and television news shows he was writing, get ahead of him.

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Neil Flanagan, of WTAM News Staff



Edward Wallace, left, WTAM-FNBK News Director, and Sanford Larkey, WTAM-WNBK News Editor

West Elected Member of NBC Board of Directors

Election of John K. West as a member of the Board of Directors of the National Broadcasting Company was announced last month by Brig. General David Sarnoff, Chairman of the Board of RCA and NBC.

Mr. West is vice president in charge of the Western Division of the National Broadcasting Company with headquarters in Hollywood, a post he has held since 1950. General Sarnoff said that Mr. West's election to the NBC Board of Directors was not only in recognition of fine performance of his duties, but also of the growing importance of the West Coast in radio and television broadcasting.

Mr. West has long been associated with RCA, having been engaged in sales, advertising and public relations for the RCA Victor Division beginning in 1930. He was named vice president in charge of Public Relations for the RCA Victor Division in 1947. Prior to this, Mr. West served as district manager of RCA Victor in Philadelphia, New York, Pittsburgh, Cleveland and San Francisco.

Mr. West is 45 years old. He is a native of Charleston, W. Va., and attended the local schools and Wesleyan University, Middletown, Conn.



John K. West

NBC Reactivates Tuition Payment Plan

As a supplement to its over-all employee development and training program, NBC is reinstating its practice of assisting employees in payment of tuition for courses taken in connection with their assignments in the company.

Effective May 1, NBC will pay tuition fees to an employee up to a maximum of \$50 a semester, and not to exceed \$150 in a calendar year. This payment will be for such courses as in the judgment of the department head or station manager and the director of Personnel will result in immediate benefit to an employee by making him better able to perform his present assignments, or by qualifying him for transfer or promotion to a position, when such would be in a logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

When it is recommended that an employee take advantage of this policy, the department head or station manager will forward to Personnel full details

on the proposed course. If it meets the requirements of the plan, the employee will receive an advance equaling the cost of the course up to \$50. That amount will be repaid by the employee through five equal payroll deductions beginning with the pay period following the advance. These deductions will be refunded to the employee six months after completion of the course, as long as he received a passing grade or better in the course for which he enrolled, and is still employed by NBC.

New Saturday Night TV Lineup

Here's our new lineup of top television shows for Saturday night, which went into effect April 25:

7:30 to 8:00 p.m., EDT: "Ethel and Albert."

8:00 to 8:30 p.m., EDT: "My Hero."

8:30 to 9:00 p.m., EDT: "The Original Amateur Hour."

In This Corner

Kay Hardesty

In introducing this month's "NBC West Coast Personality of the Month," we have reversed a procedure that has been going on for several years. It was our pleasure to interview Mrs. Kathryn Brandon Hardesty, who handles personnel work in Hollywood under Lew Frost, director of Public Relations. In this capacity it's usually Mrs. Hardesty who conducts the interviews. But for the nonce, at least, the shoe is on the other foot and we present our interview of the lovely lady known to all as "Kay."

Kay is a native of California, where she was born on Dec. 3, 1899, in the coastal city of Ventura. She attended elementary and high school in Ventura where she excelled in everything she tried. From sports to music she was tops. As a member of the school tennis team for four years she entered many tournaments and even teamed with her instructor for prominent mixed doubles matches. She was staff pianist for the school orchestra for four years; starred for three years in the school's annual play; and shared honors with another girl as the class valedictorian.

She continued her education at the University of California, where she studied economics for two years. She also took courses in secretarial work from two prominent business schools in the bay area of San Francisco. And only recently she attended evening classes at the Los Angeles City College where she studied business, semantics, personnel management, and supervisory training for women.

Her business career really began in 1922 when she was named to the political post of Deputy Auditor and Recorder for Ventura County at the tender age of 22. She held this position until 1925.

From 1925 to 1928 she held clerical and secretarial positions with a federal land bank and oriental import firm in San Francisco.



Then on Jan. 5, 1928, only nine months after the opening of NBC's Western Division in San Francisco, she began a career with the company that has lasted for over 25 years. She joined the then small staff of approximately 30 people as secretary to the auditor and chief bookkeeper. Eleven years later, she was transferred to the new Hollywood headquarters for NBC as payroll supervisor under F. V. Deltett. From 1942 to 1944 she served as cashier and then was promoted to the personnel office in August of that year.

Kay is a former vice-president of NBC's Athletic Association and currently is a member of the Executive Management Committee of the Hollywood Studio Club, under auspices of the YWCA. She is also a member of the Los Angeles Urban League and as such participates in educational and vocational conferences with local high school groups.

She is married and resides in Burbank, California, the site of NBC's new, mammoth TV studios.

She loves to dance and considers her study of the Latin-American rhythms and dances as a favorite hobby. As an ex-tennis star, she continues her racket work on the badminton court. She likes all tennis, swimming and skating competition, though now as a spectator.

Her hobbies consist of gardening, music and her job — her job, because she takes great pride in watching and helping the young people, whom she has brought into the organization, as they develop and progress with the company.

On Jan. 5 of this year she was honored by the company for 25 years of continued service. Thus, "Kay" Har-

Ray Scherer's Fish Story

Ray Scherer, NBC's newly-assigned White House correspondent, ordinarily writes and airs the five-minute "White House Correspondent" series over WRC. However, while Scherer was covering President Eisenhower's Augusta vacation, news editor Jack Connolly prepared and broadcast the following script:

"The newsmen who go along with the President are generally busy trying to keep up with the Chief Executive. Once in a while they get a break—like, when Mister Eisenhower is on the golf course, newsmen have to wait till he's finished. That means several hours to while away playing cards—urging the home office to send more money—and perhaps re-hashing campaign stories.

"The Augusta Chamber of Commerce—and some of the civic leaders of that city—realized spare time would hang heavy on the hands of the newsmen—they also realized that stories going back to newspapers and radio stations had been pretty generous in acclaiming the sunshine and recreational facilities of Augusta. So they treated newsmen, photographers and members of the White House staff to a 'day on the town.' Lady members were taken sight-seeing. The men had a choice of golf or fishing and it was about equally split.

"Your White House reporter Ray Scherer does *not* play golf—and though he's a former Navy Man—he's never wet a line in quest of a fish. Tennis and basketball are the games of the rangy Scherer. He thought he would look less conspicuous fishing than playing golf—so he went along with the fishing experts. Power boats took the reporters and staff members out on the huge reservoir at Clark Hill Dam near Augusta. From noon to five yesterday, the group enticed fish in the well-stocked reservoir. The experts talked about lures and spinners

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esty ranks only behind Mr. A. H. Saxton, manager of Technical Operations, as the longest employed person in the Western Division.

People and Places

WMAQ, WNBP, Chicago

New arrivals here in Chicago are *Lynn Koykar*, secretary in the network Advertising and Promotion office; *Beverly Boyd*, billing and collections clerk; *Jean Paxson*, chief accounting clerk, and *Dorothy Cornell*, secretary in the General Office. Staffers hired for the daylight savings time operation include announcers *Lee Bennett* and *Jim Hamilton*, assistant booking supervisor *Ron Edwards*, and engineers *Augustine Spano*, *James Thornton*, *Albert Fueyo*, *Albert Steinbach*, *Paul Fallon*, and *James Mulqueny*.

Steward Carr has taken over as Merchandising supervisor of the Midwest Division, replacing *Matt Barnett*, who left to join WWJ, Detroit. TV director *Alan Beaumont* has left NBC Chicago to manage a new television station, WMTV, in Madison, Wisconsin.

WTAM, WNBK, Cleveland

Fred Foard, an assistant director, taking an early vacation in and around Chicago. Gone in the same direction for a few days is *Charles Kent Dargan* — he'll be spending nine days in Pontiac, Michigan.

Alan Southam takes a new position as film director at WFMJ, Youngstown, Ohio. *Agnes Michnay*, who was secretary in the Film Department, takes over his old job as film editor. *Jack Beatty* of the same department saved his pennies and bought an Oldsmobile. Then he found out he had inherited a Mercury. If it rains it pours.

Carol Williams cutting a mean figure at the Company square dance. Carol is being kept busy these days with a new duplicating machine called "Suzie" in the mailroom.

The new social chairmen, *George Jr* and *Rosemary Bartlett*, started their term with a wallop. About 100 members of WTAM-WNBK ate panakes and sausages and square danced afterward. We are all for more Saturday Night Jamborees.

"Wild Bill" *McGaw* resuming his position as assistant director in Cleveland after a seven months leave of absence to attend the Royal Academy of Dramatic Arts in London. The

transportation system in England and Bill's ideas on dating didn't jibe.

"Ace Deckman" *Gene Harrison* getting ready for the sailing season along with *Erv Palmer* in the Accounting Department.

Jean Vokoun in the TV Program Department excited about an oncoming trip to Washington, D.C. the end of the month.

John Ziegler, director-producer, having a ball fixing up his darling home.

Ruth Arnold reports she is enjoying her full time house duties very much. She was formerly secretary to *Mr. Shea*, general manager here. *Peg Amsden* succeeded *Ruth*.

Marquita Spencer, formerly a secretary at U. S. Steel, joins the WNBK staff as secretary in the TV Engineering Department.

Charlie Phillips, TV sales director, is the man to see on "Hot Tips" in the racing line. All kinds of forms prominently displayed on his desk. *Ken Shaw* of the same department breaking grounds for his new home.

Joe Bova doing a nice job as Banion in "Mister Roberts" at Cleveland's Playhouse.

NBC Cleveland glad to see *Jean (Bertko) Barr* back at the studios. Jean is helping *Joe Bova* with his paper work.

Caroljean Velotta from NBC, N. Y., an Easter visitor here. "CJ" formerly worked on the switchboard here in Cleveland.

KNBH, Hollywood

John Gowanlock, production department assistant, may soon start a new career. Overheard while singing by an NBC radio network executive, she was given an audition recording session with *Robert Armbruster* who has great hopes for her future. More auditions are scheduled soon.

Dorothy Seltzer plans to leave her job as secretary to *Don Norman* soon, much to everyone's regret. Dotty will go into partnership with her brother in Bucks County, Penn.

Pat Jones is taking a short vacation before the birth of her first baby. . . . Director *Marc Breslow* has joined the station's sport car club by acquiring a snappy new MG speedster. . . . *Harmon*

Velson taking Spanish lessons in preparation for his vacation to Mexico this summer.

Frances O'Farrell, film department secretary, married director-producer *Robert Eley*. They will spend their honeymoon on a trip that includes Las Vegas, Lake Tahoe, Yosemite and San Francisco.

Jack McElroy made all the KNBH fishermen envious by taking a week off from his TV program, flying to Mazatlan, Mexico, and landing 17 marlin in 4 days of fishing. His catch averaged 170 pounds per fish.

An extensive remodeling job on KNBH's receptionist's room starts soon under the direction of *Ted Rich*. *Leila Turner* has taken duties of receptionist.

A recent discovery revealed that *Gene Terrell* is a third generation Californian — a real rarity. Both her grand parents came West on a sailing vessel around the Horn.

Secretary *Joan Grabowski* announced her engagement to cameraman *Allen Farnum*. They will spend their honeymoon in New Orleans after their marriage in May.

KNBC, San Francisco

Welcome to new San Francisco employees *Barbara Turner*, of the KNBC Record Library, *Muriel Jocz*, of Television Spot Sales, and *Billee Short*, of AM Spot Sales.

WRC, WNBW, Washington

Helen Adams, promotion department, visited The White House on March 24 to see a personal friend, *Philip Young*, at his swearing in ceremonies. Mr. Young was appointed new head of the Civil Service in Washington. Miss Adams was quite thrilled to shake hands with President Eisenhower.

Marion Davis, general accountant, has her head buried deep in the books these nights. And we don't mean the accounting ledgers. She's "boning up" for the CPA examination in May.

Irishman-pianist *Eddie McIntyre* was greeted on St. Patrick's Day with a sight that turned him green. When he arrived at the studio on the 17th he was greeted with his Steinway—painted a bright orange. He took one look and declared the piano was "unplayable." Turned out it was just the first undercoat of paint.

Just before March 15. WRC had a couple of income tax experts on a spe-

cial program explaining the income tax laws to listeners. The program ended shortly before schedule and a music "fill" was necessary. The music turned out to be: "Nobody Knows the Trouble I've Seen," "Lost in a Fog," "Life Is Just a Bowl of Cherries," and "I've Got Five Dollars." *Fritz Balzer*, music librarian, swears it was just a coincidence!

Congressman Francis Walter's daughter, *Barbara*, was recently transferred to the WRC-WNBW newsroom. She formerly was a receptionist for the stations.

WRC's morning man, *Bob Reed*, is not only getting established in Washington with morning radio audiences. He's also getting well established at his home on Rosemary St. in Chevy Chase. Bob, his wife, *Dorothy*, and their 4 year old son, *David*, moved into their home on March 26.

Several of the girls are finding an unusual way to keep those bulges in the right places. *Nancy Osgood* recently had a judo expert, *Maj. Donn Draeger*, on her show. He explained the gentle art to the listeners. Several of the NBC girls were so intrigued that they are now taking up judo at the Pentagon. They said it does wonders for the waist-line. For the boys' information they include *Dana Arnold*, *Miss Osgood's* assistant; *Beverly Fayman* in operations; *Pat Winn*, *Bob Reed's* secretary; and *Mary Lou Harnsberger*, radio sales.

Page Gerald Ross entered the U. S. Air Force as a 2nd Lieut. on March 30. He's been with the stations for a year. He reported for duty to Baltimore, Md.

Speaker of the House *Joseph Martin* requested that his favorite singer, WRC's *Gene Archer*, sing a few ballads at *Ray Henle's* recent "3 Star Extra" party and also at the Irish legation. *Gene's* been running from one party to the other between a recent engagement at Washington's swank *Shoreham Hotel*.

The highways and skyways were certainly busy between Washington and sunny Florida. Here's the line-up of recent WRC-WNBW staffers to Florida: *Bill Grayson*, sales department; *Mary Ostmann*, TV sales department; *Carlton Smith*, general manager; *Arthur "Dutch" Bergman*, WRC sportscaster; and *Bertha Quinn*, secretary to the general manager. *Frank Slingland*, TV director, went them one better — he's been to California.

NEW EMPLOYEES: *Beverly Fayman* returned to Washington's operations department after almost a year in the New York News and Special Events Department. She previously worked for five years in the Washington Engineering Department. She's now *Mr. McClelland's* secretary and is simply awed by the drapes in her new office.

Patricia May joined the TV Sales Department. She formerly worked for the Reuben Donnelly agency. A graduate of Rollins College in Florida. *Pat* attended Bethesda-Chevy Chase High just outside Washington.

Mary Lois Harnsberger replaced *Peggy Ernest* in the radio sales department. *Peggy* was married to *Capt. James Toomey* on February 12. *Mary Lois* had her own program of poetry and stories on WEPM in Martinsburg, W. Virginia. She also worked for the "Welcome Wagon" before joining WRC. She is a native Chicagoan and a graduate of Northwestern Univ.

Another addition to the radio sales department is *Gloria Patterson Washburn*. *Gloria* replaced *Martha Cosgriff* who is now secretary to the director of Radio and Television sales. *Joe Goodfellow*. *Gloria* was formerly on the Denver staff of "Youth for Eisenhower." She was also with the *Kudner Agency* in New York.

Leona Culbert joined the Operations Department. This is *Leona's* first regular job. Although she's a native Virginian, *Leona* recently was graduated from the University of North Carolina. And what a wonderful graduation gift she received: a tour of Europe last summer.

Dee Silvernale, operations department, brought her recent arrival to the studios and offices the other day. She and new baby, *Victoria*, look swell. *Vicky* was born on January 25. *Daddy*, *David*, a former Marine, reports proudly that *Vicky* is tipping the scales at 10 lbs., 2 oz.

New summer relief engineers are *Charles Barndt*, *Dino A. Tessari*, *Kyle Buttle*, *Charles Arneson*, *Bernard Terrien*, and *William Walker*.

NBC, Hollywood

Robert Jensen of the Hollywood TV Engineering Department has turned his photography hobby into a paying proposition with the help of his wife, *Jan*. The April Popular Mechanics carries *Bob* and *Jan's* second article

for that magazine. Their third PM assignment will be published in the near future. *Bob* takes the pictures and *Jan* writes the articles which they illustrate. Maintaining the trans-continental microwave relay is the subject of their article currently on the newsstands. . . . *Wally Hutchinson* leaves the Network Sales Department April 24 to become publicity and promotion manager of Los Angeles' eighth TV station, KPIK. . . . *Muriel Hile*, supervisor of payroll, leaves to manage a motel which she and her husband have purchased in June Lake. . . . good luck!!!

WE WELCOME:—*Robert Mitchell*, Plant Maintenance, prior to enlisting services to NBC was an individual building contractor. . . . *Sarah Strange*, new secretary to Plant Operations, hails from Paramount Studios, and occasionally gets a plug in for "fight on for ole S C" but is continually drowned out by LA CC and Kansas State rooters from the department. *Gloria Andrus* and *Betty Etkin* to the night crew of Central Stenographic. *Gordin Troughton*, our new payroll supervisor. *Jack Russell*, Plant Operations. *Robert Blackmore*, Film Division. *Lila Turner*, Program Department, and *Ben Shaffer* and *Fay Thomas*, Production Services Department. *Maxine Overton* and *Claire Salome* promoted to the Press Department from Central Steno. . . .

VITAL STATISTICS:—*Betsy Worthy* presented Central Stenographic with a future mimeograph operator on April 1st . . . *Eric's* the name and he weighed in at 7 lbs. 2 oz. On April 11 *Ted Endicott* welcomed his son and heir. Likewise *Tom Mancini*, *Arlene Babigian*, formerly of Production Services, presented us with a little girl on March 18. *Daisy Marazano* married her veterinary student on March 28th and *Rose Thomas* married *Larry Abrams* on March 21st. *Karle Pearson* has become a country squire, having purchased a new home in Tarzana.

Leon NuTall, Purchasing Department, lecturing for the Watchtower Bible & Tracts Society. We are all envying *Betty Frazer* of Sales Services these days. She left last Friday for a three week trip to the West Indies. Flying to Cuba, Jamaica, Puerto Rico, etc., etc. *Joe Morhaim*, publicist, will soon see his name on the screen. He collaborated on the screen play of "Egypt by Three", featuring *Joseph Cotten*, which will shortly be released.

WNBC, WNBT, New York

This news hound has bayed almost hopelessly this month. Everyone has been so busy setting WNBC-WNBT records that no one has had time to make personal news. Except, of course, *Jim Barry*, who must have felt like he was back in his childhood when he caught chicken pox from his children and was out for two weeks with rash and aches and pains. We also missed *Dorothy Cunningham* who tells us that a Riley is almost as good as accident insurance. She and her husband were in an automobile crash which kept her out for two weeks. But for the small size and sturdy construction of the British car, it might have been much more serious and we were all glad to have her back.

We were not too busy, however, to welcome *Joan Levinson*, who came from National Spot Sales to be *Peter Affe's* secretary. We congratulate Pete on this and also on becoming, this month, an NBC 10-year man.

Our sports enthusiasts have switched from winter to spring with *Bob Leder* and *Phil Dean* concentrating on golf and others learning or renewing their prowess in tennis. Bob is waiting and getting in shape for his golfing partners, *Jackie Robinson* and *Herb Shelton*, to return. *Syd Rubin*, a veteran tennis player, is coaching *Barbara Walters*, *Pat Richer*, and *Pete Affe*, who will soon be able to take on all comers — they hope.

The winter vacation tans are beginning to fade, but *Steve Krantz* liked his first one so much he went back, on a long weekend, to get another.

Getting ready for the lovely Spring weather, which we hope will arrive before this goes to press, *Ted Cott* and *John Hurlbut* are proud owners of new convertibles. Mr. Cott's Oldsmobile is light blue, with navy blue top, and John's Ford will probably be followed by people under the impression that he's going to a fire—"It's red," he says, "bright but not gaudy."

Ralph Ginzberg is to be congratulated on his two-page picture spread in the current *American Photography Annual*. It's a study of the contorted positions GIs get into when they sleep on trains.

Want to buy, sell, rent, or barter something? Looking for a roommate, or want to become one? Send in your ads for CHIMES to Ed Starr, Room 269, RCA Bldg., N. Y.

NBC, New York

Networks Division

Advertising and Promotion — *Marie Ruppe* seems to have picked up an enthusiastic interest in the funnies again — if she were older, we'd think she's in her second childhood; however, since her favorite seems to be *Etta Kett* — or the cartoonist — we'll chalk it up to research.

Mel Schlesel is now suffering with the usual — how to make the same old thing sound different — copywriter's ague as he steps into *Tom Dater's* recently vacated post in Network On-the-Air Promotion.

Walt Einsel appears to be working overtime as the self-appointed public relations emissary between NBC and that other network over on Madison Avenue.

Broadcast Operations — Assistant Film Editor *Perry Massey* is the proud father of a baby boy, *Craig Laurence*, born February 7. Congratulations, *Perry!* Also from 1600 Broadway comes the news that *Bob Schulein* returned early from his Colorado skiing vacation — seems that the snow melted after the first three days. *Bill Dealry* is hoping that NBC New York will run a "Mr. NBC" contest.

Merchandising — A new addition to the Merchandising Department is *Roy N. James*, who will be the Merchandising District Supervisor for a six-state area with headquarters in Minneapolis-St. Paul. James brings to his new post a wide and varied background that will serve him well in his new position. His sales experience ranges from that of a retail grocery salesman to a divisional sales manager in the house furnishings field; his promotional experience ranges from work in an advertising agency to the writing of a syndicated newspaper feature.

Elvira Polisi, secretary to *Murray Heilweil*, manager of the Merchandising Department, is resigning effective May 15th. She plans to be married come May 23rd. She and her new husband, *Ensign Norman Hansen*, will then reside in Long Beach, California, where *Ensign Hansen* is stationed.

Music — We almost accused *Al Miller*, of our arranging and copying staff, of shaving in the office only to trace the noise to an electric eraser. He is working on the score of "Victory at Sea."

Spring has made *Joan De Hart's* "fancies turn to" a young man in the Air Force.

Benny Baer's seventeen-year-old daughter is tall, slim and pretty — she paid dad a visit in the office.

Tommy Gannon is suffering the first hardships of golf — stiff joints. He won't mention his score either! *Muriel Kishkill* and husband *Eddie* have also become golf players.

News and Special Events — Our Most-Traveled Man of the Month surely must be *Chet Hagan* — returning from a trip with the Alka-Seltzer show to Hollywood and to Las Vegas for the atomic bomb tests at Yucca Flats, he's now clicking up more mileage by shuttling back and forth between his about-to-be-moved-out-of house in Bayside, L.I., and his about-to-be-moved-into house in Westfield, N.J.

Red Mueller's having house difficulties of another sort — he's trying to build one in Greenwich, and with the weatherman's flagrant non-cooperation, he figures he's at least a month behind schedule. There's nothing wrong with *Red's* TODAY schedule, though — he hasn't overslept one! His daily appearances on the TV show have been warmly greeted by enthusiastic viewers. . . . They'll be deprived of that pleasure for a short time this month, though, when *Red, Henry Cassidy* and *George Hicks*, together with *Joseph O. Meyers* take a trip to London to cover the coronation news for NBC. . . . Mr. Meyers, incidentally, has a new home address in Tuckahoe, N. Y. . . . April 15 was a day which is sure to rival the coronation in excitement in the newsroom. That day marked the opening at the Royale Theatre of *Ken Banghart's* first Broadway production, "A Date With April", starring *Constance Bennett*. Some of the most fervent crossed-fingers in town that night belonged to newsmen *Jim Boozer* and *Chet Hagan*, two of the show's financial backers. . . . Incidentally, April 15 was also the day *George Hicks* gave the major address at the Pittsburgh gathering of the United Conference of Christians and Jews. . . . We've a charming new addition to our staff — *Treva Davis*, who joins the ranks of TV writers. *Treva* will be covering the Camel Caravan fashion assignments formerly handled by *Mary Jo Todd*, who left us to get married. . . . The welcome sign is out, too, for *Art Holch*, TV writer, who's back with us after a "vacation" arranged by the U. S. Army. . . . Congratulations are in order for *Leo Seligsohn*, who moves up into the ranks of

radio writers. . . . And we're all very, very proud of *Paul Archinard*, business manager of the Paris Bureau of NBC News. *Paul's* just been made a member of the French Legion of Honor. His title is now "Chevalier" of that legion. Congratulations. Paul!

Plant Operations—*Gordon Wiles* has returned from his military leave and is again with us, looking tanned and healthy after a few weeks in the Florida sunshine.

Press—If you come to the Press Department, Room 400, and do not see anyone you know, don't be surprised. It's still Press, but we have more new people. *John McTigue* will handle all publicity for our shows from Hollywood and *Robert Graham* will work on publicity for the "Today" show. And at the copy desk, *Wilma Robinson* will answer all questions on network radio and television shows. *Fritz Jacobi* took a week's vacation and went to California, and says he had a "wail" of a time. From his postcards, we can believe him.

Production Services—*Bob Milford* is spending two weeks in sunny Florida . . . what some people won't do to avoid the April showers. *Dick McBride*, our contribution to the Coast Guard, is now guarding Pier 34 in South Philadelphia. *Meta Heiberger Wechsler* returned from her Florida honeymoon sporting a tropical tan. *Ben Tomkins* and *Alvin Cooperman* crossed their fingers April 9 when their play MASQUERADE opened in Springfield. *Sheila Hirschman*, our former CHIMES correspondent has resigned from NBC.

Research and Planning—Happy birthday and many returns go the way
Of our own *Carol Burton*, April 6 was her day.
That month may bring showers but the stork brought *Marie*
As *Miss Redling* turned 20 on April twenty-three.
And best birthday wishes on that day went to
Our gal named *Capetta* or "Jojo" to you.
Now *Janet Pugarelli* has succeeded *Dorothy Brock*
As ratings clerk in Ratings Section but she can't see the clock.
We welcome *Miss Figliola* to the staff of Circulation:
As *Mr. Greene's* new secretary, we offer congratulation.

Another desk in Ratings Section vacant for a time;

Now occupied by *Frank Sullivan*, we hope it suits him fine.

To play it safe I'd best stop here or find myself suspended.

I'd hate to think the fate to follow this blazing trail I've wended.

Set Up Operations—So many offers of acting jobs have come to *Sam Grotzky* as a result of last issue's brief mention of his histrionic past, he is seriously considering getting himself an agent. Our hats are off to *Joe Kall*, our own Sherlock Holmes, who retrieved our missing speaker's lectern from the RCA boardroom on the 53rd Floor. By methods of unorthodox sleuthing, telepathy, astrology and necromancy Joe divined the location of the missing article, and brought it back in triumph to the 6th floor prop-room. *Tom Longmore* boning up on Debrrett's Peerage in preparation for his visit home to England during Coronation Week.

Station Relations—CHIMES came out a little early last month and gave away the secret of *Beverly Durfee's* luncheon. The only thing she didn't know was where or when it was. Oh well, at least it saved us the trouble of getting her out of the office.

Barbara Harlib is our new receptionist and ticket contact now that *Peggy Groover* is *Mr. Rittenhouse's* secretary.

Fond farewells were said to *Joan Hayes*, alias "Foggy," when she left to become the wife of Second Lieutenant Edward Coggins. The wedding is planned for the day after Ed graduates from West Point. We're taking her to lunch and I don't care if she does find out from reading this column! *Irene Dmoch* is taking over as *Mr. Knodel's* secretary now that Joan is going.

Alan Courtney is away on a station trip and his stations are all on the west coast and in Hawaii. All the girls wanted to go along. We even volunteered to go along in a steamer trunk with no luggage only our bathing suits. No luck though.

Don Clancy got his new Buick the first of the month and handles it with kid gloves.

TV Program—*Voel Love* and *Bettina Dihworth* have left for extensive tour of Europe. Also European bound shortly will be *Marge Mullen* and *Helen Peiretti*. Welcome to *Louise Bellagamba*, secretary to *Martin Cohen* of American Inventory.

Congratulations to *Mary Lou Healey*, secretary to *Tom Loeb*, and *Bill Brown*, who were married on April 11. Congratulations to the *Don Hillmans* . . . proud parents of Peter Norman, born on March nineteenth in Doctors Hospital.

TV Technical Operations—The shiny, bright-green paint covering the walls in Room 501 is cited as a marked improvement among the workers in these quarters. A picture or calendar here and there, and the rehabilitation will be complete. We like it.

We take pleasure in announcing that *Ernest "Silver Spoon" Thiel* won a consolation prize in the Sweepstakes. As luck usually provokes luck, we had better watch that boy when the baseball pools are left up again.

Two people left us during the past month. *Claire Hillmeyer Gress* decided that taking care of her new home was a job by itself and has thus ended her career at NBC. We'll all miss her. *George Rimmelmann* also left, but his reason was for that of a new career, and we certainly wish him the best of luck.

We're all thinking of *Marvin Gelman*, who is recovering in the hospital from his recent accident, and hope he will be able to join us soon.

It was bruited about that *Joe Doherty* suddenly had decided to fly to Florida for a weekend of sunshine for him and his wife. When he appeared with a sunburn the following Monday, and was being praised for his ready decisiveness, he admitted, much to our disappointment, that he and his wife had spent the two days in their own backyard with a sunlamp and beach blanket to help the atmosphere. This is one of the first vacations to be reported for the year. More legitimate ones will be announced next month.

Staff Administration

Air Conditioning—Now that the vacation season is rolling around, all the fishermen in the department are breaking out their fishing tackle. *Alec Chestnutt*, *Bill Conboy* and *Frank Otavio* have already been out deep sea fishing and Frank just missed winning the pool with an eighteen and a half pound codfish (how big?).

Jim Schlag and *Bill Conboy* are getting to be real expert on the subject of drapes, cornices and bank accounts. Jim, incidentally, was very happy to receive an "Oscar" from the boys in

the department as the best electrician.

George "Charles" Lindberg was really living up to tradition when he took over the controls of that plane on his recent trip to Syracuse.

Jack Lyons is recuperating very nicely from his recent bout with a buzz saw. *Gus Zelios* was up to see the boys a few days ago. Gus was recently retired from the company and the "Life of Reilly" seems to go well with him. He looks fine and has put on a good deal of weight. He sends everyone his best regards.

Controllers—We welcome into our family this month *Janet Hurley*, and *Gloria Cricchio*. *Frank Sylvester's* middle name must be "Casanova", seems all the women here are agog over him. *Jim McCann* will be engaged to the Army for the next two years. Start calling *Beverly Newman* aunty. *Gwen Davis* is now engaged to a "Doll", a *William Doll*, wearing the U. S. Army uniform. Two more bachelors will lose their freedom this month, they are *Jack Lavan* and *Cal Wheeler*. Cal's bride will be *Grace Johnson*, formerly of Network Controllers. *Joe "Pancho" Andretta*, going to vacation in Mexico. "Pancho" plans to bust all speed records by driving to Mexico in four days. We warn all *Senoritas* to beware. *Bob Burholt*, back from a trip to Niagara. Was he hoping to find Marilyn Monroe here?

Congratulations are in order for *Rose Breglia*, Chief Clerk in the Payroll Dept. of Controllers. Rose just became engaged to *Joseph Montagna* of New York. The wedding will take place the first part of July. On April 7th, Rose was feted with a lovely luncheon at the Hickory House with 20 girls attending. She was presented with a gardenia corsage. All the luck in the world to you, honey! Incidentally, her ring is exquisite.

Congratulations to *Frank Donnelly*, supervisor in Artists Payroll Division, who just became a father for the second time. Wife and baby (girl) are doing nicely. Welcome back to *Lillian Jarziano* in the Television Weekly Payroll. Lillian was out from work with a terrific case of virus. Stay well, Lil.

General Service—Everything happens to *Charlie Zucker*: Having heard a radio broadcast on the morning of April 10th that a tornado of tremendous force had hit Muncie, Indiana, the night before, killing several persons, owning telephone lines and causing

untold property damage, Charlie raced for a telephone, dialed the operator and implored her to do everything possible to contact his brother who resides in that city. After a minute which seemed an eternity, a sleepy voice answered "hello". Charlie, recognizing his brother's voice, asked: "Are you all right? Is your home still standing?" to which his brother seemed amazed. Charlie relayed what he had heard on the radio in New York. "Just a minute I'll turn on my radio and see what happened last night. We did have a little storm last night." Apparently, Charlie's brother Eddie, a Radio Engineer in Muncie, had slept soundly thru it all.

Carol Bayer celebrated her birthday in fine style April 2 shortly after her return from the land of sunshine, Florida. Her friends gathered to surprise her with a beautiful huge cake and all the trimmings. Carol, sporting a lovely, healthy tan, received admiring glances from all the guests. Her gleeful laughter and surprise could be heard all over the RCA building and when she opened her many birthday presents, the gal was overwhelmed. A gay bottle of champagne, tied with a beautiful golden ribbon, was among the gifts which Carol took home to help her continue her celebration. All she was able to say was "It's just the grandest party ever!" and everyone present agreed—it simply was!

Pat Curley is home and endeavoring to maneuver himself about between crutches and wheelchair. Spoke to him the other day and he says he passes most of his time watching the boats in the Narrows go by.

Bill Lynch, paying a business call to room 553, accidentally (?) collided with a vase of water from which the old flowers had just been disposed. Unfortunately, the water met Bill's trousers with a head-on collision effect. A little later Bill, robed in a raincoat, returned stating he wasn't going out in the rain but merely dressing appropriately for a visit to our domicile.

Luba Lawrence's family surprised her the week of April 6th by coming in from way up north in the hills of Buffalo and Canada to visit her. An excited and happy Luba hurried to the station to meet the Lawrence clan on Good Friday.

Guest Relations—After filling Toscanini ticket requests all winter, *Dale Remington* went to Florida for a well deserved rest. Some of you may have

seen two GR members on the Robert Montgomery show last month. *Gloria Cromwell* and *Sig Foss* both had parts, and congratulations to them. *Jack Dousett* gave *Dusty Marx* a baby duck for Easter. This wasn't too popular with Dusty's landlady so the poor duck spent a couple of days in Protection and other NBC departments until Dusty found a home for it with NBC's *Bill Stern*. This is beginning to look like the animal corner, but *Judy Dougherty* and *Charlie Dempsey* have each acquired parakeets for pets. *Steady HUGH Teaney* gave *Ed Vane* of ASP the devil for not consulting him on his prediction in last month's CHIMES. Hugh says the Yankees will win the pennant by mid-August. It's goodbye to *Bob Garber* and *Bill Morris*. Bob is off to California and Bill is going home to Atlanta. Back from military leave are *Bill Feeney*, *Perry Pease*, *Bill Totten* and *Thomas Leonard*. Welcome to new guides, *Geraldine DeMayo*, *Frank Boehm*, *David Meyers*, *Dorothy Schandler* and *Jane Stump*. New pages are, *John Catoir*, *Frank A. Shaw*, *Charles Johnson* and *Arnold Kelly*.

Personnel—April brought two new members to the Personnel Department. *Mary Fitzgerald* and *Jo Ann Jensen*. Our warmest welcome to both of them.

The Placement Section celebrated *Bill Craig's* promotion to Employee Relations Analyst with a gala luncheon at Susan Palmer's replete with raspberry sherbets with crème de menthe sauce. Former Placement staff members *Kit Tucker* and *Warren Simmons* also attended, and, needless to say, a good time was had by all.

Stenographic—We welcome a new script checker, *Sally Welch*. We're organizing a "syncoated file and drum corps," headed by *Carole Sabatini*, *Marie Freda* and *Erika Lengholz*, of the night staff, took an early spring vacation—lucky girls. We'd like to inform *Hank Williams* of the Press Department that we appreciate his hourly visits, but we'd also like to inform him that we are not all "old married women" and spring is here. Will someone please teach *Simone Zeitoun* how to boil eggs so they don't leak all over the place?

Film Division

Film Administration, Sales and Production—After much ranting, raving and feeling neglected on the part of the Film Division, we finally

sent someone around to see what these good people had been up to . . . only to receive the stock answer of "absolutely nothing" . . . very discouraging. However, in the new faces department we have *David Savage* who came from CBS to be manager of Film Procurement, and who must, incidentally, be quite a nice person to work for because his secretary from CBS, *Kathleen Sullivan*, came right along with him. The publicity department, which has recently painted its walls a noteworthy turquoise blue straight out of Moulin Rouge, has *Sue Salter* as a newcomer, hired because she matches the walls. Also a belated welcome to *Joyce PraSisto* in Film Sales. One of the most recent of "the faces previously seen elsewhere in the company" is *Eleanor Bouman*, new assistant to *Beulah Jarvis* in Film Procurement, and formerly in Guest Relations. In the advertising end of the Film Division we have *Jay Smolin's* junk yard—a bit of chaos in one end of his office due to the preparation of a new press kit on "Victory at Sea," but as long as he has *Joyce Harvey* in there, who looks at the junk? Another attractive face, *Marilyn Richardson*, has several passes to an indoor pool and is looking for people to go swimming with her!!! Special request department . . . *Jack Kiermaier*, assistant production manager, who we understand has a very fine voice for song, has particularly requested that none of his activities be repeated in CHIMES . . . doesn't like to see his name in print. Recent travelers include *David Savage* who took a two week jaunt across the country stopping in to see NBC studios in Cleveland, Chicago and Hollywood.

Film and Kine Operations—Congratulations go out to *Marge McGlynn*, who celebrated her fifth year at NBC on April 9. On the same day, *Barbara Cole*, of Film Procurement, marked the end of her second year as an NBC secretary. *John Korbelak* and *George Kechner* at the Film Exchange were off to Florida on April 17 via the highways. We welcome aboard *Howard Schretter* at the Exchange. Hope you have a pleasant stay, Howard. *Stan Conley* in our Editing Department spent two balmy weeks in Fort Lauderdale and returned with a divine tan. What was the attraction, Stan??

Film Library—*Fred Lights* has been away from the Film Library for a few weeks, which he spent in hospital having an operation. We all read Fred's

play, someone has taken an option on it, and we all agree that it is excellent. *Edna Paul* recently purchased a house in Englewood, New Jersey and is all excited about moving in sometime during May.

Irving Traeger, supervisor, bought his wife a beautiful Oldsmobile as a wedding gift. Congratulations to *Betty McLoughlin*, secretary, who became an American Citizen on March 31st. Betty was born and raised in South Africa and is now making plans to bring her family to the States. *Bea Ehmann* comes in to work every Monday full of aches and pains—she goes horseback riding every weekend and is now trying to talk everyone else here to join her.

Firestone

(Continued from page 9)

ingly tense international situation, Firestone again girded for production for a war effort. This time the switch-over was not complete, and Firestone, along with the rest of American industry, demonstrated the great strength of the American economy by being able to produce for the nation's civilian needs as well as for the Armed Forces.

One of the remarkable aspects of the Firestone organization is that although the founder, Harvey S. Firestone, Sr., died in 1938, he has, in a sense, maintained a continuity on earth through his family. Four of his sons are now active in the management of the company. A fifth son, Russell, died in 1951. Harvey S. Firestone, Jr., is chairman of the Board of Directors, Raymond C. Firestone is vice-president in charge of Research and Development, Leonard K. Firestone is president of the Firestone Tire & Rubber Company of California, and Roger S. Firestone is president of the Firestone Plastics Company, and all are directors of the parent company.

Perhaps a key to the formula that has made America, and has made Firestone great, can be found in remarks made by the chairman of the Board of the company, Harvey S. Firestone, Jr., when he said: "An integral part of the American character is forever to seek improvements. That is one reason why we have been such a progressive and successful nation. . . . We Americans have always held that the only real security lies in liberty and opportunity."

One of the by-words of the Firestone organization has always been "Service." The Firestone approach to this is

shown by a statement by Harvey S. Firestone, Sr., founder of the company:

"Every useful occupation gives ample opportunity for service. The happiest men in the world are those who are making their jobs mean more than simply an endless routine of work and wages. The whole structure of business is based upon making useful things for others — this is service."

R R Wreck

(Continued from page 15)

Engineering-wise, the tedious business of preparing a comprehensive and chronological report fell to engineers Kost, Thomas Cox and John Hyatt, working with Flanagan and Markey. From the welter of tape, they put together a six-minute running story spiced with on-the-spot reports telling the full story for Karl Bates, WTAM's noon-time Tapco Reporter.

The result of all this, radio-wise:

WTAM, NBC radio in Cleveland, had the first report of the wreck: the first recorded phone report from eyewitnesses; the first on-the-spot tape reports with stories from survivors.

NBC radio in New York was provided with a full half hour's tape of on-the-spot reports, plus a two-minute tape "feed" that gave network news listeners their first on-the-spot report of the wreck early Saturday morning.

WTAM's noon-time Tapco Reporter, Karl Bates, on Saturday had a six-minute chronological and on-the-spot report of the wreck complete with statements from survivors, nurses, police officials, railway officials and spokesmen for the Red Cross.

The result of all this television-wise:

NBC network viewers throughout the nation were able to watch a specially produced four-minute show early Saturday afternoon (2 p.m.) showing night films, the first any television viewers anywhere saw of the wreck.

Blair's daylight shots of the wreck were provided the network for use on NBC's "Today" and the NBC Newsreel. These two were the first daylight shots to arrive in New York.

NBC Engagements

Mary Kaye O'Brien to Harry Beddingfield, both Chicago

Patricia Boylan, Chicago, to James Turgeon
Barbara Margolin, Chicago, to Martin Kaiser

Jeannette Harmady, N.Y., to Lt. Michael Capriano

Gwen Davis, N.Y., to Bill Doll
Helen Uihlein, N.Y., to Sgt. Frank Trainor
Peggy Keller, N.Y., to Herb Gaitner

KNBC Hailed as 'Best in Vestry'

San Francisco radio columnists are referring to KNBC as the "Best in the Vestry", following *Life* magazine's recent publication of a survey listing the nation's twelve top preachers. Along with the rest of the NBC network, KNBC was proud of three men named in the top twelve: Dr. Ralph Sockman of "National Radio Pulpit", Dr. Norman Vincent Peale of "Art of Living", and Bishop Fulton Sheen, who for 22 years was featured on the "Catholic Hour". In addition, however, KNBC lists claim to a fourth member of the Big Twelve Preachers—Dr. Howard Thurman.

Dr. Thurman, the pastor of San Francisco's intercultural and interracial Fellowship Church, recently inaugurated a weekly program of spiritual "Meditations" on KNBC (Sundays, 10:00-10:15 a.m., PST).

Dr. Thurman, who founded "The Church for the Fellowship of All Peoples" at 2041 Larkin Street in San Francisco in 1946, also was named recently to the faculty of Boston University as Professor Spiritual Disciplines and Resources and as head of the University's six-man board of preachers. He is the first Negro to be appointed to a full-time teaching post in the institution's 114-year history. Dr. Thurman will take the Boston post in September, but will continue his connection with the San Francisco church.

Dr. Thurman was ordained a Baptist minister in 1925. He was professor of Christian Theology and Dean of the Chapel at Howard University, Washington, D. C., for many years and has lectured at Harvard, Wellesley, Iowa and other universities. He is the author of *Deep Is the Hunger*, a book of meditative essays and philosophical poetry concerning spiritual matters.

Peabody Awards

(Continued from page 5)

Station WIS (NBC), Columbia, S. C., for Regional Public Service and Promotion of International Understanding—A pioneer effort in bringing to its community the remarkably well conceived and accurate series, "The United Nations Needs You," interpreting to and by its citizens the basic activities of the United Nations in understandable

terms, and thereby providing a pattern for similar radio projects throughout the United States and other U. N. member states.

Winners were announced by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards. Robert W. Sarnoff, vice president in charge of the NBC Film Division, presided at the luncheon in his capacity as president of the Radio and Television Executives Society of New York. Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody Board, read the citations and made the presentations to the winners. (The awards program was televised by NBC-TV from 1:30 to 2:00 p.m., EST.)

Bargain Counter

For Sale: Fully automatic VM-Triomatic Record Player. All speeds. Almost new. Ralph Ginsburg. Ext. 167, N.Y.

For Sale: 10 piece dark mahogany dining room set only a year old. Asking \$525. Shirley Fischer. Ext. 7077, N.Y.

For Sale: 1947 Dodge. Excellent condition except for paint. As is \$650. E. Tarshis. Ext. 205, N.Y.

For Sale: 1947 Packard 4-door sedan, fully equipped, including radio and heater. \$550. Herb Broer. Ext. 8935, N.Y.

For Sale: House in Stamford, Conn., 1½ story living room with beamed ceiling, 2 bedrooms, expansion space for 3 more same floor, custom kitchen, full cellar, 2 car garage. Approx. 2 acres in exclusive section near parkway. \$39,500. Call Bert O'Leary, ST 7-5000. Ext. 609. 4-00 p.m. to midnight.

For Rent: Brick and field-tone house at Point Lookout. L.I. Landscaped grounds, four bedrooms, modern throughout. Private beach. 50 minutes to Penn. Station. June to October \$2,000. Call Main 2-6525 after 6-00 p.m.

For Rent: 3-room furnished or unfurnished apartment in Mineola, L.I. Excellent location. Vacant around June 1. Shirley Fischer. Ext. 7077, N.Y.

For Rent: New 3½-room apartment in Far Rockaway, L.I., near ocean, shopping and transportation to city. Either for summer or year round. Call Shirley Fischer. Ext. 7077, N.Y.

Wanted: Unfurnished 3-room apartment with heat. Vinita Nutley, Bloomfield and the Oranges, N.J. Immediate occupancy. Call F. A. Shaw. Ext. 180, N.Y.

NBC Births

To Don Hillmans, N.Y., a son, Peter Norman

To Frank Donnellys, N.Y., a daughter, Diane Karen

To Carl Degens, Washington, a daughter, Mariba Lee

To Bill Goodriches, Chicago, a daughter, Courtney Lynn

To Dave Grays, Chicago, a daughter, Allison Denham

To Perry Masseys, N.Y., a son, Craig Laurence

To Frank Cadens, N.Y., a daughter, Mary Teresa

To Warren Zitos, N.Y., a son
To Charles Hutaffs, Cleveland, a son, Charles Hamilton

NBC Marriages

Jeann Dubig, Wash., to Walter Mueller
Arthur Redfield to Margery Saunders, both Washington

Lynwood King to Joan Evans, both Chicago
Jack Lavan, N.Y., to Geraldine Doherty
Cal Wheeler, N.Y., to Grace Johnson

Color TV

(Continued from page 7)

assigned to color on a rotational basis in order to increase the number of people with experience in the field of color operations. RCA Victor Division has developed a nucleus of trained operators, supervisors and engineers for a tri-color-tube mass production unit.

During 1951, 1952, and continuing in 1953, RCA and NBC carried on field testing of color signal specifications and other technical phases of the system. Special color television shows have been produced which were used for equipment shakedown and for special demonstrations such as the recent one for the House Committee.

Since 1949, NBC has been conducting experimental color broadcasts over its stations in Washington and New York. During that time, compatible color signals have been on the air almost 2,000 hours. In addition to this, thousands of hours of closed circuit demonstrations and technical tests have been made.

Ray Scherer

(Continued from page 16)

while a professional guide baited Ray Scherer's hook for him. It's hardly fair to the other reporters—but Scherer landed a two-pound bass and a pound and a quarter trout.

"He says—and we quote—that he spent four of the five hours resting, so the others wouldn't be ashamed. Last night at a barbecue dinner in the Augusta Country Club, Scherer was presented a prize as the best fisherman in the group—a fine rod and reel. Ray Scherer will tell you when he returns to this microphone next week, that he was flabbergasted by his luck. I'll tell you right now that his colleagues in the newsroom are more than flabbergasted."

Have you taken every possible step to provide for your family in case something happens to you? Then that means you are a member of the NBC Group Life Insurance Plan. Don't pass up this low-cost, payroll-deducted, insurance bargain. If you are not a member, call your personnel representative now to see about joining.

DON'T mix with new groups



DON'T get overtired



DON'T get chilled



BUT DO keep clean



RECOMMENDED BY THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS



POLIO PRECAUTIONS

Gamma Globulin—obtained from human blood—gives protection for a few weeks. However, it is in **VERY SHORT SUPPLY**.

A vaccine is not ready for 1953. But there is hope for the future.

Meanwhile—when polio is around—follow these **PRECAUTIONS**.

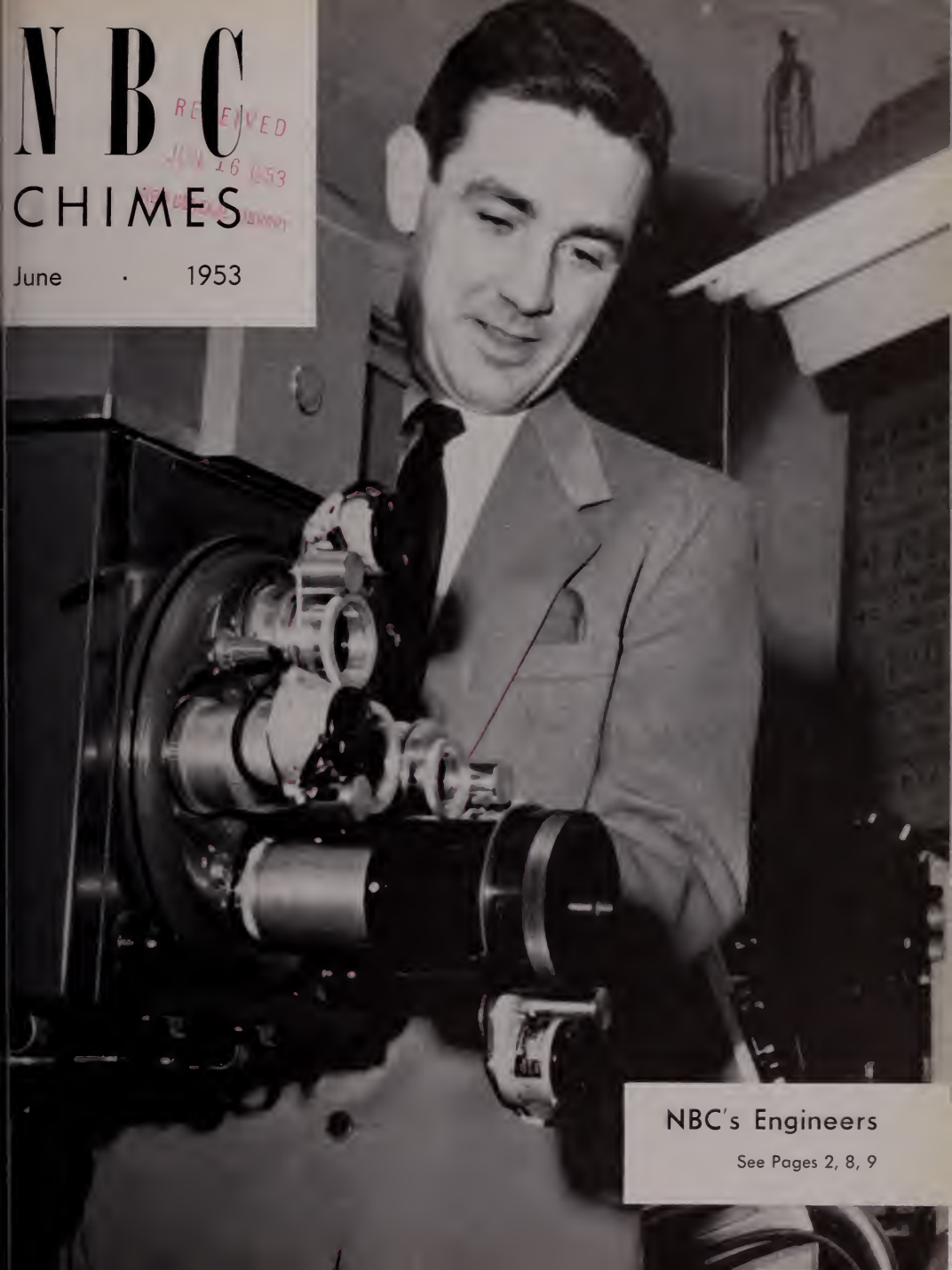
NBC CHIMES

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NBC's Engineers

See Pages 2, 8, 9



CHIMES

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Betty McLoughlin, Film Library
Suzanne Salter, Admin., Prod. & Sales

The Cover

This month CHIMES is taking a look at NBC Staff Engineering (pages eight and nine) as the first of two articles on the engineers and technicians that design, install, operate and maintain the technical end of NBC.

One of the most important functions of Staff Engineering takes place in the laboratories of the Development Group, where experiments, tests and research are made in the new and the untried fields. Seen on the cover is Lloyd Clark, laboratory technician, examining a new development for television camera lens. It is an iris control which

permits remote adjustment of the amount of light that passes through the lens. This enables the video man, in the control room, to "ride gain" on the light on the set and to compensate for variances in background lighting. At present, this control is in the hands of the cameraman. The new device is due to be put into experimental use in studio 3H in the near future.

The TV camera pictured is the standard type used by NBC. It has three normal lenses of 50 mm., 90 mm., and 135 mm., and the big seven and one half inch telephoto lens.

NARTB Award to Sarnoff

Among the highlights of General Sarnoff's address were:

(1) A thousand television stations will be in operation within a few years. Television networks will reach into all parts of the country, providing a national program service that will make present schedules seem primitive.

(2) There is no doubt that operations in UHF (ultra high frequencies) will fill a place of growing significance in television.

(3) The day is not far off when compatible color television will be authorized for commercial broadcasting. This will make television more exciting, more dramatic and more enjoyable.

(4) Television can solve its economic problems without a "cash box" in the home.

(5) Television can learn much from the motion picture world, but there is also a great deal it must learn to forget.

(6) Radio broadcasting, far from being "doomed" within three years, as forecast by prophets of 1949, still renders a vital national service after four years have passed; over-all time sales have increased and fundamental changes are under way.

(7) New scientific advances in radio, television and electronics are in the offing. These include:

Transistors, which promise to become the master key to new progress; electronic tape recorders for television program storage; closed-circuit TV techniques; an electronic "voting system" for home receivers.

The first NARTB Keynote Award was presented to Brig. General David Sarnoff, chairman of the Board of RCA and NBC, on April 29 at the National Association of Radio and Television Broadcasters convention in Los Angeles.

The award cited him as a pioneer in broadcasting "whose vision, industry, leadership and faith are essential components of the free American system of broadcasting . . . for his good citizenship in the quiet hours and in the hours of strife . . . for the steadfastness which has marked his achievements in modern times . . . and because he has shared his great dream of communications with the millions whom we serve."

In response, General Sarnoff delivered the keynote address, "Facing the Future in Radio and Television Broadcasting."

"Television should be no place for the 'get-rich-quick Wallingfords' more interested in what they can get than what they can give," General Sarnoff said.

Television, like radio, must be based on a solid foundation of service to the American people, General Sarnoff said. The Wallingfords, he declared, "may ride high for a time, but they will have no staying power. Sooner or later the public will intervene and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded. Television, like radio, should be a profession, with all that the term at its best implies in integrity, dignity, and above all, dedication to a tradition of public usefulness."

NBC News Roundup . .

Headliners' Club Awards to Network. Frank Bourgholtzer, Bob Considine

Frank Bourgholtzer, who recently was named NBC's chief Paris correspondent after five years of covering the White House, has been honored by the National Headliners' Club for "consistently outstanding network news broadcasting."

Among other winners of Headliners' awards was NBC commentator Bob Considine, and NBC was one of several networks which received a joint award for "outstanding coverage of a news event" in their telecasts of the political conventions last year.

NCAA Selects NBC to Televisе Grid Games for Third Consecutive Year

For the third consecutive year, the National Broadcasting Company will televise the schedule of collegiate football games as authorized by the National Collegiate Athletic Association. General Motors will sponsor the broadcasts for the second successive year.

The broadcasts will start Saturday, Sept. 19 and will continue through Dec. 5 and will encompass a much broader pickup of the fall pigskin classics in number of games and in territory covered than last year. The schedule of telecasts to be presented will be announced at a later date.

Ford to Celebrate 50th Anniversary With Two-hour Telecast on June 15

The Ford Motor Company will celebrate its 50th anniversary with a two-hour television program recapitulating major events of 1903-1953, over the NBC and CBS networks on Monday, June 15 (9:00 to 11:00 p.m., EDT).

The theme of the program will be "Fifty Years Forward" and will be produced by Leland Hayward. Frederick Lewis Allen, the noted historian, Agnes Rogers and Howard Teichman will write the script. Clark Jones, TV director of NBC's "Your Hit Parade," will direct the show, which will feature such luminaries as Mary Martin, Ethel Merman, Sukla, Fran and Ollie, and Marian Anderson.

WTAM and Lawson Demming Receive "Minute Man Oscar"

Lawson Demming, narrator of the Cleveland Community Chest's "I Found a Story" from 1946 to 1952, was awarded special "Minute Man Oscar" for his, and for NBC-Cleveland's efforts in supporting community interest projects.

Hamilton Shea, general manager of NBC's Cleveland stations, accepted the award for Mr. Demming at a special meeting of the Community Chest's "Minute Men." Later, Mr. Shea passed the trophy along to Mr. Demming and expressed personal appreciation for his extensive public service efforts.



NBC Chicago script girl Joan Archibald tells the inside story of a Navy jet trainer (FH-1 Phantom) to scouts attending the Chicago Council of the Boy Scouts of America at the International Amphitheater. The trainer was part of a display by WNBQ's "Jet Pilot," the only television show invited to have an exhibit with those of the scouts. Joan joined NBC in February 1952 as a receptionist. She is now a full-fledged script girl on "Jet Pilot" and other programs.

Radio Documentary to Mark Korean War Anniversary

The third anniversary of the Korean War will be observed on NBC radio June 21, with a full-hour documentary. James Fleming will be editor and narrator of the program, which will be based on actual tape recordings made by NBC correspondents during the long Korean campaign.

NBC newsmen Art Holch is assisting Fleming in the compilation of this oral history of the war. Art is eminently qualified for this, just having completed a tour as an officer in the Army's psychological warfare unit in Japan and Korea.

Buick to Sponsor Berle on His Sixth NBC-TV Season

Milton Berle's television show will be sponsored for the 1953-1954 season on NBC television by the Buick Division of General Motors. Berle will make 26 appearances for Buick during the 39-week season. Goodman Ace will continue to write the Berle show, and the cast will be substantially the same as this past season, with the basic Berle troupe augmented by various outstanding guest stars.

Colgate Renews "Comedy Hour"; Durante Included in Lineup

The Colgate-Palmolive-Peet Co. has announced that it will continue sponsorship of the top-rated "Colgate Comedy Hour" on NBC television during the 1953-1954 season. Due to resume its telecasts on Sunday evenings (8:00 to 9:00 p.m., EST) on Oct. 4, the series will include Jimmy Durante, a newcomer to the "Comedy Hour," as well as regulars Eddie Cantor, Martin and Lewis, Donald O'Connor and Abbott and Costello.

RCA Stockholders Meet

Sarnoff Announces Record Volume of Business for RCA In First Quarter of 1953, with Net Earnings up 31%

Operations of the Radio Corporation of America for the first three months of 1953 resulted in the largest volume of business for any first quarter period in the history of the corporation. Brig. General David Sarnoff, chairman of the Board of RCA and NBC, announced on May 5 at the 34th Annual Meeting of RCA Stockholders in NBC's studio 8H in Radio City, New York. Approximately 900 stockholders attended the meeting.

General Sarnoff said first quarter sales of RCA products and services amounted to \$208,007,533. Profits, before Federal income taxes, amounted to \$20,456,141. After providing \$11,163,000 for these taxes, net earnings for the first quarter were \$9,293,141, an increase of 31% over the same quarter last year.

After providing for preferred dividends, earnings per common share for the first quarter of 1953 were 61 cents, compared with 45 cents per share for the first quarter of 1952.

"This excellent record for the first quarter of this year," said General Sarnoff, "resulted from increased sales of television receivers and transmitters and government equipment, as well as the new business of home appliances, which the corporation has added to its line of merchandise."

Of the total volume of business done by RCA in the first quarter of 1953, sales and services to the government amounted to \$37 million, or approximately 18%, compared with 13% of the first quarter total volume last year. General Sarnoff reported, adding:

"The present backlog of our government business exceeds last year's shipments. Our billings to the government this year are expected to exceed last year's billings by a substantial amount."

Other significant developments reported by General Sarnoff:

(1) Television, which represents the largest segment of RCA business, has continued expansion at a rapid pace. Demand for TV transmitters and studio equipment has increased, and the opening of each new station

broadens the market for receivers. It is estimated that by mid-1956 television sets in American homes will total 38 million.

(2) Investment by RCA of \$20 million in the development of color television has been justified by general acceptance of the RCA concept of an all-electronic, compatible system. RCA is ready to proceed with plans for commercial color television as soon as the Federal Communications Commission authorizes standards.

(3) New electronic products in the offing include a compact, push button sound tape recorder and a tape recorder for television programs; the latter may revolutionize the television art and extend into the motion picture industry. Among other electronic developments are transistors, closed-circuit TV systems for industry, education and the home, microwave com-

munications systems, and improved high fidelity record reproducing equipment.

(4) Introduction of a line of RCA room air conditioners and room dehumidifiers in 1952 received acceptance that made it possible to sell all available models. Production is being expanded to meet 1953 demands.

(5) A new line of gas and electric ranges under the brand name of "RCA Estate" was introduced in January 1953, with gratifying consumer response.

In looking to the future, General Sarnoff expressed the fervent hope that an end of hostilities in Korea may open the road to a new era of peace and prosperity. But he warned that "there is no call for illusions on this score."

"As long as one third of the human race remains under totalitarian Soviet



Gen. Sarnoff, Board Chairman of RCA and NBC, greeting stockholders after meeting. To his right, in background, is Frank M. Folsom, RCA President.

rule, the other two thirds must remain alert and vigilant," he declared. "Only genuine strength, military and economic, can shield the free world against new aggressions. In these conditions, 'peace' will long continue to be a relative concept, hemmed in by political pressures.

"Even such a limited peace, however, should stimulate progress by releasing more of our country's talents and energies for the tasks of raising living standards. Ours is still a young nation, dynamic in its potential for growth. Economic maturity is a long way off."

General Sarnoff declared that the economy of this great country is not dependent upon war. He pointed out that the most vital and enduring economic expansion in American history has taken place in periods of peace.

"While our operations in electrons and communications are put into high gear during war or national emergency," he said, "we look forward to peace without misgivings. With the world at peace, our civilian economy and our trade with foreign nations would be increased and our commercial business would grow.

"In recent months, as chairman of the Citizens Advisory Committee on

Manpower Utilization in the Armed Services, and as a member of the Committee on Department of Defense Organization, I maintained that surplus fat can be taken off without injuring the muscles—in fact, the muscles are strengthened when the fat is removed. It is my firm belief that we must look forward to the production of wealth, not the production of waste. No economy can be sound or permanent that rests on the violence of war instead of the security of peace. Peace is always more fundamentally profitable. The healthy growth of a nation and its industries, of its new enterprises and technology is more certain in peace than it is in war."

"War does, of course, in some instances give added urgency to invention and engineering, as well as expansion of manufacturing facilities. Under the pressure of emergency, scientific advances in certain fields are accelerated. Peace, however, provides fuller opportunity to apply all advances on a broad scale for industrial, agricultural, medical and civilian use.

"As more is learned about creating and harnessing atomic energy, we may discover that in capsule form such power will be revolutionary in communications, transportation and many

other fields. Whatever is developed along this line for peacetime use will also be available, in time of need, for vital wartime applications.

"We need not develop robot planes and electronically controlled missiles only for purposes of destruction," he said. "There are many peacetime uses for such devices, for example, delivery of mail, packages and freight across world-wide distances.

"Therefore, let us hope that the day is not far distant when the industrial facilities of America can return to the type of planning that is basic to our social and economic progress.

"Meanwhile, in the light of present world conditions, we must continue to operate two great industrial production lines—one to maintain America's defensive strength, and the other to provide for the economic needs of the civilian population," said General Sarnoff. "Our manufacturing plants and communications facilities must be 'at the ready' for all-out defense. RCA will continue its activities in scientific research and engineering, contributing all within its resources and facilities to help make America the strongest influence for peace and prosperity throughout the world."



Overall view of the 34th Annual Meeting of RCA Stockholders which was held May 5 in NBC studio 8H in Radio City, New York.

New Vacation Policy Announced

Several weeks ago many of us found in our mail a letter from Frank White, president of NBC, which notified us that NBC's vacation policy for regular semi-monthly employees had been improved so that an additional day of vacation now will be granted for each year of service from the sixth year through the ninth year, in addition to the regular two-week vacation.

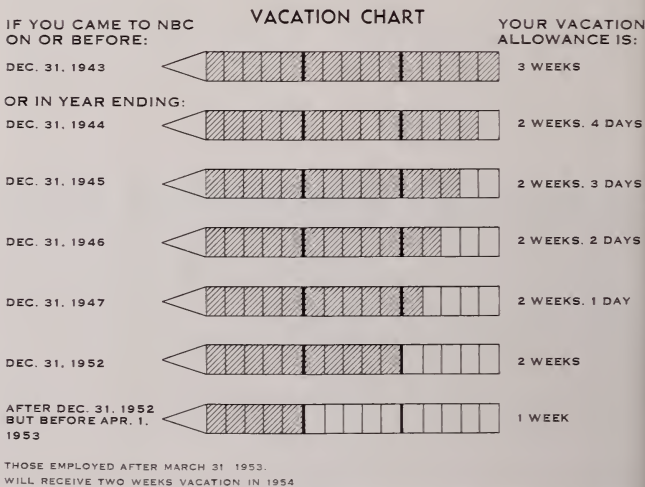
For some years the vacation policy of NBC has provided that an employee who has completed ten years of continuous service with NBC, is eligible for a third week of vacation each year

beginning with the calendar year in which the tenth anniversary occurs.

The new policy provides that if operating conditions permit and the department head or station manager grants his approval, the additional days may be taken at the same time as the regular two-week vacation.

Presented below is a chart which will tell you at a glance just how much vacation you are entitled to this year. The chart represents the basic company policy, subject to collective bargaining agreements where applicable.

*Check Your Vacation Time
—Plan Your Holiday!*



imagined when Miss Sprague started the collection. This was the necessity of achieving technical accuracy in programs, especially those dealing with historical figures or events. For authenticity, a show will want to know "Did Teddy Roosevelt have a mustache when he was 35 years old?" To get the answer to questions like that, the General Library has started accumulating all sorts of pictorial histories, especially of Americana.

On the occasion of Miss Sprague's

departure, a cocktail party was held at the Holland House, with many of Miss Sprague's old friends at NBC attending, including Ernest de la Ossa, newly appointed manager of WNBC, WNBT, Hugh M. Beville, director of Research and Planning, and Thomas E. Ervin, vice-president and general attorney. Mr. de la Ossa presented Miss Sprague with a sterling silver "Paul Revere" bowl and a salad fork and spoon, as a symbol of the company's appreciation of her many years of service.



Frances Sprague, chief librarian of NBC for 23 years, and her husband, Robert P. Joy, admiring gifts received at her recent going-away party.

Frances Sprague Leaves for Europe

Frances Sprague, chief librarian of NBC, and the person responsible for building up NBC's General Library into the most complete collection of written material on broadcasting, left on an extended leave of absence on April 30. Less than two weeks later, on May 12, she and her husband, Robert P. Joy, left for a two-months tour which will carry them to most of the countries of Western Europe.

Miss Sprague, who completed 23 years of service with NBC last February, came to NBC when the network's headquarters were still at 711 Fifth Ave., in New York City. She was hired for her first job by Mark Woods, then treasurer of NBC, and was assigned to assemble as complete a radio library as possible. Miss Sprague started with an empty room, and bit by bit, gathered magazines, newspapers, technical books, histories, biographies, reference volumes, until it was a library for the broadcasting business that was second to none.

It has been known for years in the company, in the industry and at technical and engineering schools, that the General Library's technical collection was of the very highest order, and this always has been one of its main interests. Since the advent of television, however, another need arose, never

Margraf Elected to Honorary Fraternity

Gustav B. Margraf, NBC vice-president for Talent and Program Administration, has been elected an honorary member of the Duke University Circle, Rho, of Omicron Delta Kappa, national honorary fraternity. The initiation ceremonies were held on May 9 at Duke University at Durham, N.C.

This fraternity was organized to encourage and reward leadership in the five fields of academic life, scholarship, journalism, debating, social usefulness and athletics. Students who are elected to membership must attain a very high rank and must possess character and personality in harmony with the high ideals of the organization. The fraternity has over 75 chapters, with a membership well over twenty thousand. It numbers among its membership leading figures in all walks of life. Besides electing undergraduate members, a circle each year may elect distinguished alumni, influential members of the faculties, and persons who are known for conspicuous leadership in various fields.

The Duke Rho Circle has on its roster a present governor, several former governors, Vice President Nixon, and many prominent educators and business executives. Mr. Margraf received his LLB from Duke University in 1939.



G. B. Margraf, vice-president in charge of Talent and Program Administration.

Ernest de la Ossa Promoted to Manager of WNBC, WNBT

Ernest de la Ossa, director of Personnel for the National Broadcasting Company since 1943, has been promoted to the position of station manager of NBC's flagship stations, WNBC, WNBC-FM and WNBT. It was announced on June 3 by Brig. General David Sarnoff, chairman of the Boards of RCA and NBC.

In his new capacity, Mr. de la Ossa will report to Ted Cott, vice-president and general manager of NBC's New York stations. Mr. Cott's responsibilities were broadened recently and he is now working with Charles R. Denny, vice-president, on programming, promotion, merchandising and special projects for the Owned and Operated Stations Division.

Mr. de la Ossa joined NBC in 1942, after five years of service with R. H. Macy & Co., and was named director of Personnel in 1943. Born in the Panama Canal Zone, Mr. de la Ossa is a graduate of the Cristobal High School there, and received his B.A. degree from Columbia University in 1937. He is a member of more than



Ernest de la Ossa

20 educational, industrial and philanthropic organizations, serving in executive or advisory capacities in many of them.

NBC Launches New Ad Campaign

NBC has launched a big, new advertising campaign which is telling the trade and the public the NBC story. It broke with dramatic half-page ads in the *Wall Street Journal* (national edition), *New York Times* and *New York Herald Tribune* on May 5 and these papers are carrying our series of provocative, timely messages every Tuesday and Thursday. You can see them every Monday in *Advertising Age*, and every other week in *Tide*, *Sponsor*, *Broadcasting* and *Radio Daily*.

Jacob Evans, director of Advertising and Promotion, stated, "From the standpoint of frequency alone, this is one of the largest sales advertising campaigns ever launched by any broadcasting medium. We are using more individual advertisements in this campaign than ever before, because we feel we have a great number of stories to tell the broadcast advertising fraternity. Our ads will tackle every subject; will sell every service. The entire campaign is based on timeliness and newsworthy values."

A sampling of the subjects soon to be discussed includes: "Is television too expensive?" "Is daytime television big enough yet?" "Can you be on TV for less than a million dollars?" "Is radio a gone goose?" "How to sell both halves of the country." "Selling customers who are 'just looking,'" and "Nine billion hours that radio doesn't count."

Frederick Veit is art director and Pat Steel is in charge of copy for the ad series. One of the first ads is reprinted on the back cover of CHIMES.

'Victory at Sea' Sold In 26 Markets

"Victory at Sea," the Peabody Award winning film series, already has been sold in 26 markets since it was offered recently for syndication. The dramatic history of naval operations in World War II concluded an extraordinarily successful run on the NBC television network on May 3.

The Engineer

Today, the people of this country by and large accept the miracles of radio and television as commonplaces. The harnessing of electronics for art, public service and business, which once staggered us with amazement, is now taken as a matter of course. We have been so thoroughly conditioned to having a radio or a television set right in our homes that we forget the technical genius and the years and years of effort that scores of engineers and technicians invested and are still investing to make this wonder possible. It is only in rare moments that we realize what an almost-unbelievable phenomenon it would be to our grandparents 50 years ago, or even to ourselves 20 years ago, to consider that we would sit in our living rooms and see pictures of living, moving people which were originating that very moment thousands of miles away.

The performers we see and hear are well known to us, but their fame and brilliance would be "wasted on the desert air" if someone were not sending their voices or images out to the home receivers across the country. It is to these members of the NBC team that CHIMES is devoting articles, this month and next, which will attempt to tell part of the story of the company's engineers and technicians.

The closest one can come to a one-sentence definition of what NBC's engineers and technicians do is that they are the people who design, install, operate and maintain all the complicated technical apparatus and facilities that are required for modern broadcasting. This definition becomes an over-simplification, however, when you begin to examine the tremendous variety of activities that are involved. These operations at NBC fall into two overall



Bob Fraser, NBC development engineer, is shown above making preliminary adjustments on an experimental high-definition kinescope recording camera and recording chain.

categories: Staff Engineering (the designers and installers), and Technical Operations (the operators and maintainers). This month it is to the former group that we address our attention. Next month we will examine Technical Operations for Networks and Owned and Operated Divisions.

In brief, Staff Engineering studies and coordinates long-range planning of station and network facilities and acts as technical advisers to the Networks Division and to our Owned and Operated stations. Additionally, its functions include designing, constructing and making major modifications of NBC's plants, facilities and equipment. The staff engineers operate development laboratories; they coordinate engineering and technical development activities with other units of RCA. Moreover, they make periodic inspections of the company's engineering facilities and equipment.

Staff Engineering at NBC is headed up by O. B. Hanson, vice-president and chief engineer, who has been the network's number one technical man since it began operations. He is truly one of broadcasting's pioneers and the high technical excellence of the industry today is due in many ways to the developments that he has carried out over the past quarter-century.

An example of a special responsibility of Staff Engineering is the func-

tion of the Color Television Systems Development, under the direction of Robert E. Shelby, which works closely with RCA Laboratories and RCA Victor and provides the operational know-how on this tremendously important aspect of the future of television.

Under Mr. Hanson are five other major groups: Radio and Allocations, Audio-Video, Engineering Development, Architectural Design and Construction, and Technical Services.

Radio and Allocations

The Radio and Allocations Group, whose manager is Raymond Guy and assistant manager is Lester Looney, designs, locates, builds, keeps modern and efficient and generally engineers all of the transmitting plants of the National Broadcasting Company, for television, short wave, standard broadcasting, frequency modulation, studio transmitter links and the larger portable transmitters. This also means the group must, when necessary, prepare testimony and exhibits and the appearance of witnesses for hearings, such as for real estate zonings and for the FCC, which bear upon transmitting plants.

Radio and Allocations also is the watchdog of the NBC airwaves. It has the responsibility of protecting the facilities of NBC's Owned and Operated stations against encroachment by interfering signals from existing or pro-



Chester A. Rackey, who is manager of the group, they are responsible for the specification, design and construction of all NBC radio and television facilities, with the exception of purely architectural portions and the transmitting plants.

The scope of their work embraces literally dozens of installations. It includes all the technical and mechanical equipment you see in the radio and television studios, in the master control rooms, in the film studios, in kinescope recording, in disk and tape recording and reproduction, in the field TV and audio mobile units, and in TV and audio receiving and monitoring systems. It also encompasses television lighting and all primary power supply and distribution matters.

We mentioned before that usually stock items are used, such as cameras, microphones and recording equipment. However, some few items or portions of systems are not procurable ready made, or are not satisfactory as obtainable, and these the Audio-Video engineers make up themselves or have made for them.

As an example of how complicated this work is, the 5E film facilities in New York, completed last year, required almost 500 separate drawings and sheets of interconnection information. The preparation of the requis-

(Continued on page 22)

NBC's Model Shop in full blast. From left to right are John Wojtowicz, at the milling machine; Bill Bork, at the lathe; Elmer Mead; William Yoost, also at a lathe; and Rudy Weisenbach, examining a lens barrel he has been working on. All except Mead are design technicians; Mead is superintendent of the Model Shop.

posed stations. If this were not done, another station possibly could operate on an NBC channel in a manner that would seriously reduce our service. This means that R&A engineers must carefully scrutinize every application that is made to the FCC for new AM, TV or FM stations. Frequently, exhaustive technical analyses are required to determine if NBC should oppose the interference and appeal to the FCC. To be prepared to do this, complete files are maintained giving every possible piece of technical information on all broadcasting stations in the United States.

This group has frequent occasion to work with other departments of NBC, notably Stations Relations. The information R&A has, and the studies it can make, are indispensable in determining the best stations for NBC affiliation. This activity becomes especially important in the light of the FCC making new television grants in the future. At intervals the group is called upon to assist NBC Sales, affiliates, and advertising agencies on such problems as station rates, coverage and similar technical affairs.

Audio-Video

To a layman, a TV camera is a TV camera and a control room is a control room, whether it is in studio 8H, or in some small station in Oregon. While it is true that NBC's studios, master

control rooms and recording facilities are designed, wherever possible, to use stock components, there are no two installations that are identical. Deciding what is needed and then assembling and interconnecting the enormously complicated components is the job of the Audio-Video engineers. Under



Frank Connolly, audio-video construction man (left) and Dave Moloney, technical construction superintendent, examining drawings associated with the TV Master Control installation. On the extreme right is Sal Salantro, audio-video construction man, building a monitor for kinescope recording.

On Military Leave



Cpl. Marshall Stone, of New York Guest Relations, is now on military leave as a Marine Radio correspondent. He is shown above interviewing two other leathernecks following an atomic explosion in the Nevada desert.

Keith Lamb

Keith "Tiny" Lamb, 23, veteran NBC sound effects technician, suffered a fatal heart attack last month while at work in the NBC Hollywood studios. He is survived by his wife, Diane, and six-month-old daughter, Kendall Lee, at the family home in Tarzana.

"Tiny," as he was affectionately known to all his co-workers and friends, first came to NBC in May of 1943. He was employed briefly in the Building Maintenance Department but soon moved into the sound division in August of that same year. Besides his almost 10 years of service in the sound department, Tiny also contributed much of his time to employee activities.

He was past president of the NBC Athletic Association, player-manager for the company softball team, managed the company's basketball team, and endeared himself to the employee's children on the many occasions that he played Santa Claus for the annual Christmas parties.

"Tiny" was born in Geneva, Nebraska and moved to the West Coast in 1943.

Albert Mikkelsen Retires

NBC Chicago Bids Goodbye To Veteran Painter

When Albert Mikkelsen left his native village of Edelthoft, Denmark, 46 years ago, his friends gathered to wish him "God lykke," the local equivalent to "Good luck."

He was just 19 and ready to embark on a new life in the vast United States. His brother had a job waiting for him with his contracting firm in Des Moines, Ia., but Albert recalls he was still pretty fearful of what lay ahead.

"Talk about your 'greenhorns'," he laughs. "I was handed a banana and tried to eat it, skin and all!"

The Mikkelsens' business flourished. Albert married a Des Moines girl, and they had two children: a son Nels, and a daughter, Sylvia.

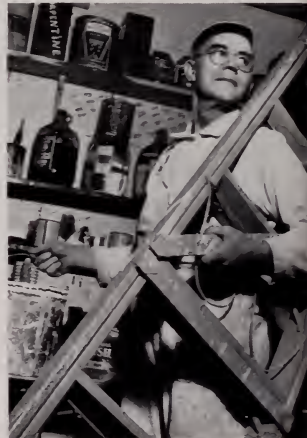
In 1927, the brothers moved their firm to Chicago, a city far better suited to these water-loving Danes than inland Des Moines.

After Sylvia Mikkelsen finished school she went to work for NBC, and wound up as head of Central Steno. When, in July, 1943, she heard that assistant personnel manager Leonard Anderson was looking for a top-notch painter, she jokingly recommended her father.

Two days later Albert was on the payroll, and has been until his retirement on May 1 of this year.

At a recent farewell party given by

his NBC co-workers, Albert was asked what he intended to do, now that he's a man of leisure. He'll read, play more chess and pinochle, garden, watch TV, and spend a lot of time with his five grandchildren.



MAN AT WORK: This is how most of NBC Chicago employees remember Albert Mikkelsen. The veteran painter retired on May 1, after ten years with the company.



GOD LYKKE! A group of retiring painter Albert Mikkelsen's NBC Chicago co-workers gathered to wish him "Good Luck" at a farewell party in the studio paint shop. Mr. Mikkelsen is pictured fourth from the left in the front row.

Ruth Johnson Crowned 'N. Y.'s Miss NBC of '53'

Lovely Ruth Johnson, 18-year-old secretary from the N. Y. Personnel Department, was crowned "New York's Miss NBC of 1953" at the big Spring Dance held Friday, June 5, at the Hotel Roosevelt in New York. She was chosen as the winner in an election held among all employees in NBC's New York office.

As winner, she is receiving a truly fabulous array of prizes, topped by a flight to Bermuda for herself and a guest on Colonial Airlines and a ten-day all-expense-paid stay at the famous Castle Harbor Hotel there. The other prizes include: two handbags; two bathing suits; a Lady Esther makeup kit; two hats; three slippers; a sweater set; a negligee; a pair of shoes; six pairs of stockings; sportswear: three blouses; gloves; a formal creation; a hatbox and two suitcases; a coat; a suit; a full quart of perfume; fur collar and cuffs of mink; and a set of Imperial cultured pearls.

The runners-up each received an all-expense-paid weekend at Banner Lodge at Moodus, Conn., a handbag, a Lady Esther makeup kit and a set of Imperial sculptured pearls.

This was biggest and best employee dance in the New York office's history. A capacity crowd of over a thousand NBC employees and their guests attended and enjoyed entertainment by some of NBC's top stars, including Milton Berle, Sid Caesar, Imogene Coca, Mata and Hari, Marguerite Piazza and Jack Russell.

The highlight of the dance was the crowning of "New York's Miss NBC

of 1953." The election was held the week previous, but the result was kept top secret until the announcement Friday night. The coronation was accompanied by the revealing of the tremendous list of prizes, which also was kept under wraps until the big moment.

The elections were held by means of printing a ballot on each pay envelope which was distributed on May 29. The ballots then were sent to Employee Services, tabulated, and the results then were practically placed under armed guard until dance time.

This system insured that every NBC New York employee would have a chance, and only one chance, to vote for the lass of their choice from among the five finalists. The five girls who were chosen from among the scores of entries are Joyce Harvey, Film Division; Maria Niles, Controllers; Noreen Conlon, Guest Relations; Ruth Johnson, Personnel, and Sandra Reisenberg, WNBC-WNBT. They were selected on May 11 by a distinguished panel of judges, including John Robert Powers, Jinx McCrary, Dave Garroway, Gene Rayburn and Russell Patterson. There can hardly be any New York employees who haven't seen their pictures by now, but for the benefit of other NBC offices, photos of the five lovelies are published below.

Another noteworthy feature of NBC New York's Spring Dance was the announcement of a new name—"The NBC Club"—for the employees' association. Known for some time as the Athletic Association, a new title was



Photos of all the candidates for the "New York's Miss NBC" contest were displayed in prominent locations throughout the New York office. That's Marty Devine of General Service, on extreme left, peering so intently at the contestants' pictures.

required to keep pace with the expanded program of employee activities at the network's New York headquarters.

A memo was sent out to all New York employees asking for suggestions for a new name. The five best were selected by the AA Executive Committee and a membership meeting was held on May 26 to determine the final choice. The Executive Committee members are: Joe Kent, President; Betty Wilcox, Secretary; Ellen Coughlin, Treasurer; and Ed Herlihy, Jay Smolin, Frank Fitzgerald, Clyde Clem, Lindsay Nelson, Neil Sullivan and Bill Kelly.

The announcement of the new designation of the AA at the big dance will officially kick off an all-out membership drive and a reactivated and expanded program of clubs, activities (such as the dance), and sports.



The five finalists of the "New York's Miss NBC" contest; (left to right) Noreen Conlon, Guest Relations; Joyce Harvey, Film Division; Ruth Johnson, Personnel; Maria Niles, Controllers, and Sandra Reisenberg, WNBC-WNBT.



Typical of Cleveland office birthday parties was one given Clem Scerback on his 31st milestone. Gifts included recording of "Happy Birthday" in Russian. Peggy Amsden, secretary to general manager Hamilton Shea, ran "snack bar."

The Picture Story at NBC



At recent NARTB party given by K and Spot Sales were, left to right, Don Norman; Tom McFadden, direct Spot Sales; Don Norman, general manager of KNBH; and Henry Maas, manager Sales and Program Service.



(Left) In recognition of their help in making the Ohio Cancer drive a great success, members of the NBC Cleveland staff were honored recently by the Ohio Cancer Society. Seen here with citation are, left to right, Lewis E. Herget, director Ohio Cancer Society; Hamilton Shea, general manager of WTAM-WNBK; Joe Mulvihill, of WTAM's "Eleven Hundred Club"; Tom Manning, NBC Cleveland sports director; Joe Ziegler, WNBK producer; Joseph Silver, president Cleveland Cancer Society.



New Yorkers will never believe this, but that's Philip Clarke, the son of Eva Boudreau Clarke, NBC Health Office's youthful-looking head nurse, clearing the high hurdles. Only 16, Peter is quite a track star, already having 14 medals to his credit.



George Greaves, KNBC San Francisco assistant general manager, started his 26th year with NBC in May by reminiscing with some of the station's old photos—including the one above which shows that as young engineer he took keen interest in explaining new equipment.

NBC Covers Coronation

Almost 200 Employees, Plus Most Modern Equipment,
Enables NBC to Top all Networks

One of the great news stories of our era, the Coronation of Queen Elizabeth II, was brought to the radio and television audiences of America by NBC, with coverage that topped all other broadcasting companies. NBC used the modern miracles of aviation, television and a new facsimile process called Mufax to enable viewers to share in the excitement and pageantry of the crowning of a British sovereign.

Among the feathers in NBC's cap were the presentation of the first pictures of the ceremonies, which were shown first at 5:35 a.m. on June 2. These still pictures, which were reproduced by Mufax, were seen as little as nine minutes after they were taken. The first picture, of the young queen entering the state coach for the trip to Westminster Abbey, was followed by a closeup of the Queen and the Duke of Edinburgh, shots of the crowds, a mounted guardsman in the procession, and then individual pictures of the Queen, the Duke, the

Queen Mother, Princess Margaret and Prime Minister Sir Winston Churchill entering the Abbey. Then — most dramatic of all—a picture of the actual crowning of Elizabeth by the Archbishop of Canterbury at 7:50 a.m.

The American television audience saw the first actual motion pictures of the Coronation at 4:14 p.m., when NBC, in cooperation with the Canadian Broadcasting Corporation, televised films which had just been flown across the Atlantic by jet planes. NBC television presented more hours of television coverage than any other network, and it was the first network to fly on-the-scene observers to report the event in person to American viewers on the same day.

Bad luck hampered an attempt by NBC to bring its television audience Coronation films even earlier, when a mechanical failure forced back an Electric Canberra jet which was carrying exclusive NBC film. This plane, long kept secret by NBC, took off from

England with kinescope film at 6:24 a.m. (EDT) and was expected in Boston within seven hours. However, after two hours and four minutes out and one third its way across the Atlantic, the pilot discovered the circuit connecting the fuel pump to the number four tank was broken and had to turn back to England. The break was found impossible to repair and the flight was cancelled.

Television viewers for the first time were able to see the colorful ceremonies associated with the crowning of a British monarch. In fact, it is likely that those watching on television were able to see more than those actually attending the event in person.

A staggering amount of planning, coordination and plain elbow grease by literally hundreds of NBC employees made this unprecedented coverage possible. New equipment was designed, a top-flight staff of cameramen, commentators, engineers and technicians was sent to London, arrangements were made with the British Broadcasting Corporation for kinescopes of the actual ceremony, and NBC even chartered airplanes to rush films back to this country for immediate transmission.

NBC's radio and television coverage, which was sponsored by General Motors, began early in the morning of June 2 and lasted throughout the day. A staff of network's top commentators was on hand to cover the glittering spectacle, including Morgan Beatty, George Hicks, Henry Cassidy and Merrill Mueller. In addition, Ray Henle was on the scene in connection with his NBC radio news show, "Three Star Extra."

This team of commentators sent back on-the-spot descriptions of the colorful event and a battery of NBC cameramen recorded its matchless pageantry on film, which was sped back to Boston in a chartered Pan American Clipper, enabling American viewers to witness the historic event within hours after it transpired. The Clipper established a new record for propeller-driven aircraft between London and Boston of 12 hours 35 minutes.



Four top NBC commentators who covered the Coronation are seen here examining the route of the great procession to and from Westminster Abbey. They are left to right, Morgan Beatty, George Hicks, Henry Cassidy and Merrill Mueller.



Plans Set for New, Better Ladies' Lounge in New York

Construction is now underway for a bigger and better lounge for female NBC employees in New York. The lounge, which was located on the seventh floor in the studio section, is being moved to some of NBC's newly-acquired space on the third floor—room 322—of the RCA building. The move is designed to give better facilities and provide more comfort for NBC's girls.

The new location will provide 210 square feet more room, higher ceilings and big windows, in which air conditioning units are being installed. The old lounge, being in the studio section, gave no view to the outside world. In addition, much of the furniture is being reupholstered, new and better lighting facilities are being installed, supplemented by the brightness afforded by the king-size windows.

The overall color scheme for the new lounge is coral, cocoa, yellow and green. To make it easier for the lounge to stay attractive, specially designed tile floors are being laid, with a ribbon pattern in the lounge and a checker-board design in the lunchroom. The new space is divided into three sections: the lounge proper, where the couches and most of the easy chairs are placed; the lunchroom, with vending machines as well as the tables and chairs, and a section with writing desks for gals who want to catch up on their correspondence.

As soon as the basic plans for the moving of the lounge were made a call went out for present users of the lounge and a committee of 15 representative girls was formed. They went over plans and blueprints, inspected the new location, and were charged with going back to their offices and circulating among the girls, gathering all ideas, suggestions and comments. Whenever possible, these ideas will be incorporated into the design of the new lounge, or scheduled for early accomplishment.

The new Ladies' Lounge is due to be opened for use later this month.



Over 325 secretaries in NBC's New York office attended the recent series of Secretarial Refresher Classes. The two-hour classes included a demonstration of typing tips, as seen above, telephone pointers and other subjects valuable to a secretary.

NBC Softball Team Tops CBS

The NBC New York AA Softball team won a solid victory over CBS's club on May 4, to the score of 5-1. NBC's pitching ace, Gary Iorio, of TV Technical Operations, allowed the Madison Ave. crew only one hit and two passes, and struck 12 men out.

This was one of the opening games in the Mercantile League, which is composed mostly of teams from the large New York companies, as well as from CBS and NBC. All games are played at Diamond Number 2 at 82nd St. and Central Park, in New York.

The NBC team is looking forward to a top-notch season this year. In 1952 we ended up first in the Industrial League and second in the playoffs. Manager Diane La Perch is certain the end of this season will see the NBC squad first in both categories.

Besides Gary Iorio, other team members are: Bobby Hanretty, Jimmy Byrne, Frank Woodruff, Tom Wade, Maurie Verschoore, Morty Eaton, Frank Gaeta, Gene Kayack, Norman Kudlick, Art Topol, Art Schwartz, Herb Oxman, Frank Gibbs, Frank Driggs, Ken Foster, John Fanning, Marvin Goldstein, Vernon Kerrick, Eddie Klein, Gerry Morning, Jack Marshall, and Les Clark. You can see there are plenty of players. What are needed are rooters to go up to Central Park and cheer the NBC team on.

The manager is Diane La Perch, of AM Technical Operations. No, that's no typo. The first name is Diane, and the manager is a she. Managed the team last year, too.

LIFE In Washington



At reception for "Life in Washington" are, (L. to R.) Sen. J. Glenn Beall of Maryland; Madeline Carroll, wife of *Life* publisher Andrew Heiskell; Mrs. Carleton D. Smith, wife of WNBW-WRC's general manager, and Mr. Smith.

The "Life in Washington" television series, produced by WNBW in cooperation with *Life Magazine*, premiered on April 29, with more than 200 distinguished guests attending the performance and a reception at the Wardman Park Hotel.

Members of the U. S. Supreme Court, the Senate and House District of Columbia Committees, the Federal Communications Commission, other

government officials and civic leaders attended a reception and buffet supper in the Continental Room of the hotel, where the WNBW studios are located, and viewed the first program, "The Nerve Center," on a special RCA theater screen television system.

Before the program, WNBW general manager Carleton D. Smith introduced Mr. Andrew Heiskell, publisher of *Life Magazine*, and Mrs. Samuel Spencer, chairman of the D. C. Board of Commissioners.

The "Life" series also is being produced in Cleveland and Detroit and the "Life in New York" program began on May 10.

According to general manager Smith, the WNBW series is intended to show Washington area residents more about their city and its economic and cultural structures. By using live remote pickups, live interviews and special film portions, "Life in Washington" documents the living conditions and problems of the District of Columbia and surrounding areas.

The third program in the 13-week series was titled "The People" and gave viewers an opportunity to eavesdrop on a lawn party given by Martha Rountree of NBC's "Meet the Press." After showing government and embassy officials at Miss Rountree's party, the cameras switched to a downtown movie theater location for live interviews.

On future programs guests will include authorities on government, education, health, religion, and recreation.

Frank Blair and Stuart Finley, of NBC Washington, are narrators on the

series which is produced by Jeff Baker, directed by Frank Slingland and scripted by Stanley Field.

How to Keep WNBW's Story Lady Fans Happy

When Betsy Stelck, the Story Lady on WNBW, Washington's daily children's show, "Little Playhouse," told producer Carl Degen that she would have to make a two-day trip to New York recently, Degen was presented with the problem of explaining the absence to the pint-sized viewers.

What finally emerged may well qualify as a record of sorts for deception. Degen finally decided that he would have the Story Lady become invisible for two days. Betsy's voice was recorded, solving half the problem. But what to do about the picture problem?

Degen's solution was to borrow the Story Lady's magic wand. With the help of the WNBW facilities staff, the wand, a telephone and other props were attached to thin puppet strings. Next, WNBW stagehand Johnny Tompkins was sent up on a ladder into the network of lights and cables on the ceiling of the studio.

An invisible Betsy's voice was played from a recording, the magic wand was manipulated on the "magic strings" from 20 feet overhead. The tads at home never suspected a thing.



Stuart Finley (foreground), and Frank Blair (pointing finger), narrators on WNBW's "Life in Washington" series, inspect a scale model of a projected plan for the city of Washington. This model was used on the second program of the series, which presented the views of several experts on city planning and development.



A prize-winner in staff talent show was tenor Maurice Streitmatter.



A candid shot of NBC Chicago staffers enjoying the Spring Spree talent show, at recent NBC Chicago Athletic Association annual party.

Chicago Spring Spree

Too late for publication in last month's CHIMES were these candid shots taken at the NBC-Chicago Athletic Association's Annual Spring Spree on April 9.

After cocktails and dinner at Henrici's in the Merchandise Mart, staffers assembled to watch the Spring Spree Scandals, a talent show recruited from

the ranks of their fellow workers.

Another highlight of the evening was the installation of the new officers of the NBC-Chicago Athletic Association. — Herbert Lateau, president; Dic Steele, first vice-president; Polly Schlimmer, second vice-president; Ann Eybel, secretary; and Eric Danielson, treasurer.



Joyce O'Malley, Barbara Albright, Virginia Gebert, were vocal trio.



Marilyn Harsin and Steve Roche blended talents in hillbilly duet.



Fetue nutn McCarthy, retiring president of Chicago AA, was boosted up for picture by Ed Hitz, left, and Harry Kopf.

People and Places

WRC, WNBW, Washington

Employees of NBC in Washington have organized the Hiatus Players to give thwarted actors a chance to prove their ability on the other side of the cameras and to gain experience in directing and other phases of dramatic production. Producer *Heyward Sidons* has been instrumental in organizing the group, with *Rene Marechal*, Continuity Acceptance, and *Ed Lynch*, Film Lab, also taking an active part in directing the players. At initial meetings, members have played charades to get the feel of acting, and have also read parts from selected plays. If the group's enthusiasm continues, there is a possibility that a future production may be staged on WNBW.

Holly Wright, WRC's morning newscaster and announcer, reported the following in answer to a request for information from publicity director *Jay Royen*: "In a touching ceremony at the Southeast Junior High School, Holly Wright was installed as president of the John Philip Sousa Junior High P.T.A. Long active in civic endeavors in Southeast Washington, Wright was at one time the youngest radio announcer in the state of Vermont."

NBC, Hollywood

Orchids to over a hundred of our fellow-workers who donated a point of blood to the Red Cross Blood Bank. . . . We greet *Billye Dotson*, and *June Sessions* who recently joined the Central Stenographic Dept. . . . *Marguerite Douglas*, temporarily with the Production Dept. while *Gloria Visconti* is on vacation. . . . *Peggy Lee Frank*, who replaces *Pat Esposito* who resigned. . . . *Gene Widhoff* Production Services Dept. . . . *Nita Loveless*, who is taking over the duties of *Janet Smith*, who is going to spend three glorious weeks in Hawaii before going to New York. . . . *Charles Cooney*, temporary News Editor. . . . *Jeanette Hatton* who has joined the Mail Room Staff. . . . We say farewell to *Tina Speciale*. . . . *Gerald Decker*. . . . *Pat Esposito*. . . . *Curtis Poe*. . . . *Janet Smith*. . . . *Wally Hutchinson*. . . . *Marilyn Tegge*. . . . *Mary Louise Bailey* upset the routine in Central Stenographic by giving birth

to a baby girl, Sharon, ahead of schedule. . . . A daughter was born May 4 to *Marion Moore Cadigan* and *Bill*. . . . *Margueretta* is the name the *Al Woolleys* have given their new baby girl, who was born May 7. . . . and the *Harry Meusehkes* also welcomed their little girl, Tracy, May 14. We are happy to say that mothers and daughters are doing fine. . . . *Mary Opie*, secretary of Western Network Sales will be vacationing with husband *Wynn*, NBC TV engineer, in New York the end of this month. . . . We wish to report LOST: one appendix by *Edith Rapley*. . . . *Tari Rohk* was married Feb. 14 to *Dick Holbrook*. . . . *Jane Osler*, TV Technical Operations will marry *John Detra*. Guest Relations on June 14. . . . *Ellen Johnson* inherited *Janet Smith's* little red Ford Convertible and has acquired a Palm Springs tan. . . . mighty becoming too, we might add. . . . After sitting up all night to procure a boat for the opening of the trout season, our *Midge Leadingham* reports huge success. . . . "How can anyone be so miserable, and have such a good time?" says she. The place: Lake Crowley, where she caught the limit every day! . . . Kudos to *Helen Murray Hall*, Hollywood Advertising and Promotion Manager, for the excellent job she did as chairman of the lunch and fashion show for the ladies of the NARTB. With *Eddie Cantor* MC'ing, the eyes had it. . . .

WMAQ, WNBQ, Chicago

New Babies: NBC-TV's Mr. Wizard, *Don Herbert*, and his wife have adopted a baby boy named *Jeffrey Dutton Herbert*. NBC Chicago radio production director *John Keoun* and his wife are celebrating the birth of a daughter, *Laurie Lynn*, on April 18, at Evanston Hospital.

New Staffers: *Stephen Krasula*, senior promotion writer; *Robert Bersbach*, salesman, TV Film Syndication Sales; *Rena Kay*, TWX operator; *Martha Brunskowska*, PBX operator; *Margaret Csordas*, assistant cashier; *Nenion Parulescu*, Network Sales secretary; *David Moon*, Production Facilities assistant; *Robert Knowles*, Property Procurement coordinator; *Tom Elrod*, TV Production Facilities assistant (vacation relief); *George Wales*, Maintenance, and guides *Ralph Miller*, *Robert*

Polcyn, *Edward Miller*, and *Richard Barry*.

Albert Knispel has returned to his TV engineering post after two years in the U. S. Army.

Roy James, in Kansas City, Kansas, and *Charles Barton*, in St. Louis, Mo., are new NBC Chicago Merchandising representatives.

Promotions: *Harry Trigg* has been promoted to assistant director (TV). *Walter Welch* to studio coordinator (TV), and *Paul Robinson* and *John Hinsey*, Asst. TV directors to full directors.

WTAM, WNBK, Cleveland

Bill Disbrow, *Ed Leonard* and *Bill Howard* are right proud of the new studios under construction in the NBC Building. . . . *Bud Ford*, *Johnny Andrews*, *Henry Levine* and members of the "Morning Bandwagon" can hardly wait for completion. . . . it'll mean more "elbow room". Not so happy, for the moment at least, is *Irv Palmer* and *Rosemary Barlett*, right next door. . . . they maintain it's pretty hard to do accounting, make up an accurate payroll etc., to the tune of a pounding air hammer.

Bill Dallman, Merchandising manager, has two new cases in the lobby to show off the products of sponsors participating in the highly successful WTAM merchandising program. . . . *Tom Manning* thanked *Bill Dix*, WTAM sales manager, on bended knees when sponsorship contracts were inked for Manning's sports shows. . . . *Ted Sliwa* is taking on added responsibilities in radio sales. . . . *George Cyr*, TV producer, was painted up as a real television saint in an editorial page feature of the *Cleveland News* recently. . . . *Joan Illingworth*, and *Joan Murar* arranged a highly successful "surprise party" for *Clem Scerback's* birthday. . . . *Peggy Amsden* operated a special snack bar. . . . most unique gift was a recording of "happy birthday" in Russian.

Alice Dutton, secretary to *Jake Hines*, public relations, will be married July 11. . . . *Jan Cashmar*, formerly WNBK, now logging for TV Guide. . . . *Brooke Taylor*, who came up through NBC Page and Guide ranks is the newly appointed program director for WTAM-WNBK. . . . he succeeds *Yorman Cloutier* who returns to New York.

Glenn Rowell and *Cy Kelly* are mak-

ing a big hit with their puppet show at club meetings and parties. . . . Girls with a fascinating job are *Stell Sankel*, *Jeanne Walker*, and *Eileen McGinley*, *Virian Ives*, according to a recent Cleveland Press picture-feature story. . . . Add *Johnny Andrews* and *Henry Lerine* to the list of people bit by the golf bug. . . . *Bud Ford*, vacationing out west last month just missed the tornado. . . . *Charles Hutaff* and *Mort Flishman*, who produced a special safety show for the *Cleveland Press*, and 3,500 school kids are happy with a note from the *Press* expressing doubt as to whether movies will ever suffice as a program again—they did in the past. . . . *Tom Taylor* is now program director of a Saginaw, Michigan station.

Charlie Ames, *Ed Kukis*, *John Hyatt* and the other engineers in Master Control are jumping these days with the added schedule of remotes and local shows. . . . *Barbara Bonnet* and *Mary Galvin* look great in their new summer apparel. . . . so does *Marion Wolter* with a beautiful sun tan. . . . her boss in the Traffic Department, *Russ Carter*, is riding around the golf course with a brand new scooter. . . . *Ken Coleman* and *Bob Bouesma* will again do play-by-play descriptions on radio of the Cleveland Browns games. . . . *C. T. Russell* is enthused about the new WNBK transmitter setup. . . . we're getting a new building, two towers, two transmitters and power from three sources, including a diesel emergency unit. . . . *Joe Bova* is marketing T-shirts with "Uncle Joe" silk screened on the front to publicize his TV show. . . . *Louise Tkacs*, at the end of the radio league bowling season is telling 'em. . . . "I'll wow 'em next year!"

Tom Field, *Skip Ward*, and *Joe Mulvihill* have new sponsors. . . . *Jay Milner* is again getting terrific mail on his new show "Matinee With Milner". . . . *Jackie Lynn*, "Morning Bandwagon" is appearing at a local night spot—she get's equal billing with the Three Suns!

KNBC, San Francisco

Two members of the alert KNBC news department have been singled out for awards. *John Thompson*, manager of the News and Public Affairs Department, was selected for the 1952 Better Understanding Award of the English-Speaking Union of the United States. Thompson was cited for conceiving,

producing and directing KNBC's weekly "Public Affairs Are Your Affairs" program (8:00-8:30 p.m., PDT, Sundays). Since 1947, when it was first established, the "World Affairs" program has regularly presented outstanding national and international authorities discussing world problems as they affect the average American. The show is presented by KNBC in cooperation with the World Affairs Council of Northern California and the *San Francisco News*.

Henry Schacht, KNBC San Francisco's Director of Agriculture, has been honored by the California Associated Press Radio Association for his daily "Farmer's Digest" show. In the first annual CAPRA award competition, "Farmer's Digest" was selected as "California's best farm show." The half-hour program of agricultural news and information, interviews and music is heard on KNBC each morning Monday through Friday. Schacht has been sponsored by the Standard Oil Company of California since 1945.

George Greaves, KNBC San Francisco's assistant general manager and program director, observed his 25th year with NBC in May. Greaves joined NBC as an engineer in 1928. As field supervisor for NBC's Western Division he built NBC's first Hollywood studios and supervised the first commercial radio broadcast ever made to the United States from a ship at sea. He became engineer in charge of KNBC operations in 1941, was advanced to assistant general manager in 1945 and added the duties of program director in 1952.

KNBH, Hollywood

Short Notes:

Janet Williams, who has been receptionist for KNBH, was recently promoted to secretary to *Ted Rich*, Supervisor of KNBH Production Facilities Department. . . . *Elsie Raduick* has returned—with a good tan—from a week's vacation in Laguna Beach. . . . Vacation plans are also being made by *Lois Frick* to visit her family in Wayzata, Minnesota, for two weeks.

Alan Armer, KNBH director, and his wife *Elaine* became parents of their second child, a boy, on May 4. The 7-pound, 11½-ounce baby will be named *Michael*.

Doty Edouarde is moving to Radio Sales and his position as KNBH Sales Manager will be taken by *Jim Parks*.

KNBH and NBC Spot Sales hosted a Western party for a select group attending the recent NARTB meetings. Held at the Burbank studios there were more than 400 in attendance, all of whom enjoyed the festivities. It was especially nice to see *Tom McFadden* back for a visit.

Harron Nelson, Program Director for KNBH, has come up with a new TV series that will provide some new technical twists for the engineering department to overcome. It's to be a real Western rodeo every Saturday afternoon from the famous Iverson Ranch where most of Hollywood's Western epics are filmed by the motion picture companies. Involved in the program each week are 200 cowboys and 150 head of cattle, including Texas Longhorns and Brahma bulls.

KNBH and NBC held a party Friday, May 15, in the rehearsal hall to bid a fond farewell to *Dorothy Seltzer*, who left the following Monday for Bucks County, Penn. *Dottie*, who had been with NBC for 7 years and was currently secretary to General Manager *Don Norman*, plans to go into the greeting card business with her brother. Replacing her is *Marian Bosche*.

WNBC, WNBT, New York

Highlight of the month was our all-out effort for the big auction given for the benefit of the New York Infirmary. Nearly everyone who so generously gave his or her time was caught by the WNBT cameras. We think it would have been a field day for talent scouts. Our welcome goes to newcomer *Lois Nix* up at 67th Street and a welcome back to *Jackie Robinson*, who is again at his desk—at least in the mornings. We'd like to accompany him to the Dodger dug-out for the afternoons.

Our congratulations to *Coralie Bernstein*, now on our permanent staff, and our commiseration on her recent bout of measles. We also congratulate *Don McDonough*, who is now a floor manager at 67th Street, and *Dick French*, new studio supervisor at that busy operation. *Helen Blam* came into visit after her vacation in Florida, so brown that we all wanted to go back with her to work there. We missed *Max Buck*, who spent two busy weeks in California working hard for us.

This continues to be an athletic

place, with several people, including *Ted Cott*, brushing up on their tennis, bowling, golf, etc. There was some suspense in Controllers over a wager between *Anne Schwartz* and *Jack Sutton* over who would make the top season's average in bowling. We were about to welcome a newcomer to the Flagship, when we discovered it was really *Joan DeMott* who surprised us and, we're sure, many of her friends in network, by cutting her hair.

Many of the NBC and WNBC people who remember *Fran Carlson* with pleasure because of her bright, happy manner, saw her on "Strike it Rich" one day in May. Fran who left us because of illness, has the admiration of all those who knew her for her pluck and courage. We are happy, with *Margaret Morgan*, that her little son, Timothy, has recovered from a serious operation.

NBC, New York

Owned and Operated Stations

O&O Administration — Now that we've become used to taking the elevator to the third floor instead of the 35th and to the smell of a newly painted headquarters, work is coming along as usual. Packing up all our belongings (you never realize how much stuff can be accumulated over the months) and moving from the International Building over with the rest of the company in the RCA Building and then unpacking and getting accustomed to new surroundings wasn't an easy task, but after much discussion, the general feeling is that we're glad we're in the "other building" again. And, confidentially, we think we got the best of the deal in the move. We're still with Spot Sales, but have our own section of the office where we can hear *Bob Nelson* in Chicago or *Al Diederichs* in San Francisco on the phone.

Our end of the office also boasts a series of cartoons, one for each person, with his or her own special characteristics illustrated, including *People are no damn good!* *Woodburn*, courtesy of *Sarah Decktar* and *Ann Winters*.

Within the month that the executive offices facing the skating rink of the Plaza will be finished and we can welcome *Charles R. Denny* to our midst.

Since our last report in CHIMES, there hasn't been too much news from

the members of our staff. *Jim Chandler* is still busy with his carving knife; *Dick Templeton* is trying to get used to less and less sleep each night now that *Howie* is developing a set of healthy lungs; vacations are becoming more and more the topic of conversation for the summer, while your correspondent sits back looking forward to a September trip to Bermuda and Nassau (hope I can last through the heat of the summer months); and the thoughts of marrying off some of the bachelors on the staff so we can have a few parties is coming into the conversation more frequently.

I guess that about covers all the latest news from our department, so until next time, "Why don't you come up and see us in our new office some time?"

National Spot Sales — Early vacationers are: *Caroline Herbert*, to Sea Island, Ga., *Eileen Killilea*, to Miami, Fla., *Monica Christenson* and *Bobbie Silverman* to Bermuda, *Lillian Martinez* to Europe and *Ellen Lurie* to Nassau.

All our best to two Spot Sales secretaries who became engaged recently: *Anne Tucker*, who will be married July 11 to *Towney Coleman* of Guest Relations, and *Barbara Brune*, who will be married in September to *Jack Nothel*.

Congratulations to *Marty Harrison*, father of a baby girl, Nancy, who was born on April 20.

Networks Division

Advertising and Promotion — It looks like the competitive spirit between NBC and CBS is at a standstill, at least in the respective Art Departments. *Walter Einsel* in our Art Dept. has recently given a diamond to *Vaiaid Giblan* in their Art Dept. We've watched this romance grow from the first meeting a little over a year ago. Congratulations from all of us, Walt, even though we're sorry you had to go outside the NBC fold. June 20th is the date.

We may be jumping the gun (if we're wrong, chalk it up to spring) but *Loretta Leehive* has our romantic curiosity up. She's been buying bone china . . . and young ladies seldom make such an investment for no good reason. Army, maybe?

Warning to *Dee Vestal*, *Walter Duncan* and *Pierre Marquis*: Better treat your secretary right, because



Joan Nelson, TV Sales Traffic, was **bound** to enjoy herself at surprise shower given by friends. Wedding bells ring on June 6.

she may be the next big name in the singing world. Word has it that *Gale Maass* has been practising voice nightly . . . and then playing it back on her new Webster recorder. A toast to your success, Gale.

Mel Schlessel seems to have developed Best Man Fever . . . he's been averaging a wedding a week lately. Watch it, Mel, it may be contagious. *Larry Byer*, a Trenton, New Jersey, and Rutgers U.-man, is new and already busy in the Production Department.

Broadcast Operations—*Rosemary Clooney* dropped in to visit *Eloyse Gelfer* and her friends in Broadcast Operations last week. *Ed "Commodore" Cosgrove* is getting his sea legs and sunburn in his sailboat. It's a girl (Diane) for the *Bob Corwins*. It's a boy for the *Al Sterns*. Congratulations, men. For city ordinances covering Central Park please see *Summer Glimcher*. *Douglas Skene* plans to tie the knot June 8th. *Elwood Schmidt* is buying a new cabin cruiser — cruising anyone? *Irving Oshman* received his "Greetings." He will enter the Army in June.

Merchandising — On May 18th, NBC Merchandising Department welcomed aboard Miss *Joan Grossman*, as *Murray Heihell's* secretary. Joan comes to NBC after four years' experience in merchandising work, at Young & Rubicam in Chicago.

As she arrived, Miss *Elvira Polisi* left to make frantic plans for a military wedding on May 23rd to Ensign *Norman Hansen*.

Music — Speaking of coincidence, *Bill Paisley* bet on "Dark Star" in the Kentucky Derby because he wrote a song of the same name. Who needs to study racing sheets!

Mary Turner certainly enjoyed her visit at her home in Utica, N. Y. on mother's day.

News and Special Events—*Jim Fleming* has just completed a new series of RCA Victor Red Seal recordings entitled "Adlai Stevenson Speaks". The album went on sale in N. Y. on May 15, and it may even outsell its predecessor, best-selling "Mr. President", also a Fleming production. Not content to rest on his laurels, Jim is now preparing with permission of the White House, an Eisenhower series of LP recordings. Watch for the release date. (You know, of course, that these RCA records are available to NBC employees at sizable discounts. Suggestion: They make wonderful gifts!)

Everyone was quite unhappy at having to say goodbye to *Millie Bajundo* our stenotypist, but we wish her much happiness and great success in her new endeavor as court stenographer up in New Rochelle.

There's a new feminine face in 404. It belongs to charming *Edith Tanser*, who's now *Joe Meyer's* secretary. Welcome to *News*, Edith!

Plant Operations — *Don Reilly* sending us all post cards from his vacation-land which happens to be Sunny Florida. We're all glad to see *Richard Lerner* and *Mike Graham* returning from their Military Leaves. Welcome Back!

Press—The Press Department has moved to larger quarters in room 320 of the RCA Bldg., after 21 years in room 400. *Sid Desfor's* Photo staff and lab remain in room 401, but everyone else has moved down to the consolidated headquarters.

Even with the rain, vacations must be had and *Leonard Meyers* goes to Europe for his vacation on the 9th of May. Not going quite so far is *Hank Williams*, who is going to Maine for a two-week outdoor hiking trip. Have fun, boys.

Broadway had its "New Faces of 1952" and *Press* not to be outdone probably had just as many new faces in its department over the last year.

Latest additions to the staff are *Ethel Kirsner*, working with Column Editor *Milt Brown*, and *Betty Ahner*, pinch-hitting for *Nancy Herbert*, who is sunning herself out in Southern California on her vacation.

Millie Bracco is back at the copy desk after a brief illness ready to resume her duties.

Don Bishop, manager of Program Publicity, is author of a chapter in an anthology titled "The Enigma of Thomas Wolfe," which was published recently by the *Harvard University Press*.

Sid Desfor, photo editor, has announced the engagement of his daughter, Nanette, to *Irwin Schatell* of Union City, N. J.

Research and Planning—The Research and Planning Department happily welcomes May 1 newcomers *Ming Chen* and *Mitchell Lipman* to the Markets and Media section. Their arrival ushered in a busy month for many. Quinnipiac College prom in Connecticut holds fond memories for *Gloria Betros* despite "duck" weather. . . . Hearty birthday greetings to *Betye Hoffmann* on the 5th. . . . Pleasant trip to *Ray Eichmann* and his wife as they motor South to Tennessee for two weeks vacation starting May 15. . . . Congratulatory message from us all to *Jack Landis* and his bride *Sandra Penton*, of Kew Gardens, who tied the knot May 24. . . . We left the welcome mat out all month for the arrival of *Roy Ashmen*, planning assistant to *Barry Rumple*, who finally walked into 517 on May 18. . . . The long faces around the office signify we'll miss *Fran Zabel* who leaves NBC on the 29th. *Louise Kaciczak* takes the last week of vacation to move into new home in Rosedale, Long Island. . . . Queens Point won't be the same without her. . . . The entire department extends sympathy to *H. M. Beville* in the loss of his father last month. . . . May has come and gone with never a dull moment and new things in life to look forward to. . . . *Jo Capetta* sporting a new hair style that required re-acquaintanceship with the office with emphatic nods of approval for this slick chick's latest surprise. . . . Manhattan College is in Manhattan and river boats are on rivers, see *Marie Redling* for details. . . .

Staging Services — Things were really in a turmoil in Staging Services

for about three weeks while we were all anxiously awaiting the birth of *Joe Hewes'* baby. Finally, on April 20, "Little Joe" arrived in town. By the way—Mama's name is Jo too.

There will be a hot time in the town of Boston, Mass. on August 22 when Staging Services goes en masse to the wedding of our own "Little" *Dan Levitt* to *Marilyn Moskowitz* of Norwell, Massachusetts. We all wish Dan and Marilyn the best of luck.

It seems that Staging Services is the scene of many impending marriages. On June 6, *Lee Tucker* will walk down the aisle with *Bruce Knight* of Baldwin, New York.

We have our welcome mat out for *Kathy Vukovich*, *Norman Grant's* new secretary, and to *Mary Steuber*, who comes to us from Guest Relations.

Station Clearance — By the time this is printed *Bill Coldwell* will be an old married man. The big event for Bill and his bride *Phyllis* took place on May 17. This lucky couple flew to Bermuda for ten days for their honeymoon.

We are all wondering who *Lillian McNaughton* is hiding from, as she was trying to "make like Garbo" last week (dark glasses and all)!!

Saturday, May 2 proved to be a real terrific day for that went on the picnic at Lake Sebago. The only things we forgot were umbrellas and boots, but all-in-all we had a wonderful time. Anyone for ping-pong! *Terry Docherty* is surely the ping-pong ace in our office—forget what the score was, but Terry had every-one beat by yards.

TV Program—Good luck to *Carol Jean Velotta*, formerly of the "Today" staff, who has recently left to join NBC in Cleveland. Congratulations to *Shirley Fischer*, now secretary to *Fred Coe*.

Vacation news: *Marion Eiskamp* has recently returned from Bermuda and *Cliff Evans* has just given Europe a whirl.

Congratulations to *Joan Pomeroy*, secretary to *Martin Begley*, and *George Rowe, Jr.*, who were married on May ninth in Marble Collegiate Church. . . . also *John Green* and "Libba" *Freeman* of Providence who were married at Marble Church on May twenty-second.

Television Technical Operations—“Ah, Shall I compare thee to a Summer’s day? Thou art more. . . .” Guess it’s got us all by now. But one doesn’t have to look at the beauty to know it’s summertime. Lilacs adorn the secretaries’ desks, woollens are cast aside for lighter wear, and vacations are at the top of the small talk list.

A few vacations have already gotten underway. *Frank Hill* spent his in Florida water skiing, boating, flying, swimming and relaxing. He came back with a screen-idol tan which the many blond-haired men in TV Master Control long to have. Frank didn’t waste any time getting there either. Starting at 3:00 AM in the morning from NBC where he had been working from Midnight to 3 AM, he picked up his wife and drove sleepily on his way Southward. *Andy Switzer* of MCR had part of his vacation too, but it was spent at home with his wife and now-born baby. He “didn’t get tanned” was his emphatic exclamation. (Andy is blond). *Joe Gibbings* will go again to Europe this year to visit relatives. Some of us never go anywhere and others have distant relatives. *Florence Herrlich* has decided on Bermuda this year. And you know what that means. . . . Luxury and Beauty manifold. She’ll have plenty to tell us when she returns.

Four new faces—all girls—in Technical Operations this month. *Margrit Hahn* replaces *Toni Del Grosso*, who has taken another position with the company. Margrit was born in Germany and has been over here only three years. Of course, she speaks German perfectly, and her English is better than that of a good many English-speaking people. If you should hear someone speaking French on the phone, don’t be surprised. . . . That’s Margrit, too. When asked why she was speaking French, she answered unassumingly “Well, I must speak French to that girl, because it is the only language she understands.” “Oh,” we answer quietly and foolishly. Margrit is a delightful addition to the department. *Muriel Schoepfler* from Mt. Vernon, joins the scheduling group in the stead of *Rona Wound*, who is leaving to be married to *Erwin Drucker*, who, during June and July, will become a law graduate, take his bar examination, become a groom and husband, and then, a soldier. Wow! I wonder if the *bride*

can still be nervous. *Dorothy Weber* is our Field secretary now in Long Island City. Dorothy lived in Florida before journeying North to NBC. A welcome is also due to *Lois Nix*, who will work in our 67th Street office. Lois’s home town—Maine. Looks like quite a cosmopolitan office, Eh what?

Traffic—*Steere Mathew* drove a few of us over to the Englewood hospital the other night to visit *Jack Hilton*, who has been on the sick list for several weeks. We’re happy to report that we found Jack feeling real chipper and in excellent spirits. However, he expected to undergo one more operation and by the time the next issue of CHIMES is being distributed we all hope Jack will be convalescing at home. Lots of good luck, Jack, for a speedy and complete recovery. We all miss you!

Traffic put out the welcome mat for *Charles M. Zucker*, formerly in the Supply Department.

Traffic gave *Joan Duggan Tierney* a farewell send-off on May 15th when she resigned to get ready to welcome the stork! We’ll be looking for a “pink” or “blue” announcement from you in September, Joan.

Staff Administration

Continuity Acceptance — *Jane Readey*, *Stockton Helffrich*’s former secretary, came in to see us last week. She is here on vacation from her job in Albuquerque, New Mexico. *Barbara Davenport* made her television debut answering phones on the New York Infirmary Auction marathon over WNBT. You looked wonderful, Barbara! *Joan Giorgi* spent a wonderful weekend in Washington and enjoyed her first journey by plane. Talking about planes, *Kay Henderson* flies to Great Britain on May 23rd, where she and her friend have got two seats for the Coronation. They also plan to visit Northern Ireland, Holland and Scotland.

Controllers — Congratulations to *Anne Acciarito Miccu*—she just returned from her honeymoon. *Catherine (Jenny) Pepe* and spouse Michael left for a 2 week vacation in Miami Beach. Live a little, honey! Anyone interested in joining the orchestra for the NBC Musical Revue, contact *Al Davino* in the Payroll

Dept., Ext. 207. To keep up with Al, all interested have to pay “Real Cool”. *Donald Rydell* and Mrs. are going on a vacation tour to Canada. Incidentally, Donald is captain of the Champ Bowling Team—He’s might proud of his boys!

The men of Network Controllers think it a shame, that some of our pretty “bashful” girls would not allow themselves to be entered in the “Miss NBC” contest. Congratulations to *Art Garbade*, elected member of the Board of Education for Elementary School District 16—Nassau County, L. I. *Gwen Davis* taking an early vacation with her fiance who is leaving for Korea. Controllers threw a tremendous stag party for *Jack Lavan* and *Cal Wheeler*. *Joe Fuller* kept things in “order”. Cal requests the ardent admirers of the Ace of Hearts and Queen of Diamonds to please return these priceless treasures, MYSTERY OF THE MONTH—What secretary in 2M5 sometimes called E. “Irma” M., was dancing to the tune of the “Burglar Alarm” in Uptown Alexander’s? See photo below.



Eileen (Irma) Monahan

Guest Relations—A lot of moving around in G.R. the last few weeks. *Art Topol* is the new guide supervisor and *Marty Biesch* the new asst. supervisor. *Dave Morris* promoted to cashier. *Bill Feeney* has left the G.R. desk and is now in the ticket division; *Bill Burton* replaced him at the desk. *Andy McChesney* is the new page supervisor and *Charlie Dempsey* has taken over as supervisor of Main Hall operations. *Al Sande* has joined the staff on the Mezzanine control desk. Poor *Lattie Lee Dawson* was hurt in

a taxi accident and sported a few cuts and a beautiful black eye for a few days. NBC pages acted as guards for the replica of the Coronation Coach which was exhibited in the Plaza during the month of May.

Welcome to new pages, *Pat Keany, Irwin Shaw, Sanford Bronster, Paul Steiner, and Stamford Nishimura*. New guides are *Joan Lind, Mary High and Sanford Barrett*. A newcomer for the Ticket Division is *Bea Friedman*.

Legal—We now have two new attorneys with us—*Fred Bechtold and Harry Olsson*. Welcome! We also have two new fathers—*Ed Denning and Art Cuddihy*—our heartiest congratulations to both. We are happy to have *Doris Crooker* back with us again after her bout with the surgeon. Finally, vacations—*Mary Ann Schmidt* is off to Duke University to see, among other things, if she can match *Jean Schneider's* fast fading sun tan acquired during her recent trip to Nassau.

Personnel—Best of luck to new Personnel Department employees *John Ghilain, Bill Johnston, Constance Hausaman, Elvira Guarino and Barbara Griffith*, who have transferred to the Salary Administration Section from Traffic. *JoAnn Jensen* is bid a fond farewell as she leaves NBC due to illness and a speedy recovery is wished for her. We received an announcement from *Marilyn Landis*, a former Personnelite, that on April 15th she changed the "Miss" in front of her name to "Mrs.". All our best to Marilyn and her hubby.

Stenographic — Stenographic's CHIMES editor, *Victoria Keater*, gave up typing scripts last week to become private secretary to the publisher of *Red Book* magazine.

On the domestic side: *Sally Welsh* just moved into a new apartment that looks out over the Atlantic Ocean. She has received much teasing about her "dobe with a window".

You never know what problem Stenographic may solve for you. When Guest Relations needed a French interpreter for a visitor who was touring the studios, *Simone Zeitoun* went down and handled the job beautifully. *Simone* came to us from Tunisia, where she worked for the American Embassy. This weekend she is journeying to Washington, D. C. to see some of her friends from the Embassy, who have returned to the States.

Wedding bells will be ringing next month for *Helene Canale* and *Jack O'Malley*. Jack started out with NBC in Virginia and now is a radio engineer at the United Nations.

Film Division

Film Library—*Joan Barlett* left the Film Library to join a summer stock company in Massachusetts. Joan hopes to return to NBC in the Fall. *Charlie Carrubba* helped carry the "Gutterballs" bowling team through to victory with the strength of his good right arm. The whole gang attended the Cleveland and Yankee game on May 12th and we all had a very good time.

Edna Paul is going on vacation the end of May and is going to spend it moving into her newly purchased home in Englewood, N.J. We are all looking forward to the housewarming, *Edna*. Now that the good weather is here we all take our lunch and go to Central Park and enjoy the sun. Congratulations to *Howard Genser* who is going to be married May 31st to *Miss Janice Shultz* of New Bedford, Mass.

Film Administration, Sales and Production—Anyone want to meet *Doug Fairbanks, Jr.*? He's in the sales department eating eggs, dressed in a hat and raincoat, and willing to greet all comers. Also, in the sales department, *Len Warager* celebrated his first wedding anniversary April 26. And, incidentally, *THE Jim Fuchs*, film salesman, was not hiding out from his public behind those dark glasses . . . he had an eye infection, honest!!

Jackie Bloch was recently elected general secretary of the Dramatic Workshop group and is willing to tell any and all who will listen about the merits of the organization. If anyone has not seen *John Bechtel's* fabulous pinups they should do something about it . . . quite an interesting way to cover a map.

Stanton Osgood was completely thwarted by the spring rain . . . one of the Texas agencies sent him a fantastic hat. one that would put any little 10 gallon job to shame and he was saving it for nice weather . . . in New York? Dream on!! Speaking of nice weather, you could tell who was at the NARTB convention by the rosy cheeks of the returned execs . . . and speaking of returns, *Chuck Henderson's* was a noteworthy event (he'll learn not leave

town). He discovered that *Fritz Jacobi* had him all moved out, and had appointed *Chuck's* secretary, *Betty Bergen* to a vice-presidency. The mail boys were thoroughly confused (as usual) but since people at NBC are always moving they are ready to believe almost anything. However, the sign on *Henderson's* door was a little TOO much. *Jay Smolin* walked into his office to find all his clients hanging from the drapes, welcoming him back . . . in a photographic form, of course.

The Engineer

(Continued from page 7)

tions for the equipment and materials required for a project is in itself a large task, since the average job requires several hundred separate items—and a corresponding number of requisitions. *Donald Castle* is assistant manager of the group.

Engineering Development

The field of activities of NBC's Engineering Development Group is the new and the untried. The staff engineers, development engineers and laboratory technicians of this group, who operate under the direction of *George Nixon*, manager of Engineering Development, and *Jarrett Hathaway*, assistant manager, experiment with new ideas in order to find ways to improve our present services. They operate NBC's laboratories, where all varieties of research and analysis are made in every phase of broadcasting.

No more interesting article could be run in CHIMES than one describing some of the projects now in the embryonic stage in their labs. Obviously, however, many of them are classified confidential, and the trade, and especially the competition, would be eminently delighted to see news of some of the technical advances NBC has up its sleeve.

In a field as relatively new as television, where there is still a great deal of experimentation required, Engineering Development has a vast area of work cut out for it. The group works closely with the Technical Operations staff and the other Staff Engineering groups in the solution of major engineering operational problems and maintains close liaison with RCA Victor and RCA Laboratories in the conduct of applied research on projects which will be of ultimate interest to NBC.

Sometimes the work will be concerned with overall problems, such as the development of new systems and techniques. Or they may be pursuing specific projects to produce more accuracy of program effects. For example, recently Engineering Development came forth with an Electronic Shot Effects Generator, which is a piece of equipment which duplicates authentic sound effects, ranging from the crack of a small bore rifle to the rumble of distant cannon fire.

This group is NBC's technical insurance policy. It carries on its work on new or improved systems and apparatus in order to make certain that NBC's leadership in the field of technical matters is maintained.

Architectural Design and Construction

Reporting to William A. Clarke, administrative assistant to the vice-president and chief engineer, is the Architectural Design and Construction section. As the section name would indicate, Joseph Arnone, who is architectural supervisor, and James Strang, who is construction superintendent, and the engineers in the section, are responsible for national architectural planning and construction in all NBC plants. This is distinguished from Radio and Allocations, which is interested in transmitters, and Audio-Video, which concerns itself with the installation of facilities and equipment in the plants.

An example of a recent major piece of work by this section is the spectacular new NBC television studios at Burbank, California. Of course, NBC does no actual construction itself. The erection of a building is handled by an outside contractor. But NBC must do the specifications, cost estimates and controls, and work with and supervise the architects, builders and contractors who are putting the project together. This is the work of Architectural Design and Construction.

Technical Services

The Technical Services Group, headed by James Wood, supplies a general cost, drafting and machine shop service to all the other Staff Engineering groups and also is responsible for servicing the radio and television receivers owned or maintained by the company.

The drafting group prepares all finished engineering drawings for capital construction, maintenance, development and changes to existing plants. The

staff of this group consists of a supervising design draftsman, and six draftsmen assigned to him.

Technical Service's Machine Shop, or Model Shop, actually makes, repairs and alters optical, sound, microwave, studio and many other varieties of equipment. For example, the remote iris control mechanism pictured on the cover is a product of the Model Shop, which worked with development engineers on the project.

The clerical group processes the over 50,000 requisitions, purchase orders, expense vouchers and invoices submitted by Staff Engineering each year. They also have budgetary control of capital appropriations, and operating budgets, and prepare reports on all budgets and schedules.

A number of high NBC officials and important outside contacts have receiving sets which are installed and maintained by Technical Service's staff of receiver maintenance engineers.

This has been a round-up, unfortunately and of necessity, much too brief, of the work of the planners and providers for NBC's technical and engineering functions. The fault with any article this general in scope is that all the names of the many highly skilled and important employees who work in Staff Engineering cannot be included, but it is literally true that a book would have to be written to name all the people and describe, even briefly, the very great contributions they have made to the technical development of NBC.

Bargain Counter

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

For Sale: If you work at NBC, Crestwood is a good place to live. If you live in Crestwood, Crestwood Ave. is a good street to live on. If you live on Crestwood Ave., my house is a good home to live in. If you want to make a deal soon you can have a bargain. Call Gordon Strang, Ext. 8441, N.Y.

For Sale: 2-family duplex house. One apartment with 5 rooms, 1½ bath; other with 6 rooms and bath. Separate cellar, 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 Alyx Reese, Ext. 8211, N.Y.

For Sale: Five white venetian blinds. Sizes: 68 by 72, 72 by 77, 38 by 72, 35 by 73. Price \$38.50. Call Jean DeMott, Ext. 8033, N.Y.

For Sale: Ranch type house in Hillandale, Silver Spring, Maryland. Two large bedrooms, 1½ baths, study, living room width of house, dining room, kitchen fully equipped, carport, on ¾ acre lot, radiant heat, beautiful location. Asking \$24,900. Call Ashley Abel, Ext. 8272 in N.Y. or Hemlock 4-3071 in Washington.

For free: Two charming, attractive, homebroken kittens. Two females, two months old. Call Ernest de la Ossa, Ext. 284, N.Y.

For Sale: Nine room house, two baths, two screened-in porches, attic, cellar, laundry downstairs, two-car garage. Located on two acres of ground near Westport, Conn. For more information call Employee Services, Ext. 461, N.Y.

For Rent: Apartment at 210 E. 73 St., N.Y. 4½ rooms, 2 bedrooms, 2 baths, furnished. Sublet Aug. 1 to Sept. 30, then two-year lease if desired. Call Anne Hatfield, Ext. 8007, N.Y.

For Sublet: Modern 3½ room apartment in Fordham Hill, University Heights, Bronx. All subways, supervised playgrounds 12 ft. picture window, 12th floor. Available July 1. 22 months left on lease. Call Jesse Birabann, CY 8-9448, N.Y.

Wanted: Two bedroom house on Long Island, by June 30. Call Stafford Maniz, Ext. 8177, N.Y.

Wanted: Roommate, male, to share light, airy, comfortable apartment in Brooklyn Heights. Call Merriman Holtz, during day, LE 5-1000; evenings, UL 2-4056, N.Y.

Wanted: Two roommates, girls, for apartment for four in Jackson Heights, 35 minutes from NBC. Cheap living expenses. Telephone. Call Janet Harley, Ext. 8465, N.Y.

Wanted: Three room apartment in Queens or Flatbush. Call Seymour Feldman, Ext. 8593, N.Y.

NBC Marriages

Dwight Hemion, N.Y., to Joyce Hogue Larry Owen, to Peggy Grover, both N.Y.
Jane Paradiso, N.Y., to Vincent Onorato Arthur Angilly, N.Y., to Marjorie Marshall Elliot Wax, N.Y., to Barbara Levitan Bill Traber, N.Y., to Jo Ann Birrell Howard Genser, N.Y., to Janice Shultz Elvira Polisi, N.Y., to Norman Hansen Tari Rahm, Hollywood, to Dick Holbrook Jane Osler to John Deira, both Hollywood

NBC Engagements

Gregory Eaton to Billie Ann Couch, both N.Y.
Helen Canale, N.Y., to Jack O'Malley Don Harper, N.Y., to Sabrah Foster Anne Tucker to Towney Coleman, both N.Y.
Barbara Bruns, N.Y., to Jack Notel Maralyn Haas, N.Y., to Norman Liebman Tom Turner, N.Y., to Barbara Malone Walter Einsel, N.Y., to Naiaid Giblan

NBC Births

To Ernest de la Ossa, N.Y., a daughter, Robin Lynn Estella
To Alan Armors, N.Y., a son, Michael
To Joe Hewes, N.Y., a son, Joseph
To William Stones, N.Y., a son, Dana
To Doug Schneiders, N.Y., a daughter, Cathie Lynn
To John McGintys, N.Y., a daughter, Loreen
To Marty Harrisons, N.Y., a daughter, Nancy
To Bob Corwins, N.Y., a daughter, Diane
To Al Sterns, N.Y., a son, Nicholas
To Arthur Cuddihy, a son
To James Dennings, a daughter
To Ray Rowlands, N.Y., a son
To Robert Lissners, a daughter, Dorothy Barbara
To Mary Louise Baileys, Hollywood, a daughter, Sharon
To Marion Moore Cadigans, Hollywood, a daughter
To Al Wooleys, Hollywood, a daughter Margueretta
To Harry Meusekkes, Hollywood, a daughter, Tracy

DON'T JUDGE OUR WOOL



BY OUR MINK



Every so often someone buys a 24-page special section in The New York Times. Costs a lot of money, but, we're told, it pays off.

Four-page, full-color inserts in Life magazine don't go for peanuts either. But people buy them and, chances are, they get value received.

Does this mean that *all* newspaper and magazine advertising is expensive? Of course not. You don't *have* to buy 24-page sections or 4-page inserts; you can buy small space too. You, the advertiser, decide whether you are going small or going big. The advertising medium itself isn't expensive, unless you want to *dominate* the space. Then it does cost money, and . . . it's worth it.

Same way with television.

A full-hour, star-studded show in choice evening time will *dominate* the TV schedule. Like those four-page inserts,

it costs money, but . . . it's worth it. On the other hand, you can buy a six-minute daytime TV segment on NBC-TV for \$3,400. And three million people will see your commercial.

Network Television, like newspapers and magazines, lets you decide how much "space" you need or can afford. \$3,400 on NBC-TV is a good investment, and not a costly one. If you spend more than \$3,400 you'll get a proportionally greater value. So, if you want to advertise your product on television, don't let all this talk about high costs scare you away. If you'll give us a call today, we'll be glad to develop with you a schedule on NBC Television that fits your advertising budget.

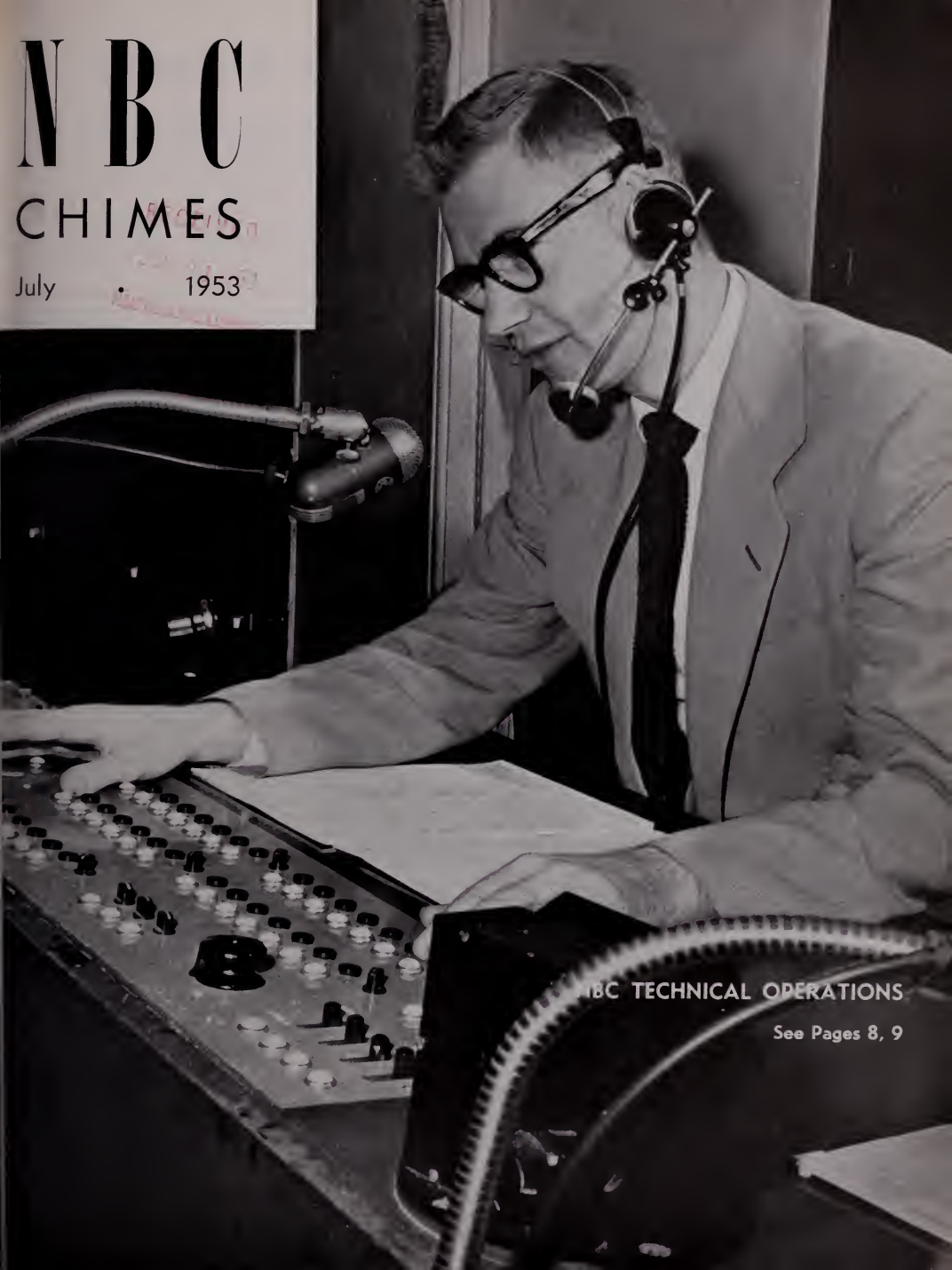


a service of Radio Corporation of America

NBC

CHIMES

July • 1953



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 2,238,000 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 newsmen 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
CONTRIBUTIONS MADE BY EMPLOYEE THROUGH NOV. 30, 1952	ANNUAL RETIREMENT BENEFITS ACCRUED THROUGH NOVEMBER 30, 1952			
	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
•	•	•	•	•
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 expediencies 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



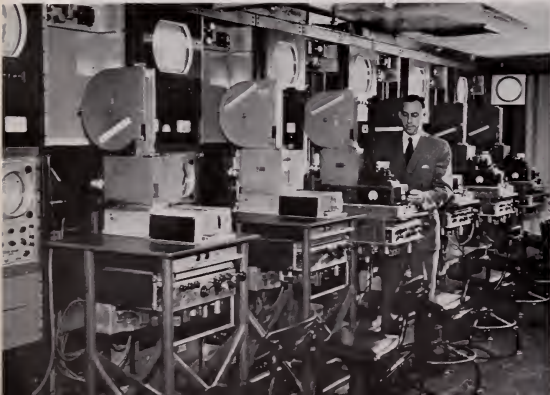
Bob Lindeman, left, turntable operator plays records for background music; McNamara, audio man, is responsible for quality of sound portion of show

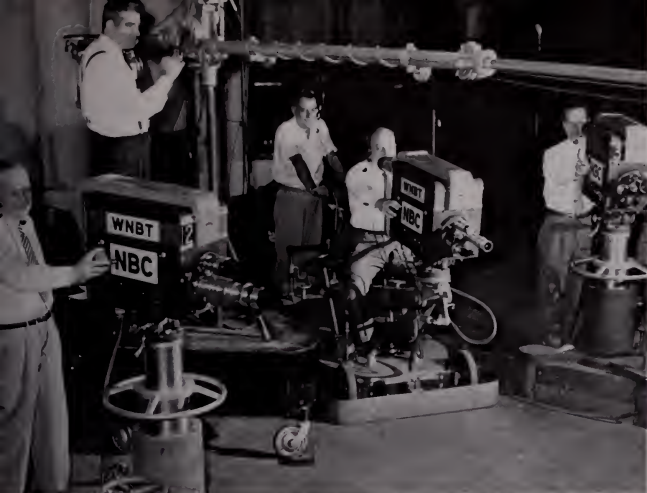
by the studio or field crew. Then it travels by our internal circuits, or if from the field, via Telephone Company lines, to either the radio or the television Master Control Rooms.

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 n, boom operator John Kenny, dolly man Silvio Guisetti, cameraman Harvey r, 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. Smit, 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, De 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, blindfolded 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

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.



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.

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, WNBK 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 WNBK 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, WNBK, 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.

N. Y. Bowling Dinner



Standing, L to R: Art Nelson, Jim Gladstone, Warren Gherman, 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.

The Bowling League of NBC's New York office wound up its 1952-1953 season in fine style on May 15 with a big dinner at the Hotel Taft. Over 125 NBC bowlers and guests were present to see retiring Bowling League president Ed Prince, of Staff Engineering, turn over his duties to his successor, Cass Ohynowicz, of 56th Street. The Bowling League is the oldest and biggest organized employee activity in NBC New York.



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.

Bowling League president Ed Prince, 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 Woodruff in upper right corner, at another table.



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 NBC-ites 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 cooperation 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

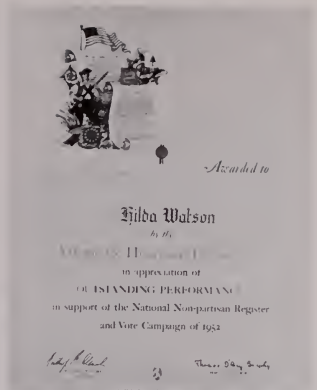


Tad Danielewski, winner of the WAAM Fellowship for 1953-1954.

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 statuette 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 Luckey*, PBX operator; *Terry Opela*, typist, *Gloria Marshall*, Guest Relations; *Gloria Cephart*, 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, rehears 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, instead of all things, a bad case of mumps. With 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 4", newest addition to the flag-ship's flotilla. "Channel 4" 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 weekends 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.

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 Sivalde* 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 "IGGY" 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* (ch! 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 missed *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 McAlicee* and the brothers *McGarty* Thought it was a whale of a party!

Roseann Walsh and Virginia Belviso 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 flag 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 Cregg* 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 phenomena.

Welcome mat out for patrolmen: *Frank Conway*, *Joe Sheehan*, *Emanuel Phillips*, *Phil Horgan*, *Tom Meagher*, *Alex Swenson*, *John Ewh* 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 Gaiher, 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 Hempens, 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 Morocos, 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, ¾ mile to station and village, ½ acre, \$21,500 from owner, Call Austin O. Huhn, Ext. 572. N.Y.

For Sale: 1947 Packard "Clipper" for \$350. Call Herb Brotz, 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 Rosenherg, 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 Darien and White Plains. Reasonable prices. Call Wilt 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



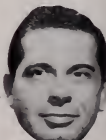
Lawsan Deming



Joe Portaro



Gordon Ward



Tom Field



Joe Finan



Mildred Funnell



Marjorie Harm



Tom Haley



Cy Kelly



Henry Levine



Jackie Lynn



Tom Manning



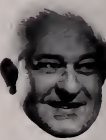
Jay Millner



Joe Mulvihill



Carl Reese



Glenn Rowell



Lorenzo Simonetti



Bill Tompkins



Edward Wallace



Marion Resch



WTAM • WNBK

Your Community Stations

NBC

CHIMES

August • 1953



THE STEVE ALLEN SHOW—

LATEST CHALLENGE FOR WNBC-WNBT OPERATIONS

See pages 2, 6, 7



CHIMES

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Edward Starr

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Kay Henderson, Continuity Acceptance
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Warren Gherman, Controllers
Ernestine Thomas, Treasurer's
Ruth Johnson, N. Y. Personnel
Mary Heller, General Service
Tom Henry, Air Conditioning
Charlie Atlee, Duplicating
Bill Lynch, Mail Room
Helen Anne Wilson, Stenographic
George Broomfield, Guest Relations

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Honey Teeter, Network Sales
Pat Gabany, Adv. & Prom.
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Carolyn Maus, Merchandising
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Don Ellis, Broadcast Operations
Lee Tucker, Staging Services
Pat Powers, TV Program
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Vera Schock, Music
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Katherine Fannon, Special Effects

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Don Richards, Administration
Barbara Mulligan, WNBC-WNBT
Bill Cothran, KNBC
Bob Pelgram, KNBH
Mary Karr, WMAQ-WNBQ
Eileen McGinley, WTAM-WNBK
Jay Royen, WRC-WNBB

Engineering:

Marjorie Marshall, Engineering

Film Division:

Terry Colasacco, Film & Kine Operations
Betty McLaughlin, Film Library
Suzanne Salter, Admin., Prod. & Sales

The Cover

The newest and biggest production to originate from the "all-purpose" 67th Street studio of WNBT, New York, is the Steve Allen Show. Presented Monday through Friday from 11:20 to midnight, it is a large scale variety show, with orchestra and vocalists, presided over by the easy-going Allen.

One of the remarkable features about

this is that nine other live shows originate from this same studio each day, including variety, cooking, children's, and news programs. For the story of how NBC's Flagship Stations have been able to compress so many operations into one studio, see the feature, "Flagship Operations," on pages six and seven of this issue of CHIMES.

Greater New York Fund Report

The Greater New York Fund has asked us to pass on to NBC New York employees their deep appreciation of the generous support given to their 1953 drive. In the Greater New York Fund's words, "Please accept our note of appreciation as only an echo of a great chorus of thanks from thousands of sick and afflicted and troubled people whom you helped all at once with your contributions."

The drive that was held among employees of the New York office in 1953

was a great success, both from the standpoint of amount of money contributed, and number of employees who participated in the drive.

This year the contributions totalled \$1711.90, compared to \$1122.00 in 1952. The number of contributors swelled from 587 last year to 1181 this year.

These figures make 1953 far and away the most successful year in the history of Greater New York Fund drives at NBC.

An Anniversary for Chimes

This month, CHIMES is celebrating an anniversary, of sorts. It was a year ago August that our magazine emerged, with engravings shining and columns carefully parted, in its present large, slick-paper format.

In that ground-breaking issue of CHIMES, the editor said, "Recently the editor of NBC CHIMES took a pica rule and measure in hand and gingerly approached a new format for the magazine. We hope that the new issue will meet with your approval."

Well, if we may be permitted a few dozen picas for another observation, we think we have at least moved in the right direction. Judging from letters and comments we have received, and especially from those invaluable eyes and ears, the CHIMES correspondents, NBC employees do approve of the present format.

Needless to say, this is extremely heartening. The format of a magazine is very important. It can make a publication more readable, set off photographs to more advantage, give it a cleaner and fresher look — if it is the right kind of format. We hope, based on reactions to date, that this format

is the right one for NBC.

However, an adequate format is a very superficial sugar coating indeed, if the content is inferior. In format you can attain a certain degree of excellence, when improvements will be noted only by artists and make-up and typography experts. Not so with content. In this more abstract category, our only aim can be that of constant improvement. This means constant planning, digging and screening to find the right kinds of articles — articles which will be valuable not because an individual feels good when he sees his name mentioned, but which will give members of the NBC organization better understanding of their company and their fellow-employees.

Happily, CHIMES has a very great source of assistance in this problem of achieving constant improvement — the suggestions, criticisms and praise of its readers. Fortunately, our readers have been quite generous in offering all types of comments. This has made the job much easier.

If CHIMES were to make one anniversary wish, let it be . . . keep it up! keep sending in your ideas!

SARNOFF NBC PRESIDENT AS WHITE RESIGNS

Earlier, Gen. Sarnoff Announces Plan for Separate TV, Radio Operating Divisions

The resignation of Frank White as president of NBC, effective August 7, was announced on July 27 by Brig. General David Sarnoff, chairman of the Board of NBC. The action was taken at Mr. White's request to be relieved of his duties so that he can take the rest which his doctor has ordered. Upon Mr. White's resignation, General Sarnoff personally assumed the presidency of NBC, in addition to his office as chairman, pending the election of a new president of the company.

In his message to members of the NBC organization, General Sarnoff stated: "It is with deep regret that I have granted Mr. White's request that he be relieved of his duties as president of the National Broadcasting Company.

"Since joining NBC, Mr. White has served the company conscientiously and faithfully and has given to it the utmost of his energies and his fine abilities. As many of you know, for the past several months, Mr. White has had to lighten his duties for reasons of health. He has now been advised by his doctor that he is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the president's office.



Frank White

"In accordance with his doctor's advice, Mr. White has asked me to relieve him from his duties as president as soon as possible. Under the circumstances, I have accepted his resignation as president of NBC, which will become effective at the next meeting of the NBC Board on August 7. At that time, and until a new president of NBC is elected, I will personally assume the presidency of the company, in addition to my office as chairman of the Board.

"I am sure that I speak for all of you in tendering to Mr. White our heartfelt gratitude for his unwavering devotion and loyalty to NBC and its staff. During the past year of his service, he has brought to the company a wisdom born of long experience in broadcasting, a deep understanding of the problems of our business, and qualities of heart and mind that have endeared him to all of us.

"On behalf of myself personally and on behalf of the RCA and NBC organizations, I wish him a speedy and complete recovery and the success and happiness he so well deserves. I am hopeful that after he has had the rest which he requires to recover his health, he can return to the RCA organization in a responsible executive capacity which will not overtax his strength."

In his address before a meeting of NBC radio affiliates in Chicago on July 27, Mr. White reviewed in detail the circumstances that led him to submit his resignation:

"Back in May, I found that I had been driving myself too hard, for almost a year, and that I had reached the point where there was no reserve strength on which I could draw. I consulted my doctor and he told me that I must slow down and do so immediately. He said that what I needed in order to get back in shape again was a good rest. So, I informed General Sarnoff of the situation and told him that unless I could regain my full vigor I doubted whether I would be able to carry on with the heavy duties of the presidency of NBC. Those of you who attended the Princeton meeting heard the complete story from General Sarnoff, who said on that occasion that upon my return from Europe I would decide whether my health had so improved as to permit me to resume the responsibilities of the presidency of NBC.



Brig. Gen. David Sarnoff

"When I explained my personal situation to the General, he was most understanding and considerate and urged me to take an ocean trip and a rest before reaching a final decision. He gave up his own plan to represent the company at the Coronation in London and sent me in his place. He insisted that in addition to the ocean voyage, I should also take several additional weeks while in Europe. Moreover, all of you know how busy General Sarnoff is with his duties as chairman of RCA. Nevertheless, he volunteered to take over, personally, my duties at NBC while I was absent seeking to regain my health.

"I accepted the General's kind offer and suggestions and sailed for Europe with my wife on May 20. We had a fine trip and a good rest abroad, returning to New York on June 16. I felt much refreshed and improved in health.

"Upon my return home I was welcomed back to my office as president of the Company. General Sarnoff offered to remain active in NBC until I felt certain I could resume my duties and responsibilities in full, and I have been given every opportunity and consideration to do so.

"Since my return, however, I have had a complete physical check-up and several earnest consultations with my doctor, who has been my good friend for many years. He has advised me that while there is nothing wrong with me organically, I am in need of a long and complete rest and must give up the heavy duties and responsibilities of the president's office. He has also suggested that I seek lighter work after I regain my health.

"Accordingly, I have asked General Sarnoff to release me from my contract and to relieve me of my duties as president of NBC as soon as possible."

(Continued on next page)

Prominent Figures in New NBC Organization:



John K. Herbert



William H. Fineshriber, Jr.



Ted Cott

Sarnoff Announces New NBC Structure

Following is the announcement made to NBC department heads by General Sarnoff on July 20:

"For your information and guidance, I quote below, in full, a statement released by me to the press today:

"Effective August 3, 1953, the National Broadcasting Company will separate the program, sales, and promotion activities of its Television and Radio Networks into independent operating divisions. The service departments of the National Broadcasting Company, such as research, engineering, accounting and station relations, will continue to serve the requirements of both the Television and Radio Networks.

"The Television Network will be headed by Mr. John K. Herbert, and the Radio Network will be headed by Mr. William H. Fineshriber, Jr. Each is now a vice president of NBC. The heads of these separate network divisions will report directly to the president of the National Broadcasting Company.

"Mr. Ted Cott, vice president, now in charge of the NBC television and radio station in New York City, has been appointed operating vice president of the NBC Radio Network and will report to Mr. Fineshriber.

"Additional personnel who will

function exclusively in the program, sales and promotion departments of the NBC Radio Network Division will be announced shortly."

"Mr. Charles C. Barry, vice president in charge of Programs for the Television Network, and Mr. George Frey, vice president and director of Sales of the Television Network, will henceforth report directly to Mr. John K. Herbert.

"All those who now report to Mr. Herbert, through Mr. Fineshriber, will continue to report to Mr. Fineshriber, through Mr. David Adams."

Cott Announces Radio Appointments

Three major appointments were announced July 23 by Ted Cott, operating vice president for the Radio Network, as NBC moved quickly to set up its expanded organization for the separated Radio Network activities.

Fred Horton, account executive in the Sales Department, who has been responsible for bringing many major accounts to NBC, was appointed director of Radio Network Sales.

John P. Cleary, who as Radio Network Program manager conceived numerous outstanding programs, was named director of Radio Network Programs.

Merrill Mueller, formerly news editor and commentator on the news and special events program, "Today," was appointed to the new position of radio news and features executive.

Shea To Manage N.Y. Stations

Hamilton Shea, general manager of NBC's Owned and Operated Stations in Cleveland, has been appointed general manager of WNBC, WNBC-FM and WNBT, the network's flagship stations in New York. This announcement was made on July 29 by NBC vice president Charles R. Denny.

Mr. Shea succeeds Ted Cott (see above) in that position, and will assume his new duties sometime this month. Ernest de la Ossa will continue in his position as station manager of the New York stations, reporting to Mr. Shea.



Hamilton Shea

NBC V. P. Hedges Reassumes Role As Newsmen to Give NBC a Scoop



NBC vice president in charge of Integrated Services William S. Hedges, who proved that "once a newspaperman, always a newspaperman" by covering Scarsdale building cave-in for NBC.

As a former newspaperman, NBC vice president William S. Hedges was just doing what comes naturally when he was the first to notify the NBC Newsroom of a building cave-in which killed three and injured twelve in Scarsdale, N. Y., on July 10. His quick action enabled NBC to present the news of the tragedy, on radio and television, way ahead of any other broadcaster.

In describing what happened, Mr. Hedges relates:

"That evening, a Friday, I had caught the 5:44 from Grand Central; first stop Scarsdale, where I live. As I walked up from the station to my home, I noticed a crowd suddenly gathering. Investigating, I saw that a large office building being constructed there had just collapsed, and learned that at least 12 workmen were still trapped in the debris.

"As soon as I had the basic facts about what had happened, I got to a phone and called the Newsdesk, gave them the story, and suggested a newsreel cameraman be dispatched immediately.

"Going back to the site of the

cave-in, I saw that they were already at work digging out the injured. I called the Newsdesk again, found that a cameraman had been dispatched from New Rochelle. He arrived a few minutes later."

At this writing, the cause of the collapse is still undetermined, and an investigation is being held.

This role of gathering news is not a new one for Mr. Hedges, since the vice president in charge of Integrated Services is a former reporter for the *Chicago Daily News*.

What Mr. Hedges did that evening gives a perfect illustration of what any NBC employee who finds himself at the scene of a fast-breaking news story can do.

"Every NBC employee, no matter where he is, should consider himself a pair of eyes and ears constantly on the alert for the unusual — for things that could be of interest to the NBC Newsroom," Mr. Hedges says. "As a matter of fact, every NBC employee is a potential salesman, as well as a reporter.

"An NBC employee with the best interests of the company at heart

Robinson to NBC Board

William E. Robinson, publisher, executive vice president and director of the *New York Herald Tribune*, has been elected a member of the Board of Directors of the National Broadcasting Company. Last April he was elected a member of the RCA Board of Directors.

Mr. Robinson has filled the vacancy on the NBC Board left by the resignation of Lewis L. Strauss, following his appointment by President Eisenhower as chairman of the Atomic Energy Commission.

On the RCA Board, Harry C. Hagerty was elected a director to fill the vacancy caused by Mr. Strauss' resignation. Mr. Hagerty is financial vice president and director of the Metropolitan Life Insurance Company.

From 1936 until 1945 Mr. Robinson was advertising director of the *Herald Tribune*. Prior to that he was associated with the Hearst Newspapers and the *N. Y. World Telegram*.



William E. Robinson, newly-elected member of the NBC Board of Directors.

realizes that there are all sorts of ways that he can help NBC while away from the job. He will remember to get the facts and call the Newsroom if he witnesses a sudden news event, and he will take advantage of opportunities in conversation to spread the word about NBC's leadership. Even chance conversations often can do more than we might ever know to build prestige and good will for NBC, and might even have favorable repercussions on sales."

Flagship Operations

Year's Experiment Of One Studio for Live Shows Success

A year ago this past July, an experiment was attempted at NBC's Flagship television station in New York, WNBT. One large studio, on 67th Street, was leased, and it was decided to make the local station autonomous from the network in the areas of production, technical and studio operations. Although WNBC and WNBT had operated its own program, sales, advertising and similar activities for some years, it always had depended upon the network to supply such personnel and facilities as stagehands, engineers, studios, sets and scenery. Now, it was to get it alone from those standpoints, also.

Within two weeks the new system was proved workable and within the



past year the merits of this arrangement have been demonstrated time and again by an increased efficiency and economy of operation. Moreover, this new autonomy helped programming as well, by providing facilities that were tailor-made for local use.

When Pete Affe, now manager of Operations for WNBT and WNBC, put the new studio into use last year, it was decided to start originating as many of WNBT's live programs from it as possible. This was no easy task. WNBT presents more live shows than any other local station in the country.

Now if this was to be done, it was clear that some revolutionary ideas in studio use would have to be found.

With one show following another from the same studio, it would be impossible to strike sets and raise new ones between station breaks.

From this problem came the 67th Street concept of "studio-in-the-round" — permanent sets placed around the walls of the studio, with lighting for each set that was kept essentially fixed. This tied in perfectly with the one-camera, one-performer programming scheme that WNBT was introducing.

However, not all the shows originating from this studio are one-man programs. In fact, the recently launched Steve Allen show is a five-a-week, 40-minute, major variety production. The daily hour-long Morey Amsterdam



Here are most of the engineers, stagehands, studio supervisors, wardrobe and makeup people at WNBT's 67th St. studio.

morning show also is an elaborate affair. With eight other live shows there — Josephine McCarthy, Jinx Falkenburg, Richard Willis, Bill Stern, Tex Antoine's weather show, "Magic Horse-shoe," "Esso Reporter," and "Eleventh Hour News" — to have all sets permanently fixed, you would need a studio of phenomenal size, which this studio, though of generous proportions, is not. It has, however, plenty of height, which enables great use to be made of "flying sets" — scenery and props suspended in mid air, which can be dropped down into use when needed, like a circus trapeze.

Another ingenious invention mothered by this necessity of one studio is the development of a new stock of two-faced, multi-use scenery. Instead of the familiar canvas on wood framework scenery, flat, perforated masonite is



used for 11FN, WNBT's live studio at 106th St. are, left to right, Bruce Bassett, production coordinator; Ed Walker, engineering; Irving Silver, stagehand; Syd Kerlinger; Walter Maher, stagehand, and Sal Benza, engineer.

used. This is about six inches thick, with one side that can be quickly made into a bookshelf. The masonite is perforated so that pictures, shelves and similar props can be hung on pegs inserted in the holes, giving the set an entirely different look.

This all-purpose studio has a balcony, with an audience capacity of 250, as well as a fully-equipped maintenance shop of its own. Another advantage is that it is situated on the ground floor, enabling the studio camera to go out on the street, as it often does for the Jinx Falkenburg show. Obviously, this avoids the need for calling in remote equipment for such coverage.

WNBT's other television studio, at 105 East 106th Street in Manhattan, was initiated as a commercial cut-in studio for film shows. Although it is

still used for cut-ins on "Today," it is the site of other of WNBT's one-camera, one-performer shows, such as Herb Sheldon's daily and Sunday programs, "Ask the Camera," "TV Museum," and Ray Forrest's "Children's Theatre."

When WNBT's experience in television proved successful, its sister station in radio, WNBC, moved its operations into one studio. From studio 9C, on the ninth floor of the RCA Building, come all of WNBC's programs, except the Tex and Jinx show, which originates in their home on Long Island. The studio itself is divided into two separate sections, but there is just one control room for both halves.

The organization that handles all studio production, technical and broadcasting operations at WNBC-WNBT is headed up by Pete Afe, manager of Operations. Reporting to him, in addition to his secretary, Joan Levinson, and operations assistant, Barbara Horn, are the major section chiefs in charge of the above-mentioned functions. Joe Kirby is scenic designer and has been primarily responsible for WNBT's new scenery developments. Supervisor of Studio Operations is Duncan Mounsey, and the three studio supervisors, Richard Aiken, Bob Crozier and Richard French, report to him. Production coordinator is Bruce Bassett, one of whose major operations is supervising the stagehands who work for the local station.

Alf Jackson is manager of Technical Operations. He is in charge of the 35 engineers, including all the technical directors, video, audio, lighting, maintenance and studio engineers required for the completely independent operation of the stations. The station engineering staffs for WNBT, under Thomas Buzalski, and WNBC, under John Flynn, operate the transmitters.

At the "bull pen" for WNBT designers and studio supervisors are, left to right, Johnny Stearns, producer of Steve Allen show, Norman Cudlick, Dick French, Joe Kirby, Bob Crozier and Harry Miller.

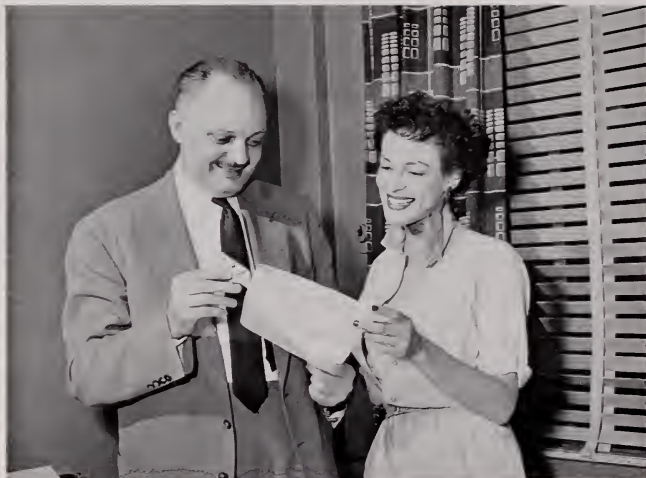


This WNBT control room at 106th St. is for both 11F, the film studio, and for 11FN, the live studio. Seated there, left to right, are, Neil Holland, Dan O'Connor, Tony Romeo and Chester Smith. Standing are Jerry Valburn, left, and Bruce Bassett.

A new section of Operations is Broadcast Service, which is under supervisor Sumner Glimcher. This group operates at the stations from an overall standpoint, coordinating network feeds and remotes with Master Control, operating film shows, station breaks, teleps, and arranging for copy to be presented on the air. This section also has the responsibility for carrying on programming in the event of a breakdown. The floor managers for WNBT are Larry Owens, Don McDonough, Walt Garrity and George Hooper.

Far from trying to maintain a monopoly on new local station techniques, WNBT has originated "Camera Clinics," which are held once a month to show agencies and clients what has been discovered in the all-important area of more effective programming and production.

In This Corner



Promotion writer Janice Kingslow examining copy with John Keys, manager of Advertising, Merchandising and Promotion at NBC Chicago.

Janice Kingslow

By
Mary Karr

Most girls, having tested the glamor, the applause, the excitement of stage stardom, would be hard put to settle down to the routine of a nine-to-five office job. But Janice Kingslow isn't like most girls.

The tall, strikingly beautiful brunet who set Chicago play-goers on their collective ears with her vibrant portrayal of the title role in the 1945 production of "Anna Lucasta," believes that versatility is the key to a happy and rewarding life.

At present her career has taken a sharp detour from the footlights, and she is devoting her energy and enthusiasm to writing TV promotion spots in NBC-Chicago's Promotion Department.

Janice's arrival at NBC a short time ago elicited much comment from her co-workers. They remembered the vivid gifted girl in her fabulously suc-

cessful role of "Anna." They remembered her, too, from more than a hundred radio roles.

Why, they wanted to know, had she given all that up for an office job?

When they asked Janice herself the answer was always the same.

"It's a very simple problem in economics," she would state with a smile, "last year about four per cent of the Actors Equity members made a living wage. There seems to be a pretty fragile future for the other 96%, and I like to eat."

Actually there's more to the story than that. Janice, despite her successes as an actress, has also amassed a solid background of education and experience in creative writing, simply because she enjoys it.

She supplemented her speech education at Chicago Teacher's College with courses in script writing and advertising at Columbia College. After a teaching stint at Columbia, she was employed as public relations director for Chicago's Provident Hospital. For

years she has written children's stories and books as a hobby.

While Janice believes that acting is a gratifying profession in many respects, she is also convinced that there is much to be gained in promotion writing.

Her green eyes sparkle when she speaks of her job, and she says, "There's so much to learn about this amazing new medium of TV. My work of promoting our programs is a very small part, that's true, but I believe it's an essential part, just as painting scenery is an essential part of stagecraft."

Aside from appearances in church and school plays, Janice didn't get a real taste of acting until she was almost ten. A group of her family's Evanston friends were touring a Chicago radio station. She broke away from the group and casually asked an impressive-looking man how one went about getting radio work.

He asked her solemnly if she could portray a little boy, and she replied, "Certainly."

She auditioned, and much to everyone's surprise, got the role. For the next four years she played a variety of children's parts on stations all over Chicago.

Through her years at Evanston Township High School, and later into college Janice continued to tackle as many professional radio roles, as well as parts in school plays, as possible.

While she was still a student at Chicago Teachers College, friends persuaded her to audition for the starring role in "Anna Lucasta," she agreed, and tried out — mainly for a lark.

"It was awful," she recalls ruefully, "I was trying to appear sophisticated so I wore very high heels and braided my hair into a coronet. Being five feet seven inches tall, I stuck out like a sore thumb."

The casting director said he liked her reading, but that she was just too tall to fit with the rest of the cast.

Luckily she hadn't set her heart on getting the role, so being turned down didn't faze her a whit.

A few days after the audition, changed back into her usual saddle shoes, and with her long brown hair flowing to her shoulders, Janice returned to the theater to buy tickets. The stage manager spotted her, and said that the director had been trying to locate her for a second audition.

(Continued on page 19)

At NBC New York:

Riding Club In Full Swing

Every Thursday down in Main Hall in the RCA Bldg. in New York, a small group of NBC employees gather with an assortment of luggage to take a ferry ride across the bay to Staten Island. They hang around a little while waiting for others to join them and then start off, some muttering dire threats under their breath as they are dragged along by a friend, others turning a little pale thinking of the experience that lies ahead. Only a few chatter gaily and amuse themselves with happy thoughts of fresh air, sunshine and a ride on the Staten Island ferry. You see, the brave souls are going horseback riding at Clove Lake out on the Island.

At the ferry slip they are met by a long limousine and driven to the Clove Lake Stables where they saddle up and ride into the park across the road for an hour of jogging, jumping, trotting, tugging, cantering and cutting up on horseback. There are three groups or categories of riders and each is taken into the park by one of the instructors from the stable. So far the inexperienced riders greatly outnumber the experienced ones, but they hope to graduate some of the beginners to an intermediate section soon.

The first time they went nothing much happened to anyone. Just one horse sat down suddenly and rolled over in a gay mood, tossing his legs high in the air and rubbing his rider all over the ground. The horse's name was Impetuous but he proved docile enough after getting up and eating a blade or two of grass, so even tempered that his rider remounted and the class continued.

The group continues to ride every Thursday, leaving NBC at 5:00 p.m. In fact, response has been so good that they are thinking of having the more experienced riders meet on Wednesday — and the others can join this group after graduating from the bouncing to the posting stage. With the same people going all the time, they've found that the time to prepare for the ride is cut down to a few minutes and that the horses requested by the individuals are saddled and

NBC New York to Hold Outing At Bear Mountain Sept. 12

The biggest social event of the year at NBC New York, the Annual Outing, will be held this year at Bear Mountain, New York, Saturday, September 12. This will be the second successive year that the Outing will be held at the famous playground on the Hudson River. Last year's Outing there was by all counts the most successful company picnic ever held by the network's New York office.

Unofficial polls taken by the Personnel Department's Employee Services Section, which runs the affair, showed that NBC employees were more than satisfied with the location, facilities and services at Bear Mountain last year, and so the decision was made to hold the Outing there again this year.

The Outing will last from about 12:00 Noon until midnight. Admission will be free for NBC employees and their husbands or wives. There will be a charge for guests.

Among the sports and activities that

will be featured at Bear Mountain are: volley ball, golf, swimming, trout fishing, horseback riding, softball, boating, and, of course, dancing from 3:00 p.m. until midnight.

A box lunch will be served at noon, and a full-course dinner will be offered in the Bear Mountain Inn in the evening. Both meals will be served free of charge to NBC-ites. It is suggested that everyone bring along a change of clothing; one for the day's play, and another for the dinner and dancing. Lockers and showers will be available at the Inn, without cost to NBC people and their guests.

According to Dick Connell, NBC Supervisor of Employee Services, "Our plans call for this to be an NBC Outing second to none. We are coordinating with Bear Mountain management in setting up all details. Although we all will be keeping a close watch on the weather forecasts, in case of rain the Outing will be held anyway, since there are facilities under roof."

KNBC GENERAL MANAGER IS MARRIED



Lloyd E. Yoder, general manager of KNBC, San Francisco, and Alma Cella, well-known concert singer, were married on June 30.

waiting when they arrive. The charge for riding is \$2.00, the horses are very good, and the owners make you feel right at home. So if you feel the

need of some exercise, fresh air, and want the thrill of controlling a four-legged animal that has a mind of its own, come on along!

30th Birthday for WRC

NBC's O&O Station in Washington Has Broadcast
Activities of Capital Continuously Since 1923

Station WRC, the National Broadcasting Company's radio station in Washington, observed its thirtieth full year of service on August 1st. As one of the oldest radio stations in the country, WRC has been serving the listeners in the Nation's Capital, Maryland and Virginia continuously since 1923. WRC has also brought the voices of Presidents and world leaders to radio listeners all over the nation. Every important happening in Washington is transmitted over the NBC radio network through the facilities of station WRC.

The NBC Owned and Operated radio station in the Nation's Capital is located at the Sheraton Park Hotel. Studios and administrative offices are combined with those of WNBW, our television station in Washington.

WRC's first program was broadcast on August 1, 1923: the three hour

program finished stronger than it started, because someone discovered that the announcer had been talking into the wrong side of the carbon microphone. In 1923, WRC shared its radio frequency with another local radio station, WCAP, which was operated by the Chesapeake and Potomac Telephone Company. The two stations divided air time, each using three nights and alternate afternoons. Occasionally, there would be confusion due to poor synchronization of clocks and schedules with the result that listeners were treated to two programs simultaneously broadcast on the one frequency. There were other technical difficulties too: a rare aurora borealis was credited with ruining an early Presidential broadcast.

WRC was a pioneer station in bringing political news to radio listeners. The Democratic and Republican con-

ventions of 1924 were broadcast as well as the elections of that year. In the same year, WRC received over 7000 letters following one of the nation's first radio political debates, a discussion of the Volstead Act. The station still receives thousands of letters each year written to such programs as "Meet the Press", "The American Forum of the Air", "Youth Wants to Know", "Meet the Veep" and other discussion-debate programs which are fed to the network from WRC's studios.

The station's first political speech was broadcast on December 7, 1923 by Senator Magnus Johnson. It was on a later occasion that Senator Johnson achieved fame by making an impassioned speech in which he urged his Senatorial colleagues to "grab the bull by the tail and look the situation squarely in the face". WRC continues to broadcast many Congressional Committee meetings.

One of the most popular musical features of radio in the early 1920's was a series by the United States Marine Band, which originated on station WRC. Among WRC's pioneers were David Lawrence, now publisher of *U. S. News and World Report*, who first stepped in front of a WRC microphone on May 1, 1926, and the distinguished journalist, the late Frederic William Wile, the father of Frederic W. Wile, Jr., NBC vice president in charge of production.

WRC's old log books are full of "firsts" including the first broadcast from the U. S. Capitol and the first radio address by a President, Calvin Coolidge. An early special events highlight was the dramatic description of the big welcome in the Nation's Capital for Charles A. Lindbergh, with Milton Cross and Graham MacNamee at the WRC microphones.

In 1924, WRC was at the south end of the nation's first radio network, using a direct telephone wire to station WJZ in New York. On this two station net, listeners heard a blow by blow account of the Wills-Firpo fight.

For listeners who preferred less excitement, there were regular broad-



On hand for WRC's first broadcast, on Aug. 1, 1923, were (L to R): Howard Angus, then assistant to the general manager, RCA; Fred Guthrie, first manager of WRC, now with RCA Frequency Bureau in Washington; Dr. Alfred N. Goldsmith, then RCA director of Research; C. B. Popponoe, then manager of Broadcasting, RCA; David Sarnoff, then vice president and general manager of RCA, now chairman of RCA and NBC Boards and president of NBC; M. K. Rice, then manager of Broadcasting for General Electric. Photo is from collection of Mr. Guthrie.

casts from Washington's leading hotels, including dance music by Vincent Lopez' orchestra, the Brunswick Hour of Music, and a complete performance of "H.M.S. Pinafore".

The 1930's marked many milestones for WRC, including the seven-hour broadcast of President Roosevelt's first inauguration and the parade, as well as the first "Fireside Chat". Throughout the 30's, WRC was the nation's listening post in Washington in the days preceding World War II. On December 8, WRC originated the broadcast of President Roosevelt as he asked Congress to declare war on Germany and Japan. During the war years there were many notable broadcasts, including Winston Churchill's dramatic address to Congress. After the war, there were homecoming ceremonies to broadcast, receptions and parades for General Eisenhower, General Wainwright and Admiral Nimitz.

Station WRC and its sister station, WNBW, now have a combined staff of over 130 people. When WRC opened in 1923, it had a staff of eight, including the porter. According to general manager Carleton D. Smith, WRC continues to serve in two capacities: as the origination point for important broadcasts of nation-wide interest, and as the leader in bringing the best in radio entertainment to the local community served by WRC. WRC has regular listeners on 930 kilocycles, not

only in Washington but in all areas of Virginia and Maryland and portions of Pennsylvania and West Virginia as well as Delaware. WRC programs are also duplicated on station WRC-FM on a frequency of 93.7 megacycles.

Among the nationally known news commentators who broadcast daily from station WRC's studios are Morgan Beatty, Leif Eid, Richard Harkness, Earl Godwin, Ray Scherer, David Brinkley, and the "Three Star Extra", reporters, Ray Henle, Ned Brooks and Albert Warner. Washington audiences have made it a habit to wake up in the morning to the piano and organ music of WRC's timekeeper, Bob Reed, and to enjoy such personalities as Nancy Osgood, WRC's Director of Women's Activities, and sports expert, "Dutch" Bergman. One former WRC announcer who is still quite popular in radio is Arthur Godfrey. In 1925 and 1926, WRC hired two young men who also became nationally known personalities — Norman Brokenshire and Ted Husing.

Thirty-six members of the NBC staff in Washington have been with the network for over ten years. The engineering department has top priority as far as veterans are concerned. Of the four employees who have had more than 25 years with NBC in Washington, all are members of the technical staff. They are Barton Stahl, Frank Fugazzi, Robert Terrell and Keith Williams.

Nine individuals have been with WRC and NBC for over 20 years. They are Frank M. Russell, NBC vice president in charge of the Washington office; Carleton D. Smith, NBC vice president and general manager of WRC and WNBW; Gladys M. Borrass, Assistant to Mr. Russell; Engineering staffers Clyde Clark, Samuel Newman and Ralph Hamill; WRC salesman Stanley Bell, Martha Cosgriff, Sales Department secretary, and Edgar Starnard of the maintenance staff.

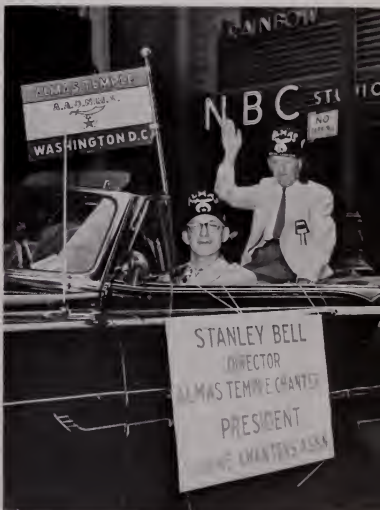
The twenty-six individuals who have been with WRC and NBC for over ten years are: George Y. Wheeler, R. C. Coldenstroth, Arthur Hamilton, Mildred Burger, Frances P. Childs, Ludwig F. Balzer, Robert E. Shenton, Paul Meyers, Paul Anderson, Nicholas Close, Walter Godwin, Edward McGinley, John G. Rogers, Harold Thomasson, Stuart Finley, Kennedy Ludlam, Jack Roney, Fred Stuart, Hollis C. Wright, Jr., Evelyn Griffith, Burton L. Bridgens, John McCollum, James N. Small, James M. Weaver and Jack Batchelder.



One of the best known figures in the long history of WRC, W. R. Beattie, at the age of 82 went on an extended leave of absence from active broadcasting. One of the country's leading gardening experts, Mr. Beattie has been broadcasting advice to amateur and professional gardeners over WRC since 1930. Prior to his last broadcast Mr. Beattie was presented with a scroll in recognition of his long and memorable career in radio. It was presented to him (above) by Carleton D. Smith, left, vice president and general manager of NBC's Washington stations.



ing an early carbon microphone are Guthrie, left, of RCA Frequency u., and Carleton D. Smith, V. P. and Mgr. of WRC-WNBW. The two veteran broadcasters met on the occasion of WRC's 30th anniversary. Mr. Guthrie advised the construction of WRC and was its first manager.



At big Shriners' convention in New York last month were two Nobles from NBC Washington: AM salesman Stanley Bell, perched on top of back seat, a 20-year NBC veteran who is president of the Shrine Chanters Assn., and Rudy Coldenstroth, chief accountant at WRC-WNBW, who has been with NBC 17 years.

Leaving for Formosa:



At farewell party at Johnny Victor Theatre in N. Y., Judy Dougherty was presented with RCA Victor short wave radio. Judy is seen holding radio. On her immediate right is Peter M. Tintle, manager of Guest Relations. On her immediate left is NBC vice president William S. Hedges, and next to him is Uncle Jim Harkins.

NBC-Columbia Announce Courses

NBC and Columbia University have announced their schedule of courses for the 1953-54 semesters. The winter session will begin on September 24 and will last until January 23, with the registration session extending from September 13 to 23.

Eleven courses will be offered during the winter session of the program, which is given by Columbia's School of General Studies in cooperation with the National Broadcasting Company. Grouped under the general heading of "Broadcasting Television and Radio", the courses are designed to train men and women of ability for effective work in the radio and television fields, in management, programming, production, performing and writing. They are open to qualified students not working for a degree as well as to those desiring academic credit. Some classes are held at NBC's Radio City studios and others are given at the University.

The courses offered this coming session are: "Basic Course in Television and Radio," by Arch Robb of NBC;

"Television Programming and Production," by William Hodapp, of NBC-Sloan Foundation; "Television and Radio Writing: Introductory Course," by Prof. Erik Barnouw of Columbia; "Television and Radio Writing: Advanced Seminar," Prof. Barnouw; "Radio Reporting," by William Weinstein of NBC; "Radio Drama Workshop," by Edward King of NBC; "Radio Documentary Workshop," by Prof. Barnouw; "Use of Television and Radio Technical Equipment," by F. A. Wankel of NBC; "Announcing," by Pat Kelly of NBC; "Television and Radio Sales," by Robert Button of NBC; and "Television and Radio Publicity," by Sydney H. Eiges of NBC.

Bargain Counter

Wanted: 3 room apartment in Central Queens, N. Y. Up to \$75. Contact Ralph Roennau, Ext. 8731, N.Y.

For Sale: "Defender" photo enlarger diffusion type; F/45 lens, new base board enlarges pictures up to size 3½ by 4½. Perfect condition. Must be seen. Will give with enlarger all photo equipment: trays, lamps, print frame, masks, print paper etc. Contact Al Davino, Ext. 8706, N.Y.

Wanted: Spinnet piano. Call Kathryn Cole, Ext. 7073, N.Y.

For Sale: 3 bedroom house in Metuchen, N.J., fully insulated, gas heated, garage attached, Chambers range and refrigerator, large corner lot, hard top driveway, on main line Penn. RR. 10 minutes walk from station. Call B. T. Rumpel, Ext. 266, N.Y.

Judy Dougherty of GR Leaves NBC

One of NBC New York's best-known employees, Judy Dougherty, office supervisor in the Guest Relations Department, left NBC on July 17, after almost 13 years of employment. A party was held at the Johnny Victor Theatre in Rockefeller Center in Judy's honor on her day of departure. Included among those who attended were William S. Hedges, vice president in charge of Integrated Services and Peter M. Tintle, manager of Guest Relations Department, as well as many others of her friends from GR and other departments at NBC.

Judy resigned from NBC to join the J. C. White Engineering Co. (of which the late Gano Dunn, for many years a director of NBC, was president for 40 years). In her new capacity with the White firm, Judy will go almost immediately to Formosa, where she will be for 18 months, doing general administrative work on projects there.

It seems a long way to go, but as Judy said, "I always knew that if I were ever to leave NBC, it would have to be for something half way around the world." Actually, in taking this new position, Judy is indulging in a long-felt desire to travel and work abroad. She's full of enthusiasm for her new globe-trotting role, with her only regrets being at leaving NBC and all her friends here.

Except for a very brief period, Judy had been with the Guest Relations Department ever since she came to NBC on October 21, 1940, progressing from secretary to office supervisor.

Mr. Tintle spoke for all of Judy's associates when he said, "We will never forget Judy Dougherty, and hope she will carry with her, on her long journey overseas, our sincere love and affection, and our very best wishes for a happy future."

For Sale: 1948 English Ford, good condition, over 30 miles to gallon. \$175. For further information contact Jim Mullen, Ext. 167, N.Y.

Wanted: 3 room apartment, unfurnished, in N.Y. area. Call Vincent Borrello, RCA Dept. of Information, 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.L. 1 mile from RR station and shipping center, 10 minutes from school newly decorated, fruit trees on property. Asking \$14,000. Call Alys Reese, Ext. 8211, N.Y.

Film Division Expanding

The NBC Film Division, which has increased its sales 290 per cent in 1953 as compared with the same date last year, has continued its rapid expansion with the formulation of a new sales policy and the addition of more key personnel.

Set up as a small section within the NBC Television Network a year ago, the division has grown rapidly since it was established as an independent operating division of NBC, with Robert W. Sarnoff as vice president in charge, this past March.

The new sales plan, evolved by Mr. Sarnoff and Carl M. Stanton, director of the division, calls for the division to offer its services as merchandising, promotion and advertising consultants to sponsors interested in buying local television film programs.

To cope with the quickened tempo of business, John B. Cron, national sales manager, has added six sales representatives to implement the staffs of the New York, Chicago and Los Angeles offices. The two new salesmen in New York are Robert Rodgers, formerly of NBC Spot Sales, and Jacques Liebenguth, who recently joined NBC. Richard H. Baldwin and Edward A. Montanus have joined NBC in the Film Division's Chicago sales office, as has Frank S. Shaw, for the past year a member of NBC's Guest Relations staff. In the Western Division office in Los Angeles, James Strain has been added to the sales staff.

In the Film Division's New York headquarters, Jay H. Smolin, formerly supervisor of Advertising and Promotion, has been named manager of Advertising and Promotion, reporting directly to the director of the division. This office has been expanded to include two new members, James E. Swift, who is assistant to Mr. Smolin, and Jason Lane, who is specializing in research and marketing analysis.

In the production area, shooting started July 17 in New York on the brand-new "Inner Sanctum" series, which will be made available by the Film Division to local stations and to local and regional sponsors early in the fall. Himan Brown, creator of the famed radio series, is producing the 39-episode film series for syndication by NBC.

How to Impress a Client



Max Buck, director of Merchandising for the O&O Division, demonstrates the new portable podium used by the Merchandising Department of NBC's flagship stations in New York.

WNBC-T Merchandising's Portable Podium Features Lights, Bells

The device you see in the pictures above is not part of the instrument panel of a B-50; nor is it a piece of apparatus from TV Master Control. It is a new portable podium used by the Merchandising Department of WNBC-WNBT for sales presentations to agencies, trade groups and similar audiences.

This self-contained podium needs only to be plugged into a wall socket. A panel board of 11 switches provides excitement and drama to a talk as follows:

1. Record player sounds off the NBC chimes and goes into a brisk rendition of "Hail to the Chief."
2. The "NBC" on the front lights up and a series of colored lights dances behind it.
3. The top panel on the front lights up and reads "On the Air."
4. The lower panel lights up "Chain Lightning," which is the

name of the WNBC-WNBT merchandising plan.

5. A self-contained amplifier is hooked to the record player and the microphone so that it can be heard in a large ballroom.
6. Reading lamp lights up speaker's notes.
7. A loud bell can be rung.
8. A loud buzzer can be touched off.
9. Three control handles enable an adjustment of tone as well as volume.
10. A 50-foot cable hookup enables the speaker to operate the record player and the NBC lights by remote control and set it off as he is introduced but still is seated away from the podium.

In addition, the podium has handles on the side which make it easy to move, and it has a carrying and shipping case which already has transported it safely across the continent for use in a sales meeting.

People and Places

WMAQ, WNBO, Chicago

WNBO director *David Waters* will open his first one-man art show on July 18, at the Sidney Rafelson Galleries, Chicago.

Thirty paintings, among them water colors, gouaches and caseins, are included. Waters displayed his work previously in group showings at the Associated American Galleries.

Press Department manager *Chet Campbell* became a father for the second time on June 29, when his wife gave birth to a daughter, Patricia Carol.

Robert Woodburn, formerly a member of NBC's O & O Stations Division Controllers in New York, has been transferred to Chicago as chief accountant for stations WMAQ and WNBO.

The new chief accountant joined the NBC New York staff in 1951, after serving as an accountant with a New York textile firm.

Woodburn was born in Massachusetts, and educated in New York schools, including Champlain College and Long Island University. He served in the U. S. Coast Guard during World War II.

Steward Carr, NBC Merchandising district supervisor, was married to Mary Prinz on June 27 in Chicago.

Alan Beaumont, formerly station director of WMTV, Madison, Wis., has rejoined the NBC-Chicago production staff as production manager of stations WMAQ and WNBO. Beaumont was an associate director on the NBC-Chicago staff from October 1952 through April of 1953, when he resigned to accept the managerial post at WMTV. Prior to that he spent five years as producer-director at Milwaukee stations WTMJ and WTMJ-TV.

He was born in British Columbia, Canada, and attended Wauwatosa, Wis., public schools, and the University of Wisconsin. He served in World War II as an infantry captain.

Beaumont is married and the father of two children: a daughter, five, and a son, three.

The welcome mat is out for the following new NBC Chicago employees:

Doris Richardson, *Robert Jennings* and *Emily Carter*, of Accounting; *Louise DePaolo*, payroll clerk; *Richard Balduin* and *Edward Montanus* of TV Film Sales; *Howard Cilke* and *Gordon Buck*, TV engineers; *Boyd Brown*, AM engineer; *Bradford Burkley*, assistant AM director; *Rita Fisher*, secretary; *Mitzi Haggard*, receptionist; *Stanley Gaulke*, guide; *Thomas Hoban*, Mailroom; and *Dorothy Thiel* and *Marion Bolin*, typists.

WTAM, WNBK, Cleveland

Hard to find people these days at NBC Cleveland. The Accounting Department has moved to the fourth floor in another building, the AM program department has taken over the space vacated by the Accounting Dept., the news room is expanding, the payroll office is on its way to becoming a coffee shoppe for the building, and the TV department is expanding in space to include two more offices.

People New Yorking it these days — *Joe Bova* spent the weekend of the Fourth there looking for "new tap shoes". In August, Joe has one of the leads in Cain Park's production of "Kiss Me Kate". *Marian Resch* of "Home Cooking" fame spent the weekend of the 17th in New York to see shows, productions and people. Others off for New York weekends are *Mort Fleishman*, NBC Cleveland producer, *Johnny Andrews* and his wife *Betti*, *Joan Murar* of the promotion office, and *Alice Dutton Blain* who is spending her honeymoon in New York State. Alice was married July 11th.

Rita Bates in AM programming is taking driving lessons at the AAA. Hopes to be able to drive well enough to take off for Nebraska and North and South Dakota on her vacation this month.

WTAM carried the Soap Box Derby Sunday, July 12th, with *Tom Manning* covering same and *Johnny Wellman* producing. The "Idea Shop" had a pickup at the Zoo in Cleveland again with Wellman again producing. *Bud Ford* is vacationing on the East Coast. *Johnny Rose* is producing "Morning Bandwagon" in his absence.

More vacations — *Howard Cook* of the Staging Crew off to Geneva and a

cottage for two weeks the end of July. *Lauson Deming* — AM Operations Manager — is taking his family of four boys to Chippewa on the Lake. *Peggy Amsden*, secretary to *Hamilton Shea*, vacationing at home. *Mary Galvin*, switchboard operator and receptionist, playing in New Jersey, New York and Connecticut. *Anita* and *Alan Lejkort* finished a patio during their vacation and had a nice write-up in the Cleveland Press. Anita just transferred to the AM Engineering Department.

Brooke Taylor, program director AM & TV, is planning on spending a peaceful two weeks at Virginia Beach in August. *Roland Jones* back from a vacation in and around Cincinnati. WLW-T threw a party for the NBC boys and "Jonsey" won a 21" TV set.

Charles Dargan, TV director, leaves for Havana and Miami the end of this month. *Rosemary Bartlett* of Payroll and *Louise Tkacs* in the Newsroom will spend their vacations at a cottage they have rented for the summer. *Alice Soula* of Accounting and *Agnes Michnay* in Film will also spend their vacations at the cottage.

An unfortunate accident ended *Bertha Wolf's* vacation. Bertha was badly bruised on the Brunswick Pike near Princeton the first week of her vacation. *Harriet Weiss* leaves August 3rd for a boat cruise to Bermuda and Nassau. Harriet also expects to spend one week in New York.



Bill Andrews, of KNBC, San Francisco, who recently celebrated his silver anniversary with NBC. Bill is an account executive at our O&O radio station in California.

Henry "Hot Lips" Levine and Jackie Lynne of "Henry and Jackie" can be seen at the Skyway Lounge Bar at night.

Our people are having a lot of fun with the new show. "Ham 'n' Eggs"—four week summer replacement featuring *Betti Pearson Andrews*, *Jay Milner* and *Joe Howard's* trio. *Joe Tanski* has been director and producer on the show.

Charlie "Hit that Line — Sell that Time" Phillips, sales director of TV, looking forward to the opening of Randall Racetrack.

Fran Block, sales secretary to Bill Dix, marries Don Dougherty, ass't pro at Elyria Country Club, the 22nd of August.

KNBH, Hollywood

Ann Slater, of the KNBH Press Department, won a bout with the mumps, took her planned vacation, and two days later was rushed to the hospital with an emergency appendectomy. Ann's greatest relief is that the appendix didn't strike while she was enjoying the wilds of Idaho.

Welcome to *Bill MacCrystall*, newly added to the KNBH Sales Department. MacCrystall was with Metro-Goldwyn-Mayer for twenty-one years, handling the studio's FM station and radio transcriptions, among the latter the well known "Maisei" series.

Few Southern Californians actually complain as the heat wave moves into its twenty-third day. At least the KNBH employees sporting deep tans don't.

John Wehrheim, new controller for the station, is still busy with what is becoming an avocation . . . attempting to sell his Chicago home so that the rest of his family can move to Hollywood.

Grant Reckseick off to the East for his vacation, and will visit New York and Chicago.

Another series of company golf matches under way, and as usual, everyone complaining about his handicaps.

The Production Department's *Joan Gowanlock* attended a recent NBC company party, and after being featured with the orchestra in several numbers, was asked to become a permanent member of the group, which plays well-known local night clubs.

KNBH was the only TV station to



A unique party was one given by NBC executive producer Albert McCleery for all the "behind-the-scenes" personnel connected with his Hallmark "Hall of Fame," after the last telecast of the season. A boat of the variety that circle Manhattan Island was rented for the occasion.

receive more than one award at the recent Radio & TV Writers' Association banquet held at the Hollywood Plaza Hotel. The station received gold microphones for "Eleventh Hour News" (as the best news program) and for the Florence Chadwick Catalina Swim, voted Best Special Event of 1952. Station manager *Don Norman* accepted the awards on behalf of KNBH. "Eleventh Hour News" is seen Monday through Friday at 11:00 p.m., and features local, national and international news, both verbally and pictorially, by newscaster *Don Rickles*. Films are supplied by the NBC news department.

KNBC, San Francisco

Lloyd E. Yoder, General Manager of radio station KNBC, San Francisco, and *Alma Cella*, well-known concert singer and member of a prominent California wine family, were married in San Francisco Tuesday, June 30.

They were wed in the chambers of Justice Homer Spence, Associate Justice of the California Supreme Court.

The bride is the daughter of J. B. Cella of Fresno, California, founder of the Roma Wine firm. Cella attended the quiet ceremony. Mrs. Milo Rowell of Fresno was matron of honor and *Louis Petri*, the bride's brother-in-law, acted as best man. Following the ceremony, a reception was held in Petri's San Francisco home for members of the family.

Mr. Yoder has been an executive

with the National Broadcasting Company since 1927, except for three years spent as a lieutenant commander in the Navy during World War II. He began his career with NBC as manager of NBC's Western Division Press Department, San Francisco, in 1927. He moved from that job in 1937 to the post of General Manager of NBC's San Francisco stations, KPO (now KNBC) and KGO (now part of ABC). In 1939, he became General Manager of KOA-NBC in Denver, a post he held until he returned as General Manager of KNBC in 1951.

Miss Cella, 34, was a protégé of *Beniamino Gigli* and recently was featured on NBC radio's Standard Hour.

KNBC account executive *Bill Andrews*, whose voice was known to millions of Americans as the original announcer on "One Man's Family", celebrated his Silver Anniversary with NBC on June 15th. Forty-eight-year-old Andrews, a native of Oakland, California, joined NBC's San Francisco staff June 15, 1928, as the first regular staff announcer in the Western Division, under chief announcer *Jennings Pierce*. And except for two years military duty as a Sergeant-radio operator in the Air Transport Command during World War II, he has been with the company ever since.

A new slate of officers for the KNBC Athletic Association was announced July 3. Heading the new administration for the coming year is president *Phil Ryder*, of the Engineering Department. Other Athletic Association offi-

cers include: first vice president. *Hal Ashby*, Engineering; second vice president. *Lois McInerney*, Purchasing; secretary. *Jane Morrison*, Press; treasurer. *Jean Strobel*, executive secretary; membership chairman. *Mary Bland*, Network Sales; sergeant-at-arms. *Florence Crowell*, Program; sports organizer. *Ed Arnou*, News.

Alice Chamberlain has joined the KNBC staff as a clerk-stenographer in the program department.

WRC, WNBW, Washington

Kennedy Ludlam, WRC's outdoor editor, had better look to his laurels. His attractive wife Glenita has been elected Treasurer of the Maryland State division of the Isaac Walton League of America. Not only is Mrs. Ludlam becoming a "big wheel" in the outdoor world . . . she can match Kennedy's skill with a fishing line fish-for-fish anytime they go on an outing. She's a skilled marksman too! Ludlam would be well advised to keep his Mrs. away from a microphone . . . she's coming along too fast!

New addition to the NBC Washington staff is *Joan C. King* of Verona, New Jersey, who reported July 13th as secretary to *Jay Royen*, WRC and WNBW publicity director. Joan has worked as a publicist for the "Save The Children" Campaign of the Carnegie Foundation and has done hotel publicity as well as promotion work. She's a graduate of Stevens College in Missouri and the University of North Carolina.

NBC, New York

Networks

Advertising and Promotion — *Hope Shinkoff* has returned all tan and smiles from her vacation in Bethesda Maryland. *Lucy Towle* enjoyed part of her vacation in Maine . . . and so far hasn't divulged where she's spending the rest of it . . . or even when. *Mary James* is the one who has us puzzled . . . in two weeks time she traveled from here to her home in Amory, Mississippi, visited her sister in Memphis, Tennessee, left there for Omaha, Nebraska, appeared back at her desk on schedule, and managed to get a tan . . . phenomenal!

Mr. and Mrs. Pat Steel have just returned from a wonderful two weeks of leisure in Cape Cod.

Marie Ruppe has followed the foot-

steps of *John Hurlbut* to WNBW-WNBC. Replacing her in Production is *Ann Raica* from Long Island. *Dee Festal* has moved over to Program Package Promotion . . . and everybody is happy to see *Vernon Lowell* back from Florida and in Sales Promotion! *Carl Dorese* is a newcomer to Sales Promotion and is turning out presentations en masse.

There are two new girls you should become acquainted with on the fifth floor — *Linda Schmidt*, *Ed Vane's*



Ann Church, of Staff Controllers in New York, who was chosen as a finalist in the "Miss Surf Maid" contest.

secretary, and *Mildred Brandon*, *Dave Hedley's* secretary.

Network TV and UHF-TV are keeping *Jim Nelson* hustling back and forth between New York and Norfolk, Virginia.

Bob Dolobowsky celebrated the Fourth with a five pound firecracker whom he calls Mena — she arrived on the third of July.

Dick Blake still looks so healthy from his June vacation in Vermont that *Bob Gill* headed the same direction for his two weeks with pay.

Broadcast Operations—*Elaine Pankopf* and *Sumner Glimcher* left to join the local station and we wish

them good luck in their new jobs. *Elaine* is joining *Harriet Fletcher* for a tour of Europe soon — they are both suffering from the pre-crossing shots and vaccinations. *Vince "Cecil K."* *Mitchell* and his wife are already vacationing on the Continent. Congratulations go to *Bob Garthwaite* on his appointment as supervisor of TV's assistant directors and floor managers. He has replaced *Al Stern* who moved on to Technical Operations. *Anthony Nedle* joins us as a film messenger and gets our best wishes along with his new job.

We are all glad to see *Stan Parlan* out of the hospital and feeling better. We all welcome *Virginia Smith* who has just joined *Ed "Commodore" Cosgrove's* office.

AM Set-Up—*Paul Hergenbahn* vacationing in South Carolina and Georgia. *John Welch*, who retires shortly, considering writing his memoirs of his long service in the radio business. *Bill Bergen* looking fit on his return from his vacation and honeymoon in Florida. We regret that a return of the gout has incapacitated *Tom Longmore*. He is now taking the waters at Saratoga Springs.

Music—Although we shall miss *Hal Venho* we are happy about his promotion to the Television Department. *Maude Brogan* was transferred from the Music Library to take his place in the Music Selection Group.

Jane Roane introduced her 4 months old nephew to us the other day and we noticed with what agility she handles him. Little Bobby is quite at ease with his aunt too.

News and Special Events — *Bob Prialux* and *Dennis Dalton* scored a "beat" on the 11th Hour News when *Laurenty Beria* was ousted by the Russians. They buttonholed *Henry Cassidy*, NBC's Soviet expert, and talked him into being on the show as a guest with *John McCaffery*. The sponsor (National City Bank) was delighted with the way Cassidy "experted" the story with McCaffery. The next morning sleepy-eyed Cassidy did a repeat performance on the "Today" show.

With *Bill McAndrew* touring Europe. *Frank McCall* in Spain. *Ad Schneider* in Florida. *Jack Dillon* in Cincinnati and *Bill Garden*, *Les Faughan*, and *Ralph Peterson* vacationing. Rm 403 is practically a

sorority house. But the girls manage to take vacations too, with *Pat Mulready* having returned from Florida and *Betty Altschul* flying down in early August.

We're very happy to welcome *Lucille Summons*, joining us at 106th Street and wish *George Richardson* a very speedy recovery so that he'll be back uptown very shortly.

We all extend our deepest sympathy to *Walter Kravetz* on the loss of his father.

The dean of radio commentators, *H. V. Kaltenborn*, was honored by several hundred of his associates and friends on the occasion of his 75th birthday. In a game-filled, joy-packed party at *H. V.'s* Stony Brook, Long Island estate, "Point of View", on Saturday, July 11, the "dean" and his wife, *Olga*, were charming hosts to the biggest bunch of free-loaders this side of a publicity man's cocktail party. There was swimming in Long Island Sound, dozens of games, motor-boating, fishing, and, of course, tennis. And *H.V.* outlasted all the guests. Attending from the newsroom crew were: *Mr. and Mrs. Bill Bales, Mr. and Mrs. Bill Ryan, Mr. and Mrs. Art Wakelee, Mr. and Mrs. Chet Hagan, Miss Mary Brendle, Miss Edith Tanzer, Miss Pattie Bowers, Sumner Weener and Ben Grauer*. Many more happy birthday anniversaries, *H.V.!*

Irving R. Levine, NBC war correspondent in Korea during the early, dark days of that conflict, is now heard regularly on NBC on the 2:55 PM "MID-DAY NEWS". Mr. Levine has been heard on such top-flight NBC news shows as "News of the World," "World News Roundup" and "Pure Oil News Parade."

Look for a cracker-jack Broadway success this fall called "A Dash of Bitters", which will be produced by NBC Newscaster, *Kenneth Banghart*.

Pauline Frederick, who holds the honor of being the only woman network news analyst and diplomatic correspondent in American radio, has joined the roster of NBC's star commentators and reporters. She's now heard regularly on NBC Mondays through Fridays at 1:30 PM, on "Home Edition of the News."

NBC News, mindful of the importance of properly briefing the American public on the background of the crucial international situations, is bringing to that public an entirely new and radical idea in radio journalism. "Transatlantic Briefing" will be an informal, but highly authoritative half-hour broadcast directly from the world capitals. Each Sunday NBC will use its far-flung broadcasting facilities for a "bull session" involving *Bill Sprague* (Commentator on "NBC's World News Roundup") in New York, *Romney Wheeler* in London, *Frank Bourgholtzer* in Paris, *Jack Begon* in Rome, and *Robert McCormick* in Frankfurt.

Because of the rapidly changing international picture, no attempt will be made to prerecord this program.

Leon Pearson, NBC News commentator, has been doing his regular Sunday broadcasts of "Critic At Large", from WBZ in Boston, and, using his Kittery Point, Maine, home as a base of operations, has been covering the summer theatre circuit.

Not everybody goes away from New York in summer! Proof of that fact is the many visitors we've been having, among them *Roy Neal*, TV news head

in Los Angeles; cameraman *Moe Levy*; *John Thompson*, former news chief, now program director of KNBC in San Francisco; *Gary Stindt*, who heads TV coverage in Germany; and *Robert McCormick*, NBC correspondent in Germany.

The welcome mat is out this month for "*Red*" *Rehfield*, who joins our newsroom staff as stenotypist, replacing *Mildred Bajundo*, now a court stenographer in New Jersey.

Research and Planning—We were all very happy to see *Carol Burton* when she returned from her wonderful four week vacation in the Canadian Rockies. *Sallie Melvin* left for two weeks there to pick up the views of this beautiful part of the country that *Carol* described so vividly.

We waved goodbye to *Betty Hoffmann* as she left to spend two weeks in Massachusetts. *Laura Graham* (smart girl) made a long weekend out of the two holidays we got by saving them to spend on a trip to New Britain, Connecticut to visit her sister.

Alice Kane was back at her desk ready for work after spending a week in Canada, where in spite of being mighty cool, held lots of enjoyment for *Alice*. *Ken Greene* sporting a slight tan and looking quite rested returned from a week's stay in Worcester. G.B. wants to thank M.R. for submitting this copy.

Press—Welcome to new writers *Art Settler* and *Mike Horton*. *Steve Sulian* is the new copy boy. He is replacing *Johnny O'Keefe* who has gone to WNBT in *Phil Dean's* office. . . . Everyone wishes *Johnny* the best of luck.

Jack Sebastian has left, in order to do publicity work in Film Division with *Chuck Henderson*.

Congratulations to *Ellis Moore*, our new manager of Business Publicity. He replaces *Bill Lauten*, who resigned.

Plant Operations—Looking out of room 669 one is likely to see: *Barney Friedland* with a salami under his arm; *Anthony Hennig* with a healthy vacation complexion; *Thomas Tart* wearing a smile of sunshine; *Roy Hammerman* with swatches of carpeting in his hand; *Jack Geagan* balancing his watering-can; *Doris Phillips* holding the arm of her handsome new husband, *Lt. Smith*; *Vern Hammer* sporting a summer crew cut; and *Barbara Weiner* with coffee for all.



Press Dept. in N. Y. recently held a picnic near Hartsdale, N. Y. Among those attending were, left to right, *Debbie Beaudouin*, *Wilma Robinson*, *Alex Mumford*, *Elaine Brodey*, *Marie Anderson* and *Barbara Mulligan*.

Staging Services — July certainly was a big month for vacations up here at the Central Shop — *Mr. Giebelhaus* spent three wonderful weeks in California. *Virginia Belviso* and *Mary Anne Ricciardone* of Drapes were up at Cape Cod for a week of sun and fun, and *Ed Rossi* took a week's car trip through up-state New York and New England. *Vince Mallardi* left our Cost Control section to serve Uncle Sam and the U. S. Army for two years and was replaced by *John Sullivan*, formerly of Trucking.

William Drake has joined us as a student designer to replace *Harry Miller* who has moved on up to 67th Street to assume full-fledged designer duties. Also hear that *Ted Cooper* of Design is now among the hordes of Jersey-to-New York commuters.

Well, that's all the news from up here in the "Shop" right now — bye for now, and as *Walter Haues* would say: "Keep Smiling".

Station Relations — *Joan Mooney Naylor* back from her Bermuda honeymoon, counting the days of the week till she sees her husband on weekends. He's in the Army, but not for long.

Everyone is on vacation, so nothing much is doing this month.

Technical Operations — Our most stirring news is that we are going to get AIR CONDITIONING!! They tell us it's on it's way, so we should have it by October — or possibly late September!

We've added 32 new engineers to the payroll as summer replacements. They're all such nice ones that I hope (with the others girls in the office) that they'll be kept on after the summer is gone. What with Color TV getting bigger 'n' bigger — who knows?

Welcome to *Joyce Christian*, *Thomas Phelan's* new secretary. *Joyce* took over the job when *Rosemary Schaub* transferred to Color as *Robert Shelby's* secretary. *Rita Rauneker* has left us to move to New Orleans. Her husband's company is opening a new office down there and his is one of 25 families relocating. *Priscilla Whalen* is leaving us to work nearer to home.

Rooms 590 and 591 (TV Maintenance) have a new look — fishbowl look. Those walls aren't going to be left wide open though. Tune in next month and we'll let you know the final results. The technical directors' office has gotten a new look, too. Believe it

or not — someone moved the door from one side of the room to the other. Almost a pity they opened one wall before they walled up the other.

Marvin Sheiness went and got himself married. Not on the spur of the moment, undoubtedly, but it might as well have been, as far as we were concerned — didn't tell us 'til a few days before it was to come off. As a result I did not get his wife's name, and, therefore, you will not find an announcement of the marriage under the "Marriages" column. Sorry.

Staff Administration

Continuity Acceptance Department—At *Alys Reese's* kind invitation, Continuity Acceptance took off for High Point, near *Alys's* home town of Port Jervis for a day of picnicking and swimming, arriving there through the kind chauffeuring of *Jane Crowley* and "*Wij*" *Smith*. *Alys* and her father fed the hungry mob lots of hamburgers, hot dogs, potato salad and special home-made baked beans. *Jane Readey*, *Stockton Helffrich's* former secretary, joined us and "a grand time was had by all."



At Continuity Acceptance picnic at *Alys Reese's* home are, left to right, "*Wij*" *Smith*, *Stockton Helffrich*, *Edna Turner*, *Jane Crowley*, *Jane Readey* and *Arden Hill*.

Controllers—Pride and joy of Staff Controllers is charming *Ann Church*. TV star *Eddie Fisher* selected *Ann* as one of the preliminary winners in the Miss Surf Maid contest. Congratulations and lots of luck to this beauty queen. *Rose Bentivegna* and *Barbara Collins* are the new faces in our department. *Jane Wall* is back with NBC. Mystery of the Month — Is it true that *Frank Zwick* is engaged? *Joan Illardi* has "retired." Congratulations to *Don O'Brien* on his promotion to the Internal Auditing Department.

Among the vacationers this month

were *Rose D'Amico*, visiting in the Catskills, and *Phil Crouch*, who flew to Utah. *Art Nelson* just returned from a week's vacation of fishing and rest.

General Service—We were saddened June 18th by the sudden and completely unexpected death of *Paul Klein*, guard at the International Theatre. Everyone who knew *Paul* since the day in April, 1949, when he joined our ranks, found him jovial, easy-going and as he so often put it "obliging". *Paul* never complained about anything, would listen to any and everyone's troubles rendering a warm heart-felt sympathy, and was equally generous to anyone in need of a "helping hand". *Paul's* death disclosed he had many problems of his own which thanks to his many NBC friends were somewhat solved. He was accorded a military funeral as a World War I veteran. Although he has left our midst, warm and cherished memories remain.

Europe will never be the same! *Dan Harrington*, that fellow with the ever-friendly Irish smile, has been con-



ducting bachelor quarters since his lovely wife *Marge*, recuperating from a serious operation, ventured across the Atlantic on the S.S. *United States* to England in time for the Coronation; visited Ireland to see the family coat-of-arms; saw gay *Parce* (says there's nothing like it); had an audience with the Pope (simply thrilled); rode the gondolas of old Venice; and now — guess what? she's lonesome for the boy (*Dan*) and is heading home! The boy has taken his vacation in order to glamorize their loveliest for the little lady's homecoming July 21st.

Every foot in 553 was beating to

the sweet music of the 6-man Shriners' Al Koran's, Cleveland, Ohio, band as they serenaded beneath our window, Monday, July 13th.

Sorry to relate *Dave Barry* is out ill. Don't worry Dave — plenty of rest, sunshine and good, old vitamins will make you good as new!

Personnel—The Personnel Department welcomes *Electra Slominsky* and *Jacquelyn Johnson*, new Records clerks. Vacation time found *Barbara Cheel* at a resort hotel in New Hampshire, while *Rita Marczak* and *Julie Hewitt* spent two weeks at local beaches where they acquired an envious tan. *Marilyn Carroll* visited old school chums in Malone, New York, where she spent her time doing everything from sailing and horseback riding to dancing on moonlit terraces.

Stenographic — We certainly miss the bright and sparkling personality of *Jo Whelan*. Joe had been with us for seven years until she left us for Florida in mid-July. The Southerners are sure to know which one our Jo is because at a farewell party, given for her here in the new lounge, she was presented with a gold identification bracelet and initialed earrings. We wish you the best of luck in your new home, Jo.

With the warm summer months go the vacation good times and we of Stenographic have had our share of the best.

After spending two glorious weeks on the Jersey shore at Chadwick, *Mrs. Thompson* came back with one of the season's most beautiful tans.

Thelma Braine and her family divided vacation time between the sea shore and the mountains. Her three cute little daughters can't decide which place they liked the best.

Carol Sabatini caught up on her studies while she played during her vacation stay at Schroon Lake, New York.

Upon arriving back from her wonderful vacation a week after her birthday *Louise Cobb* was surprised by a belated birthday present.

Film Division

Film Library—*Carole Beckman* left us at the end of June to return home to Kansas City. *Mildred Hyman* also left us to take a summer vacation.

Welcome to *Gloria Jones*, *Phyllis Albert*, *Marilyn Klein* and *Elliot*

Geisinger, who joined the Library last month. Glad to have you with us.

Edna Paul, *Joel Friedman*, *Julius North* and *John Christophel* all have been on vacation. *Charles Carrubba* has just returned from Florida where he had a wonderful time. *Bea Ehmann* also recently left for her vacation in Florida. *Edna Paul* is flying around town in her new Pontiac station wagon.

Film Administration, Production and Sales—It's fantastic!!! During the past year, the number of people in the Film Division has more than doubled! The most recent employees include, *Lucy Georges*, now working in Sales Traffic; *Pearl Sugal*, working in the business office; *Elen Simon*, secretary to *Jim Swift*, new assistant advertising manager; *Pat Hoppe*, new sales department secretary, and several others who are mentioned on other pages.

Marilyn Richardson almost missed out on her week at Lake Placid in July. Being a farsighted girl, she arranged to spend the night in Manhattan with friends so she wouldn't have to get up as early to catch a six a.m. plane. The alarm went off. *Marilyn* slept on, time passed . . . fortunately a light sleeper in the next room realized it was suspiciously quiet and awakened her.

Naturally a requisite for a good salesman is a gift of gab, but one of the sales secretaries doesn't seem to appreciate that fact . . . she complains that when all the salesmen are in the office at once her philodendrons wilt . . . hot air, anyone. *Jake Keever* took a busman's holiday and came to New York for his vacation, spending half his time in the Sales Department here.

Carolyn Granow had a terrific reception when she moved into her new home. The poison ivy went out of its way to welcome her. Room 780 L-1 is expanding beyond moving walls . . . inner offices are being set up for a Gourmet Society with *Irene Fall* as chief cook (requirements: no experience) and *Iris Morelli* as the practicing theoretical physician for inter-office problems.

The best plans for a vacation are no plans, claims *John Bechtel* who is preparing for whatever might happen during his leisure time . . . (what sort of preparations is he making???)

Newsweek magazine has probably sold more magazines lately than any other to NBC female employees . . . *Anne De Rose* for one. She was one of

a group of secretaries taken by roving photographers during lunch. Another group was taken in an elevator on a very hot day . . . a process that took a half hour and was most uncomfortable . . . the price of fame.

NBC Births

To William McCauleys, N. Y., a son, William

To John Donahoes, N. Y., a daughter, Susan Anna

To Bill Goetztes, N. Y., a daughter, Donna Lynne

To Dorm Alberts, N. Y., a daughter

To Phillip Wyllyses, N. Y., a son, Christopher Spalding

To Bob Dolobowskys, N. Y., a daughter, Mena

To Chet Campbells, Chicago, a daughter, Patricia Carol

NBC Marriages

Steward Carr, Chicago, to Mary Prinz
Dick Feldman, N. Y., to Fredda Packrose
Doris Phillips, N. Y., to Lt. Walter Smith

NBC Engagements

Everitt Beavers, N. Y., to Janet Freeman
Florence O'Grady, N. Y., to Frank Tummolo
Mary Steuber, N. Y., to Harry Kohaut

Janice Kingslow

(Continued from page 8)

but she hadn't bothered to leave her phone number.

She walked onto the stage, and the director, a very British Britisher, shouted, "My word, what have you done to yourself — you're all flattened down!" He had already decided that height or no, he wanted Janice to play "Anna."

And play "Anna" she did, for a solid year — captivating audiences from coast to coast, earning the respect and admiration of her fellow actors, and winning over drama critics in droves.

Her mother's death and her own subsequent illness forced her to retire from the stage for a time. Radio jobs were available to her, of course, but she felt the need of more stable work. At least until her health was up to par.

Janice accepted a teaching post at Columbia, and stayed there for a year and a half. The PR job at Provident Hospital followed, and then she joined NBC.

Unusual story? Yes, and Miss Janice Kingslow is quite an unusual girl.

This is the life!
LIVE
to enjoy it!



A picnic is one of the nicest things that can happen to people.

We hope you'll enjoy many more of them, now that the weather's so nice.

As you drive to and from the fun, however, we hope you'll remember this—*bad* accidents happen in *good* weather, too.



BE CAREFUL- going and coming— the life you save may be your own!

NBC

CHIMES

September • 1953

KARL BRENNEMAN TOURS

MASSACHUSETTS

MINNESOTA

TENNESSEE

NEW JERSEY

RHODE ISLAND

INTERNATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA - NEW YORK



JACK McELROY'S DAILY KNBH SHOW
IS HOLLYWOOD FAVORITE

See pages 2 and 13



CHIMES

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The Cover

The large, jovial figure with microphone in hand who occupies a considerable portion of the cover of this month's CHIMES is Jack McElroy. His daily audience participation show on KNBH, NBC's Owned and Operated Station in Hollywood, has been a favorite with Southern California viewers for a year and a half. Judging from the state signs in his audience, his fans come from other areas, too.

Jack's show originates from NBC's

Studio E in Hollywood. This studio was the first on the West Coast to be transformed into an arena type theatre equipped for television. Jack does most of his show right from the audience, as evidenced on the cover.

NBC people seen on the cover, who work with Jack on the show, are cameraman Joe Williams, on left, cameraman George Meyer, on right, and floor manager Tom Foulkes, crouching on floor between cameras.

Payroll Savings Plan

Everyone has something to save for—for yourself, your family, a home, a car, education for your children, security in retirement. All of us make fine resolutions to save, frequently around the start of the new year, or when we receive a raise. Castles could be bought with all the money we intended to save. The only trouble is that most of us seem to find the paydays slipping by and the nest egg gets no larger.

The one consolation here is that this is no rare sensation: we resolution-breakers have plenty of company.

One of the best solutions for this ailment is being installed at NBC October 1—the payroll savings plan for United States Defense Bonds. At that time, employees in offices of NBC throughout the country will be able to take advantage of this convenient, safe, automatic and fast-growing method of saving. No need to worry about sparing yourself any month so you can put

something aside. No troublesome consciences to bother you when you don't. All you do is sign an application and the company will begin making the payroll deductions each payday. No question about who is making the contributions, but the advantages of having the money invested for you before you ever see it are very great. In time, you almost forget about the deductions and never miss them—at least you forget about them until the postman brings an envelope containing a crisp new savings bond and keeps bringing them at regular intervals.

Employees who have been buying bonds regularly know how vastly improved the new Series E bonds are, but those who haven't may be in for a bit of a surprise—the new series gives three per cent interest, matures earlier, and can be kept longer. Take a look at the chart and facts on pages six and seven of this issue of CHIMES, and get an idea of what it can do for you.

Blue Cross Re-opening in N. Y.

NBC employees in New York are reminded that during this month the semi-annual reopening of the Hospital-Surgical Plan is being held. Most New Yorkers are members, but there are some employees who missed the opportunity to join the plan during the first three months of their employment at NBC.

One of the stipulations of the Hospital-Surgical Plan is that if you do not join when you are first employed, you must wait for the twice-a-year reopenings of the plan. Now non-participants have their chance to join: if they miss this opportunity, they will have to wait until next spring for another reopening.

The reasons for belonging to the Blue Cross-Blue Shield Plan are legion. The value of participation can be verified by hundreds of NBC New York employees who have had to use it, and have found that by contributing a relatively small amount each month they spared themselves from back-breaking costs when illness struck. Of course, we all hope we won't ever have to use the plan, but even then it is an eminently valuable investment in peace of mind, knowing that the bulk of our hospital or surgical bills are paid.

All applications for membership must be submitted by September 20, and your contract will go into effect October 1.

NBC News Roundup . .



NBC's famous pioneer agriculture service program, "The National Farm and Home Hour," celebrates 25 years of broadcasting on Sept. 12. Seen above is Everitt Mitchell, who has been associated with the show since 1930 and is known all over the world for his "It's a beau-ti-ful day in Chicago!" He is farm commentator on the program.

NBC Multi-Weekly P.M. Shows Lead

Win, place and show.

That's the front-running record of NBC multi-weekly evening programs, both in radio and television, according to recent Nielsen figures.

In radio, the most listened-to multi-weekly evening program was "One Man's Family," followed closely by "News of the World," and "Coke Time Starring Eddie Fisher."

In television, the one-two-three programs were "Camel News Caravan," followed by "Coke Time Starring Eddie Fisher," and "The Dinah Shore Show."

Hayward, McCleery Honored by Christophers

Christopher Awards for the second quarter of 1953 have been awarded to Leland Hayward, NBC television producer and consultant, writer Frederick Lewis Allen and director Clark Jones, for the production of "The American Road," commemorating the 50th anniversary of the Ford Motor Company.

For NBC-TV's two-hour production of "Hamlet" on the "Hallmark Hall of Fame," the Christophers cited Maurice Evans, who appeared as Hamlet, director Albert McCleery and the script adaptors, Mildred Alberg and Tom Hughes Sand.

In July it was announced that Mr. Hayward, one of the country's outstanding theatrical producers, was joining NBC as a producer and consultant. Also in July, Mr. McCleery, a producer and director for NBC since 1949, was named an executive producer for the network.

"Farm and Home Hour" Marks 25th Anniversary

"The National Farm and Home Hour," NBC's pioneer agriculture service radio program, marks a quarter century of broadcasting with a full hour special show on September 12. The Silver Anniversary broadcast guest list will include U. S. Secretary of Agriculture Ezra Taft Benson; W. A. Roberts, president of the Allis-Chalmers Manufacturing Co., sponsor of the program since 1945; several veterans of the first broadcast of 1928 and radio celebrities who appeared on the show in its early days. The NBC personnel responsible for "The Farm and Home Hour" are Milton Bliss, our agricultural representative, and Herbert Lateau, producer-director.

Affiliates Respond to Radio Talent Plan

Last month NBC radio affiliates were invited to submit programs and personalities for possible network scheduling, in a cross-country idea and talent search.

Within 48 hours after the announcement was made to the affiliates in a telegram from Ted Cott, operating vice president of the NBC Radio Network, the stations sent in more than a score of nominations for evaluation.

John P. Cleary, director of Radio Network Programs, has been designated by Mr. Cott to head a program board which will screen the nominations of the affiliates.

"News of the World" Starts 15th Year

"News of the World," NBC's news show which in recent polls has outranked all other multi-weekly news programs on all networks, begins its 15th year of broadcasting on August 24.

This show, which features Morgan Beatty as commentator, has been on the air longer, consecutively, than any other program of its type. It was the first program to start using regular remote pickups of news from where the news was happening.

"News of the World" is heard 7:30 to 7:45 p.m., EDT, Monday through Friday. A repeat broadcast is made later in the evening for the West Coast. Miles Laboratories is the sponsor, for Alka-Seltzer.

Pinza to Star in New TV Show

Ezio Pinza will star in a new weekly television series titled "Bonino," to be seen Saturdays, 8:00 to 8:30 p.m., EDT, starting September 12.

The program will concern the life of concert singer Bonino, and his family of eight motherless children. It will be a situation comedy, using Pinza's acting and singing talents.

"Bonino" will be produced by the well-known producer of "Television Playhouse" and "Mr. Peepers," Fred Coe.



NBC-TV news film correspondent Maurice Levy, covering Louisiana floods, remained at his post so long that he had to be rescued by a helicopter.



Koreans protesting against the signing of the truce. NBC-TV news cameraman Yung Su Kwon records the news development in Seoul on film for NBC viewer

3000 DAYS OF HISTORY

NBC TELEVISION NEWSREEL OBSERVES 8th ANNIVERSARY; OPERATION IS WORLD'S LARGEST, WITH 200 FILM REPORTERS ALL OVER GLOBE

By
Arthur Settel

Well over 200 reporter-cameramen, scattered throughout the world in key news spots, using jet planes, camel back, fast motor boats, helicopters, even barefoot native runners, and other fantastic means of transportation, are at work 24 hours a day gathering spot news on film for the millions of viewers who watch NBC-TV Newsfilm.

These cameramen cover their news beats, whether the location be in French Equatorial Africa or some Bavarian Alpine retreat, with the same devotion to duty-and-deadline that characterizes newspaper reporters who use the printed word as their principal medium. Their job is to get the story—and they get it, though very often at risk of life and limb.

It is this quality, backed by that best of all teachers, experience, which has given NBC Newsfilm for TV its standing of preeminence in the field. It is also the ingredient which has made practitioners of the trade—a fairly new one in modern journalism—fanatic believers in the importance of their mission.

Many of these reporter-cameramen have been plying their craft ever since August, 1945, when NBC TV Newsfilm got started—as pioneer in the field of instantaneous journalism.

It is a tribute to the National Broadcasting Company that its farsighted executives saw fit to pioneer in the development of this new means of communication which makes it possible for tens of millions of Americans to sit in their living rooms and watch the news while it actually happens.

On Sunday evening, August 23rd, between 7 and 8 p.m., NBC marked the eighth anniversary of the first production of newsfilm for television, with a special program, "Assignment: Tomorrow."

For "Assignment: Tomorrow," NBC's Jim Fleming devised a new reporting technique for television—a technique appropriate to the subject matter. Fleming called on famous persons who made news during the past historic eight years, to narrate the events in which they played a vital part.

Voices were heard which have long been familiar: those of Harry Truman; Lucius Clay; Ralph Bunche; Trygve Lie; Adlai Stevenson; Dwight Eisenhower; Chiang Kai Shek, and many others.

In some cases special recordings were made for "Assignment: Tomorrow;" in others, speeches now recorded on tape were excerpted.

The eight-year lead over other networks in establishing a corps of cameramen-reporters all over the world, is reflected in the quality of NBC news-on-film. It is the fastest coverage, by far the most thorough, has the greatest "depth," and easily outstrips any competing medium.

The most graphically written dispatch by the smartest foreign correspondent on earth cannot possibly convey a picture of a news event with the gripping reality of TV film reporting.

The world's most conscientious still photographer cannot hope to compete with the TV newsfilm whose product is seen by viewers all over the U.S.A.

Arthur Settel recently joined the staff of NBC Press Department. Previously, he was director of Public Relations of the Office of the U. S. High Commissioner of Germany. His present primary assignment is NBC News and Special Events.

within hours after the packet is put aboard the plane.

A hint as to what the future of TV news coverage holds in store was given in June when NBC telecast still photographs of Coronation activities within three to five minutes after they took place. It is not uncommon now to process and edit film, as was done in the Coronation coverage, inside the aircraft bringing NBC TV film to New York, thus cutting down drastically on transportation time.

A visit during the past few months at various NBC news bureaus at home and abroad impressed William R. McAndrew, Manager of NBC News and Special Events, with the completeness of the network's coverage.

More than 100 cameramen daily send a steady stream of footage—to the tune of 3,000,000 feet of film per year—back to the United States for NBC's manifold news and special events programs.

"It is no wonder," says McAndrew, "that year in and year out, story by story, NBC newfilms are *first and foremost*."

A team of more than 200 newsmen, reporters, foreign correspondents, analysts, cover the free world for the National Broadcasting Company. The fruit of their work is apparent in the enormous popularity of regularly scheduled programs such as "Camel News Caravan;" "Today;" the "NBC Daily News Report;" the "Weekly NBC News Review," plus the various special shows, all of which reflect the lead NBC has won in the newfilm field.

How these enterprising and coura-

geous reporters go after their story and then get it back to its final destination, is a saga in enterprise and resourcefulness.

Recently, the film coverage of a mountain-climbing expedition in Pakistan almost was lost when native runners bearing their precious cargo to the nearest airport slipped on a rope bridge and dropped several reels into the rushing stream below. Fortunately, there were no human casualties.

During the floods in Louisiana last May, NBC cameraman Maurice Levy stuck to his post so long that he had to be rescued by helicopter. His news film of the disaster has taken its place as a classic in journalism.

In 1949, Senator Tom Connolly announced at 7 p.m. one evening that the first appropriation for Western Europe, had just been passed to implement the North Atlantic Treaty. Brad Kress of the Washington staff shot the statement and handed the film to NBC's motorcycle courier in Washington, Jim Curtis. Jim ran for his motorcycle and headed for the lab, three miles away. The film was processed and handed to Jim again. This time he took it to the studios, five miles from the lab. The film was on "Camel News Caravan" that same night—50 minutes after it had been shot. Such feats, seemingly incredible at the time, have become standard practice at NBC.

Perhaps the greatest job ever done in television was the coverage given the political party conventions last June when NBC was on the air, radio and TV, with 250 hours, 31 minutes of reportage. Twenty-nine TV cameras stra-



This photo shows Gary Stindt, NBC-TV News film correspondent, shooting pictures at the American-Russian sector border in Berlin.

tegically spotted in 13 different points in Chicago and Washington were available to NBC to report the nomination of Adlai Stevenson. NBC used for the first time its super-mobile unit, "a TV studio on wheels," plus a host of other devices such as the now famous "walkie-lookie" camera for close-up views of the delegates on the convention floor during the balloting, a cash register tallying device for instantaneous reporting of the vote, etc.

One of the most spectacular examples of story-book journalism which helped to make NBC first in the field occurred in the Chicago office of NBC last spring. Bill Birch, chief of the Chicago bureau, had covered two train wrecks and a fire, and both he and his photographers were weary.

Word reached the bureau at 5 a.m. that Fred McManus, the young Marine who killed five persons, had confessed in a Dubuque, Iowa, jail. With sound man John Dial and reporter Jack Angell, he was in the NBC plane, bucking bad weather, en route to Dubuque.

Arriving some time during the morning, they got to the prison, and through iron bars, obtained an exclusive interview with the murderer. By two o'clock that same afternoon, they were back in Chicago, but in landing, they knocked a flap from their plane, almost losing their lives in the process. At 6:47 p.m., their film was on "Camel News Caravan," and by 7:05 p.m., when the congratulatory telephone calls

(Continued on page 19)

ry Thoess, NBC-TV's Berlin staff cameraman, who shot the films of the riot riots in East Berlin, is seen standing watch at Potsdamer Platz. To his in background, is burnt out skyscraper, where armed VOPOS (East German police) surrendered the day of rioting.



Payroll Savings Starts Oct. 1

NBC Institutes Plan for Buying Improved Series E Savings Bonds Through Pay

On Oct. 1 semi-monthly and regular weekly-paid employees will be able to start saving for the future—both their own and their country's—by buying United States Savings Bonds through regular payroll deduction.

By signing the application for the payroll savings plan, members of the NBC organization will initiate regular contributions to be made each payday toward the purchase of the new, improved Series E bonds. These new bonds now pay three per cent interest compounded semi-annually, when held to maturity. There are other improvements, too, over the bonds we used to know. They mature earlier—at nine years, eight months—and can be held ten years after maturity, during which time they will continue to accumulate three per cent interest. Moreover, interest now starts at six months, instead of one year, as it was previously, and interest is higher in the earlier years.

Drive starts this month

A company-wide drive will be held this month, enabling all NBC employees to sign up for the savings plan. In some offices, department representatives will visit each person, or you may go directly to your personnel representative.

In New York, employees can get application forms from the Employee Services office in room 729 in the RCA Bldg.

When you sign the application this month, this will cause the first deduction to be made from the October 15 pay checks of employees paid on a semi-monthly basis; the first deduction for employees paid on a weekly basis will be made on the first payroll immediately following October 1.

Choice of deductions

You may choose from among twelve different deductions for three denominations of bonds. Toward the purchase of a \$25 face-value bond, you may contribute \$1.25, 3.75, 6.25 or 18.75 each payday. For a \$50 face-value bond, you may contribute \$2.50, 7.50, 12.50, 18.75 or 37.50 a payday. Toward a \$100 face-value bond, deductions of \$5, 15, 25, 37.50 or 75.00 a payday are offered.

After your deductions equal the purchase price of the bond denomination you have specified, the bond will be mailed directly to you, and you can put it safely away, and let it earn three per cent interest for your future.

At the time you make application for

the payroll savings plan, you can make the registration of the bond either in the name of one individual, in the name of two persons, as co-owners, or in the name of one individual, payable on death to another designated individual.

Sign up now

If you do not sign up for the savings plan this month, you will be able to do it anytime in the future. However, if you delay, you will just be passing up an opportunity to get this convenient, safe and automatic way of savings working for you.

And when it comes time to turn those bonds into cash, it can be done without advance notice at any financial institution which is an authorized paying agent. If an emergency arises that forces you to cash them before they reach maturity, this can be done any time after two months from issue date.

Remember that an umbrella of U. S. Savings Bonds is one of the best protections for a rainy day. It's good not only for emergencies, but for that dream of the future, the house you want to own, your children's education or your retirement plans. Acquire that umbrella by joining the Payroll Savings Plan this month.

HERE ARE EXAMPLES OF WHAT PAYROLL SAVINGS OF BONDS CAN DO FOR YOU

SAVE TWICE A MONTH	AND YOU WILL HAVE				MATURITY VALUE*	EXTENDED MATURITY VALUE**
	In 1 year	In 5 years	In 9 years 8 months	In 19 years 8 months		
\$ 3.75	\$90.20	\$ 472.60	\$ 981.60	\$ 2,365.40	\$1,150.00	\$ 3,164.98
6.25	150.40	788.40	1,635.85	3,945.01	1,925.00	5,286.19
7.50	180.50	946.15	1,965.35	4,736.35	2,300.00	6,329.96
12.50	300.80	1,576.80	3,277.55	7,895.87	3,850.00	10,572.38
18.75	451.50	2,367.70	4,919.65	11,855.80	5,800.00	15,892.24

* 9 years and 8 months from issue date.

** 19 years and 8 months from issue date.



alkin' troo de park, my nose a breat' of air. Near de refresh-stand, a man throws a round me nose, and is to slap mustard on it.

"What's dis?" I roars, "Can't ya tell a hot dog from a nose?" Da man, peekin' at da power in my biceps, slinks away, stoppin' what mighta been a catastrastroke.

My nose, blushin' wid appreciation, says: "Mr. Durante, one good toin deserves annuder. I'm gonna tell ya how to put aside a nest egg of moolah.

We sit down, my nose and me. An' he tells me about Savings Bonds. How dey is better dan ever before. How der's a convenient way of savin' money wit bonds.

QUESTIONS AND ANSWERS ON IMPROVED U. S. SAVINGS BONDS

- Q. What is the interest rate now on Savings Bonds?
- A. Series E Bonds now pay 3 per cent compounded semi-annually, when held to maturity.
- Q. Is there a change in the term of these Bonds?
- A. Yes. Series E Bonds now mature in 9 years and 8 months instead of 10 years as before.
- Q. Are there other changes in the terms?
- A. Yes. Interest starts at 6 months, instead of one year as before, and interest is higher in the earlier years.
- Q. If Bonds are held longer than 9 years and 8 months, will they continue to draw interest?
- A. Yes—at 3 per cent. All Series E Bonds can be held up to 10 more years after maturity. Thus, a \$75 investment grows to \$134.68 if the Bond is held an additional 10 years, or for 19 years and 8 months in all. This is an 80 per cent increase over the original investment.
- Q. In what denominations are Series E Bonds issued?
- A. \$25, \$50, \$100, \$200, \$500, \$1000 and \$10,000.
- Q. How may Bonds be registered?
- A. In name of one individual or two (not more than two) as co-owners, or in the name of any one individual payable on death to one other designated individual.
- Q. May Bonds be cashed before they reach maturity?
- A. Yes, at any time after 2 months from issue date, without advance notice, at any financial institution which is an authorized paying agent.
- Q. Is it true that Savings Bonds are actually safer than cash?
- A. Yes. Dollars can be lost or stolen, but Savings Bonds owners may obtain substitute Bonds upon proof of loss, theft or destruction.



Dat way is troo de Payroll Savin's Plan. Ya put aside a little each payday. NBC saves it for ya. At de enda nine years an' eight mont's, ya get a big bundle. At da enda annuder ten years, dey gives ya 80% more dan ya puts in!



"Dat's a wonderful idea." I says to me nose. "But why ya tellin' me all dis?" An' my nose whispers lovin'ly: "I ain't gonna live forever. I wanna make sure yer gonna be taken care of after I'm gone. Ya see, troo de years. I've gotten kinda attached to ya!"

School Minded?

Here's Tuition Plan Recheck

Generally speaking, when a person joins NBC, he is finished with schooling on a full-time basis. However, it is also true that for years many members of the NBC organization have been continuing their education during their spare time. Some have secured college and even law degrees at night, while others have taken courses that will give them greater knowledge of their hobbies, such as photography or art.

However, the great majority of NBC employes who attend courses after their day in the office or studio are pursuing studies that they hope will have a definite value in their careers in broadcasting. It was to encourage employes to take such courses that prompted NBC in May to reinstitute its Tuition Payment Plan. The purpose of the plan is to assist employes in the payment of tuition fees for courses taken in connection with their assignments in the company.

With the fall school semesters starting this month, the plan becomes a matter of immediate interest. For the benefit of prospective students, and also for any newcomers to NBC, here is a capsule review of what the plan is, what it does for you, and how you can take advantage of it.

What it is

NBC will pay tuition fees to an employe up to a maximum of \$50 a semester, and not to exceed \$150 in a calendar year. Payments will be approved for courses which in the judgment of the department head or station manager and the director of Personnel will result in immediate benefit to an employe by making him better able to perform present work, or by qualifying him for transfer or promotion to a position which would be in the logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

What to do

How to get authorization for tuition payments: After deciding what course you would like to take, you must submit a request in writing to your department head or station manager for his

Sacks Elected Staff Vice President of NBC

Brig. General David Sarnoff, chairman of the Boards of Directors of RCA and NBC, last month announced that Emanuel Sacks, now a staff vice president of the Radio Corporation of

America, had been elected to serve also as a staff vice president of NBC. Mr. Sacks will continue with his present duties and responsibilities as vice president and general manager of the RCA Victor Record Department.

In his new post with NBC, Mr. Sacks will function as an assistant to General Sarnoff in connection with the latter's present duties at the NBC. Mr. Sacks has a wide acquaintance in the entertainment industry and a long-standing close association with performers. He will assist the various divisions of the NBC in their activities in the talent field, as well as in other areas.

Mr. Sacks joined RCA on Feb. 1, 1950, as director of Artists' Relations for the RCA Victor Division and the National Broadcasting Company. He was elected a staff vice president Dec. 1, 1950, and was named general manager of the RCA Victor Record Department on Jan. 5, 1953.

Before joining RCA, he was associated with the phonograph record industry for nearly ten years. Prior to that time he was for seven years with the Music Corporation of America.



Emanuel Sacks

approval. In it include a description of the course and its date and duration, the name of the school, the amount of the tuition fee, and why you believe such a course would be beneficial to you in your assignments with NBC. This request should be submitted, if it is at all possible, three weeks in advance of the registration date.

What happens next

After that, you will receive, if you desire, a cash advance for the payment of the tuition. At that time, payroll deductions will begin, to equal, in five paydays, the amount of the cash advance. It is not necessary to receive this cash advance. You can pay the tuition yourself and request the refund after you complete the course. NBC has set up the provision, though, because many schools demand advance payment of the entire semester's tuition, which might be beyond the immediate means of the employe.

Upon completion of the course, you must submit a request for refund of the tuition payments, along with evi-

dence of a passing grade or better in the course. Six months after completion, the refund will be made by the company, if you are still employed by NBC.

Stations Join Ad Campaign

More than 70 per cent of our affiliates have agreed to participate in NBC's radio and television network-station cooperative advertising campaign for the fall-winter season.

The TV campaign began the end of last month. The radio campaign starts the first week in September. This is the first year television has been included in NBC's cooperative ad campaign. This is the fourth year for radio.

Under the cooperative advertising arrangement, NBC and each affiliate participating in the campaign share space costs of the ads on a 50-50 basis. Dramatic, individual ads of 60 lines each have been scheduled for every sponsored program seen and heard on NBC television and radio.

'Hobby' Pays Off

NBC Ham Dave Hubby Speeds News Of Disasters to GIs Overseas

The two previous issues of CHIMES contained features on NBC's Engineering and Technical Operations departments. As a sequel to them, we heard from Joe Minikovsky, TV maintenance engineer, who pointed out to us some of the interesting "off-duty" pursuits of NBC's engineers.

"Many of our engineers," wrote Joe, "in addition to being professionals, are also great amateur radio-electronics fans. They spend countless hours for home study; they experiment with new circuits; they help their neighbors with radio and television problems.

"Perhaps the most exciting and the most rewarding form of their activity is the short wave amateur hobby. The radio hams spend many a sleepless night at their 'rigs', getting the whole world at their fingertips, combining a sportsman's spirit with their amateur skill. They are among the first to serve their country and their community in case of an emergency. It's not widely known that a great many of the engineers employed by NBC are radio hams."

As Joe pointed out, an outstanding example of an NBC ham is TV maintenance engineer Dave Hubby. His call, W2SNM, is widely known throughout the world as well as at home. Like many other hams, Dave has spent hours bringing servicemen stationed all over the globe into direct contact with members of their families here, or receiving messages from servicemen overseas relayed by MARS, the Military Affiliate Radio Service.

Recently, Dave had occasion to put his ham equipment to dramatic and highly valuable use. At 9:30 a.m. on June 10, while at his home in East Meadow, L.I., Dave flipped the switch of his radio and heard a ham operating station in French Morocco ask, "Can you get me casualty lists of the tornadoes in Michigan, Ohio and Massachusetts? There are a lot of servicemen from Flint (Michigan) here and they're worried about their families."

Half an hour later half of the names of the fatalities had been sent across

the Atlantic. Dave arranged to get casualty lists from his local paper, *Newsday*, and as they would come in he would beam them overseas. All that day, Dave stuck at it, trying to pierce the heavy weather interference, to bring the anxiously awaited news to the troops in Europe and Africa.

The reason Dave undertook this unique service was that he knew that through normal channels it might take days for a serviceman overseas to be notified of the illness, injury or death of a member of his family. Besides, there were thousands of servicemen hailing from the disaster-struck communities who desperately wanted assurance that their loved ones were not included on any lists.

The 34-year old NBC employee had effected the speedy recall of the son of a man killed in an earlier tornado in Waco, Texas. For several days the Red Cross had attempted to locate the GI, who was stationed in Germany. He had, however, gone on leave to Tripoli, and could not be reached.

Finally a man from Waco got in touch with Dave. Six hours later, the GI had been located in Tripoli and had boarded a plane for the States.

Dave knows at first hand how hungry a serviceman overseas is for up-to-date news from home, having served several years with the Air Force as a radio operator in the China-Burma-India theatre in World War II. He joined NBC on September 25, 1950.



NBC maintenance engineer Dave Hubby at his ham set in his East Meadow, L. I., home.

Yoder Is Cleveland Head; Greaves Named KNBC Mgr.

Lloyd E. Yoder, general manager of KNBC, San Francisco, has been promoted to the post of general manager of WTAM, WTAM-FM and WNBK, Cleveland, and George Greaves, assistant general manager of KNBC, has been promoted to general manager of the NBC San Francisco radio station.

Announcement of the appointments was made in New York on August 12 by Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Division.

With his new duties, Mr. Yoder takes on the added responsibility of managing an NBC television station as well as a radio station. Mr. Yoder replaces Hamilton Shea, who recently was promoted to general manager of WNBC, WNBC-FM and WNBK, New York.

Mr. Yoder and Mr. Greaves are both career men with NBC. Each joined the company more than 25 years ago.

Mr. Yoder came to NBC in 1927 as manager of the Western Division Press Department. In 1937 he was appointed general manager of KNBC (then KPO and KGO). In 1939, he was transferred to Denver as general manager of KOA, then an NBC Owned and Operated Station. Mr. Yoder returned to KNBC as general manager in 1951. During World War II, he served in the U. S. Navy with the rank of lieutenant commander.

Mr. Yoder is prominent in San Francisco civic affairs and is vice president and a member of the board of directors of the California Station Broadcasters' Association.

He was born in Salem, Ohio, in 1903. He attended Mount Union College and was graduated from the Carnegie Institute of Technology in 1927, where he was captain of the 1926 football team. He was the college's first All-American. He also attended the San Francisco Law School.

Mr. Greaves joined the engineering department of KNBC on May 7, 1923. In February, 1942, he was made chief engineer of the station, and on Aug. 1, 1945, assistant general manager.

Mr. Greaves is active in San Francisco community affairs. He is a member of the Bohemian Club, the Press and Union League Club, the Toastmasters' International, and the San Carlos-Belmont Club.

Previously, Mr. Denny announced that Hamilton Shea was promoted from general manager in Cleveland to general manager of the New York stations. The station heads in the other NBC cities are: Harry C. Kopf, vice president and general manager of the Chicago stations; Carleton D. Smith, vice president and general manager of the Washington stations; and Don Norman, general manager of the Hollywood station.

American Dairy To Sponsor Bob Hope on Radio

The American Dairy Association, Inc., has purchased "The Bob Hope Show," it was announced recently by Fred Horton, director of Radio Network Sales. In making public the closing of the 52-week contract, Mr. Horton said, "This purchase by the American Dairy Association proves again the value of the Hope personality, of the NBC property package and NBC radio."

The program will be used to promote and increase the use of all dairy products. It will be heard on Fridays from 3:30 to 9:00 p.m., EDT, starting September 25.

Ted Cott, operating vice president of the NBC Radio Network, noted that the new series will mark Hope's 16th season on the air and added, "the new Bob Hope program gives NBC a strong anchor position for its new programs on Friday night."

A master of the quick gag and fast repartee, Bob Hope is under exclusive radio and television contract to NBC. He has long reigned as one of the great comedy personalities in show business. He first broke into radio in 1932. In 1938 he began his own NBC radio series, which for years has rated among the top programs in radio.

Name Studios: Win Prizes

Last month in CHIMES you read about the wonders performed at the two television studios of station WNBK, New York, the 67th St. studio and 11 FN at 106th St. We suggest you look the article over again and get an idea of how these studios are used.

Reason: Pete Affe, manager of Operations over WNBK-WNBC is conducting a contest for the coining of new names for these two studios. The contest is open to all NBC employees and Lucien-Piccard wrist watches will be awarded to the two winning studio names. The names should be meaningful and reflect the character of the studios. Just write down your two suggestions, along with your name, department, room number and phone, and mail to Pete Affe, Room 252, RCA Bldg., New York.



Lloyd E. Yoder



George Greaves

All Set for Outing?

Annual N. Y. Picnic is Week from Saturday



Bear Mountain Inn, at the site of the Annual Outing for NBC New York, which will be held Sept. 12.

Remember the date: Saturday, September 12. The Place: Bear Mountain State Park, up the Hudson River from New York City. The time: noon to midnight. The occasion: the annual Outing for all employees of the New York office, their husbands, wives and guests.

Admission will be free for NBC employees and their husbands or wives. The charge for a guest will be five dollars. Since a record turn-out is expected, it will not be possible for you to bring your spouse and a guest. For example, you won't be able to bring both your wife and her mother. You will have to settle for either one.

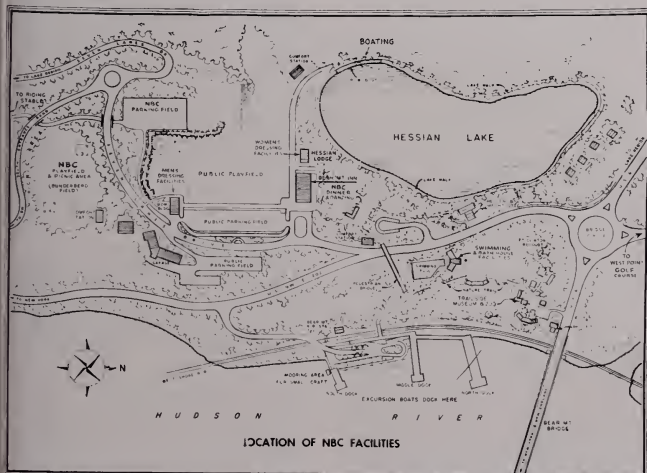
Contrary to the announcement on Gene Rayburn's morning radio show, there will be no jacks tournament; nor will there be facilities for dodge-ball or giant-steps. However, there will be swimming, boating, softball, ping-pong, shuffle board, basketball, bingo, horse-shoe pitching, archery, badminton, volleyball, golf (at \$2 extra), horseback riding (at \$2 extra), and all sorts of contests, such as potato races, tugs-of-war and three-legged races. Another noteworthy activity is drinking free-beer from the kegs placed at convenient locations throughout the park. Not exactly a sport, but at least it gets you outdoors.

As a special feature of the Outing this year, buses will leave Dunderberg Field (see map) at 12:45 p.m. for West Point so that those who wish can watch the U.S.M.A. cadets parade. The buses will return to Bear Mountain immediately after the parade. The box lunch will be available from 12:00 to 2:30.

From 6:00 to 8:00 p.m. a four-course dinner, with prime ribs of beef as the main course, will be served on the ground floor of the Bear Mountain Inn (see photo on this page). Following the dinner, there will be dancing to Jimmy Lanin's orchestra until midnight. A top-flight program of entertainment will be presented at 9:00 p.m., with Steve Allen as master of ceremonies, Helen Halpin, comedienne-vocalist who appears on the Hoagy Carmichael "Saturday Night Revue," the dance team of Bambi Lynn and Rod Alexander, and vocalist Steve Lawrence.

In the morning, buses will leave the RCA Bldg. beginning at 9:30 a.m. The last bus from Bear Mountain at 12:30 a.m. If it is needed, a bus will leave the Outing right after dinner, for people who may have to get back early to report for work.

Make sure you bring your camera to the Outing, not only to take pictures for your own enjoyment, but also because of the photo contest that will be run for the best pictures of the affair. Prizes will be given for the best shots in several different categories. Entries must be submitted to Employee Services by September 30 for judging by a committee of photo experts. The winning pictures will be published in CHIMES.



'Victory at Sea' Score Recorded By RCA Victor for Oct. Release

"Victory at Sea," a suite for orchestra adapted by Robert Russell Bennett from the Richard Rodgers score for the prize-winning NBC-TV documentary, has been recorded for October release, George R. Marek, Director of Artists and Repertoire, RCA Victor Record Department, has announced.



Richard Russell Bennett, distinguished American conductor, gives directions to NBC Symphony Orchestra during its recent recording of themes from the "Victory at Sea" score by Richard Rodgers. The album, to be released by RCA Victor in October, is approximately 46 minutes in duration.

The suite was rescored from the epic documentary film series, "Victory at Sea," which was seen on the NBC Television network from October, 1952, to May, 1953. Originally thirteen hours in length, the RCA Victor album of "Victory at Sea" is forty-five minutes long, and includes nine principal movements: Song of the High Seas, The Pacific Boils Over, The Guadalcanal March, D-Day, Hardwork and Horseplay, The Theme of the Fast Carriers, Beneath the Southern Cross, Mare Nostrum and Victory at Sea. A sparkling tango which captures the mood

of the South Atlantic, originally written for "Victory at Sea," later was adapted by Mr. Rodgers for the score of "Me and Juliet," under the title "No Other Love."

The original televised series of "Victory at Sea" has been described by a well-known journalist as being "the most ambitious and most successful venture in the history of television." This film-and-music dramatic history of naval operations during World War II, the first network-produced motion picture to present contemporary history in a dramatic manner, is the first television program to run simultaneously in four countries; the United States, Canada, Great Britain and Cuba.

This magnificent documentary has already been syndicated in 46 different cities by the NBC Film Division. With combat film resources amounting to 60,000,000 feet from the files of 10 different government and 26 different agencies, "Victory at Sea" tells the taut and dramatic story of war on the sea, over the sea and under the sea—the dark days after September, 1939, when Nazi U-boats preyed on Allied shipping in the Atlantic to the final defeat of the Axis aggressors in the Pacific. Much of the film, including German and Japanese footage captured during and after the war, was seen for the first time in "Victory at Sea," even by Navy personnel.

The music is a magnificent tonal mirror of the actions which took place in the series, reflecting the darkness and brightness of mood, the hopes and fears of the men who were engaged in the monstrous struggle for survival in a horribly disrupted world. One reporter said, "Mr. Rodgers' score (and Mr. Bennett's orchestration of it) is an extraordinary achievement—a seemingly endless creation, now martial, now tender, now tuneful, now dissonant, but always reflecting the action taking place . . .".

The suite was recorded by the NBC Symphony with Mr. Bennett conducting his own arrangement. Bennett, a composer in his own right who is noted for his orchestral arrangements of Richard Rodgers' scores for "Oklahoma," "The King and I," and "South Pacific," orchestrated "Victory at Sea," for films as well as the recording.

"Excursion," New TV Show, to Start

"Excursion," a half hour TV show for children 8 to 16, begins on NBC-TV Sept. 13. It is prepared by the Ford Foundation's TV-Radio Workshop and will give its audience a provocative look at its past, present and future by using experts in various fields within a framework of entertainment.

New Norfolk Station On Air This Month

NBC's new ultra high frequency affiliated station in Norfolk, Va., WVEC-TV, is scheduled to go on the air on September 19 with regularly scheduled programs.

The full line-up of NBC fall shows will be seen over WVEC-TV. Thousands of television receivers in the Norfolk-Portsmouth-Newport News-Hampton area already have been converted to UHF and by the time the station goes on the air, the number of sets converted is expected to be at least 50,000.

Dreier to Start AM News Show

The International Harvester Company will sponsor Alex Dreier on the NBC Radio Network in a five-a-week, 15 minute news commentary program starting Monday, September 7, it was announced last month by Fred Horton, director of NBC Radio Network Sales.

Dreier will be heard over 53 NBC stations, Monday through Friday, in the 7:00 p.m. time now occupied by the "Pure Oil News Parade." The current station lineup is to be expanded by International Harvester as soon as local station time clearances are available. The contract is for 52 weeks.

NBC Marriages

Helen Debolt, San Francisco, to Arthur Holmlund
Jeanette Harmady, N. Y., to Lt. Michael Capriano
Sal Verdey, N. Y., to Dorothy Carnevale
Ruth Johnson, N. Y., to Donald Finley

NBC Engagements

Virginia Fiske, Washington, to Warren Booram
Doris Richardson, Chicago, to Warren Jonas

Hollywood Profile:

McElroy 25 Years In Show Business

Candidate for the title of America's jolliest master of ceremonies is Jack McElroy, star of the "Jack McElroy Show," which is seen daily on NBC's Owned and Operated television station in Hollywood, KNBH. Jovial Jack, who graces the cover of this issue of CHIMES, this year celebrates his 25th year in the entertainment business.

The "Jack McElroy Show" has been growing in popularity with Southern California viewers since it went on the air a year and a half ago. Jack gained fame as a singer and announcer on the radio show "Bride and Groom" for five years and for another five he was master of ceremonies of "Breakfast in Hollywood" and "Welcome to Hollywood." His current KNBH show represents one of the few successful conversions of this type of show from radio to television.

During the past quarter-century, Jack has accumulated more credits than he can remember in television, radio, stage and screen. Even before he had finished grade school in Columbus, Kansas, Jack had established a name for himself in his new community as a singer and actor in church, school and similar functions.

After school he went to work with a dance band as vocalist. Once when the announcer for a broadcast failed to show up, Jack took over and got his first taste of radio. The station owner happened to be listening and phoned Jack an offer for his station in Missouri. That was the real start of his radio career and he remained there four years.

Upon leaving Joplin, McElroy slowly but surely moved westward, working with many large and small radio stations in every capacity.

Before reaching Hollywood he met and quickly fell in love with Nancy Hurd, one of America's first full-time girl radio announcers. Their first meeting wasn't cordial since both were staff announcers and a woman in that position was unique at the time. Anyway, the rivalry was culminated before a minister and they are still happy. Mrs. McElroy said a quick goodbye to radio and then, as now, devotes her time to being a housewife. Their three youngsters are Jack, Jr., 11; Paula Jean, 6; and Marilyn Lucille, 3.

Zaer Named Radio Net Controller; Marion Stephenson is Assistant

Theodore Zaer, controller for WNBC and WNBT, NBC's flagship stations in New York, has been appointed divisional controller of the company's Radio Network Division, Joseph V. Heffernan, NBC's financial vice president, announced on August 12.

At the same time Mr. Heffernan announced that Miss Marion Stephenson, chief budget assistant in the NBC controllers Department, has been appointed assistant to the divisional controller for the Radio Network Division.

Mr. Zaer brings to his new post many years experience in various phases of the financial operation of the company, which he first joined in 1930. He began his career as a page, later working in the traffic and program departments and in 1933 became a member of the financial department.

He has served with NBC all these years except for a period during 1942 and 1943 when he helped set up the financial organization of the Blue Network (now ABC) when it separated from NBC to become an individually owned-and-operated network. Mr. Zaer returned to NBC in September, 1943 as a special accountant in the Controller's Department. He was appointed controller of WNBC and WNBT in January, 1951.

Mr. Zaer holds a B.C.S. degree from the New York University School of Commerce. A native New Yorker, he currently lives with his wife and three children in Parkchester, N. Y.

Miss Stephenson has been with NBC nine years. She was employed in the Controller's Department of Esso Standard Oil Company before joining NBC as budget manager in the network's Advertising and Promotion Department. In 1950, she moved into the Radio Con-

troller's Department where she later was promoted to budget supervisor for the Radio Network. She was appointed chief budget assistant in the NBC Controller's Department in August, 1952.

She holds a B.A. degree from Antioch College and a Masters Degree from the New York University Graduate School of Business.



Theodore Zaer



Marion Stephenson

Bargain Counter

Wanted: One man to share apartment in N.Y. with radio producer, stage manager, engineer. Apartment is duplex, seven rooms, two baths, three fireplaces, four bedrooms, garden, sun-deck. Share \$54 a month. Available Sept. 1. Call Bob White, Ext. 106 before noon, or AL 5-1196 after noon.

Wanted: Girl to share 2½ furnished apartment. Has TV set. Reasonable rent. Call Honey Teeter, Ext. 8565. N.Y.

For Sale: 1951 Studebaker, four door, excellent condition. Attn. hams: has radio ham rig. Call Shirley Fischer, Ext. 8568. N.Y.

For Sale: Technmaster "Williamson" 11-F1 amplifier, with Peerless output transformer. New. \$50.00. Call Eli Gottlieb, Ext. 8217. N.Y.

In 1935 Jack became interested in aviation and soloed first in Wichita in 1936. The following year he obtained his private license. Jack was in the sky for his own pleasure until the war started and he became an Air Force flight instructor and now has 4,500 hours of flying credit.

His hobbies are numerous and he takes them all seriously. His favorites are speedboating, archery, photography, deep sea fishing, and he holds a radio operator's license.

People and Places

KNBH, Hollywood

Bud Mertens of the Accounting Department at KNBH has joined the fast growing list of sports car owners. His new German Volkswagen is the only one of its kind at NBC so far. Vital statistics: 25 HP rear engine, seats 4, 35 miles per gallon.

Jim Damon's chest is all puffed out about his new Chevy Bel Air, two tone cream and blue.

Ted Rich and *Bob Baldwin* are busy these days converting a player piano into a roll title, reported to be the biggest in the business. It's for *Helen Parish's* new "This is Your Music" telecast.

Vacations are still the rage. Station manager *Don Norman* is sporting a tan from a week in Palm Springs. *Bob Pelgram* and his wife Jane took a few days off recently to travel South of the Border to take in some golf and Jai Alai games. The vacation preceded Mrs. Pelgram's appointment to TV editor for the *Hollywood Reporter*.

Bob Henry, KNBH Operations, is looking forward to a week of water skiing at Lake Tahoe soon and will visit nearby Reno. *Bobbie Rixsen* just returned from 2 weeks at Tahoe and is telling everyone about her experiences in the steam bath. Crazy bit!

Joan Gowanlock spent her two weeks in San Francisco and *Lila Turner* spent a belated honeymoon fishing for trout in Colorado and visiting her sister in southern Minnesota. Lila was married last March.

Ham Nelson has finally made his first hole-in-one after 22 years of continued tourings of fairways and greens on Southern California golf courses.

Carroll O'Meara has been lecturing for an Air Force unit stationed at Burbank. He's giving the flyboys some instructions on TV camera techniques and production problems.

On the sick list recently were *Gene Terrell*, *Ann Slater* and *Norman Hopps*. Gene was quieted by a tonsillectomy and Ann took a forced 3-week vacation for an emergency appendectomy. Norm was all puffed up with the mumps.

A big reunion was held recently marking 6 years with the National Broadcasting Company by *Vance Colvig*, *Marc Breslow* and *Lou Onofrio*. They all began as parking lot attendants. Marc now directs KNBH's "Nutsy

the Clown" telecast, starring Vance. Lou is a TD. Come fall, the "Nutsy" show will be the second at the station to be kinescoped for other markets. Included in the 7 stations which will carry the program is Honolulu's KONA.

Some members of KNBH had the pleasure of meeting *Imogene Coca* and her husband while they were vacationing in Los Angeles.

WNBC, WNBT, New York

A huge welcome to the *Steve Allen* crew who have joined us here in 252, including the fabulous *Steve*, and the upcoming, talented singers, *Helene Dixon* and *Steve Lawrence*. On the administrative end we have *Doris Braverman*, secretary to *Johnny Stearns*, producer of the Monday through Friday show, and *Dale Remington*, who is *Johnny's* assistant.

There was a kickoff press party the night of the show's premiere at *Toots Shor's*. Representatives from the agency and the sponsor (Ruppert Knickerbocker Beer), newspaper columnists and press contacts and our NBC people were all there. From all reports, everyone had a tremendous time.

Pete Afie, manager of Operations for WNBC-WNBT, celebrated the first an-

niversary of operations at the 67th St. studio. Congratulations to Pete and everyone at the studio.

While congratulations are being tossed about, we can't forget *Jeanette Capriano*, of station manager *Ernest de la Ossa's* office, who was married to *Lt. Michael Capriano* June 14, and to *Audrey Tibbs (Tibby)* who will become *Mrs. Gene Alexy* on September 19.

Well people, you've had it as far as column items are concerned, here at NBC's Flagship Stations. This reporter, after plugging the entire staff for information and writing it down, came to the conclusion that it all would make very dull copy. So this is what this writer came up with:

Jim Hulbert and his wife are spending their vacation in Atlantic City and also will visit Washington, their home town. *Sandy Riesenber* spent her vacation in New Hampshire. Astounding! eh, wot! *Kit Tucker* is now in Lake Placid and *Earl Harder* will vacation in Madison, Connecticut. Frankly, do you really care where these people spend their vacation? Well, then, some more startling events. *Joan De Mott* is in Maine. *Jim Mullen* vacationed in Ohio and Canada while *Jim Barry* flew to Rockport, Massachusetts, and if you're still here, *Dan Sobol* will sunbathe in Florida. How about that?

Kudos to: *Phil Dean*, director of Publicity, who placed third in the first semi-annual WNBC-WNBT Spot Sales



Flagship Stations publicity staff scanning *Variety* for breaks on the new late-evening *Morey Amsterdam* show. The headgear are "yuk-a-puk" hats used on *Morey's* show. Wearing caps as follows are: *Johnny O'Keefe*, WNBC-T program editor; *Barbara Mulligan*, secretary; *Phil Dean*, publicity director for WNBC-T; and *Mary Jane MacDougall*, assistant publicity director.

Golf Tournament which was held at Shawnee, last month: *Norton Getzler*, who became the father of Joanne Renee, 8 lbs. 4 ozs., and *Herman Maxwell*, formerly of WOR who has joined the sales staff.

We wish to welcome *Miriam Meyers* to the Controllers office. *Alice Hubbard*, who is *Jay Heitin's* new secretary. *Cecilia Zelac*, who is *Ernest de la Ossa's* secretary, and *Claude Callison*, who now is writing WNBC promotion.

Flash! *Mary Kay Stearns* gave her husband, Johnny, a beautiful pair of cuff links picturing "Our Place" for their seventh wedding anniversary. Congratulations! French cuffs, anyone?

Belated but hearty congratulations to *Mr. and Mrs. Arthur Walters* — of our Port Washington transmitter — on the birth of their daughter, *Patricia Lee*.

WMAQ, WNBQ, Chicago

Welcome to new Chicago staffers: *Edward Montanus*, *Richard Baldwin* and *Frank Shaw*, salesmen in TV Film Sales; *Janis Albert*, and *Sandra Peck*, secretaries in TV Film Sales; *Louis DePaolo*, payroll clerk; *Sarita Nunez*, secretary in AM Spot Sales; *Diane Young*, secretary in TV Spot Sales; *Mary Fitzgerald*, clerk in TV Operations; *Marcia Kolling*, secretary in TV Operations; *Eileen O'Mara*, Accounting; *Marianne Goldstein*, secretary in TV Production; *Teresa Opela*, secretary in WMAQ Sales; *William Burnett*, AM Engineer; *Thomas Hoban*, Duplicating; *Fred Pinkard*, TV Prop Procurement, and *Charles Moos*, in Mailroom.

Congratulations to *Doris Richardson* in Accounting, who has become engaged to *Warren Jonas*, a fishing rod salesman; to *Ben Park*, TV Network Program manager, on the birth of a son, *Richard William*, on July 31; to *Phil Boduwell*, WNBQ assistant director, on the birth of a daughter, *Becky Ann*, on July 29; and to *Bob Murphy*, co-MC of WNBQ's "Bob and Kay," on the birth of a son, *James William*, on July 28. The Murphys now have four sons and four daughters.

WRC, WNBW, Washington

Social event of the summer was the marriage on August 1 of WRC-WNBW announcer *Maurice "Mac" McGarry* and *Barbara Walter*, Newsroom secretary. Nearly one hundred staffers attended the wedding and the reception

following at the Army-Navy Country Club. Seen sipping champagne: NBC vice president *Frank M. Russell* and *Mrs. Russell*. NBC V.P. and WNBW-WRC general manager *Carleton D. Smith* and *Mrs. Smith*. *Beverley Fayman*, secretary to Operations Director *L. A. McClelland*, was a bridesmaid. *Dave Von Soden*, WRC news editor, was one of the ushers. The bride is the daughter of Representative and *Mrs. Walter* of Pennsylvania. The proud father is co-author, with Senator *McCarren*, of the *McCarren-Walter* Immigration Law.

Proudest father at WRC: *Russell* Tournabene, whose 3 months old son *Joseph* is a dead ringer for the old man. Russ is heard frequently on network news feeds from WRC, and handles a regular news editor shift at WRC.

Joan King of Verona, New Jersey, has joined WNBW-WRC as secretary to Press Department director *Jay Royen*.

Jean Montgomery, girl Friday of the Washington "Camel Newsreel" office, is vacationing at Long Beach, California, and taking some time due from the frantic inauguration and political campaign days.

Bob Abernathy has joined the NBC Washington newsroom as a general assignment reporter.

Virginia Fiske, secretary to WNBW-WRC director of Programs *James E. Kovach* has announced she is switching her affiliation, romantically at least. Virginia has announced her engagement to *Warren Booram*, Press Department assistant at station WTOP (CBS).

Sports car addicts in Washington may often be found in the Recording Room, center of incessant harangues about things in general and automotive lore in particular, and repository of the unofficial, but often used, auto periodical collection. Recording engineers *Don MacDowell* (former MG owner) and *Bob Shenton* (someday owner of Jaguars, Ferrari, etc. ad infinitum) are co-proprietors of this cultural center, maintain hours of 8 AM to 11 PM almost daily to dispense prejudiced dogma in this field, and to referee the bloodier contests which inevitably arise.

Engineer *Art Page*, by virtue of owning the only currently extant NBC Wash sports car, a Singer SM1500 known affectionately as "The Bobbin," by his wife *Kay*, maintains a position of respect in this domain, and is even permitted to make recordings on occasion.

Frequent visitors of note include *L. I. McClelland*, director of Operations, a gentleman who likes to talk about high performance cars of any kind and vintage. Announcer *Ray Quinn*, who says one of these days he'll buy an MG or Jag, and *Carl Degen*, TV director, whose Chevy Belair very nearly went on the block in favor of a green MG just a few months back.

A number of other local characters definitely have the sports car urge, but in many cases family conditions (i.e., children) prevent the purchase of a two seater, and unless roomier, more generally practical, sports designs appear, this group will likely remain in the armchair category.

Some effort has been put forth in the direction of televising local sports car events, particularly by *Art Page*, but thus far little general enthusiasm has been aroused among those who know TV programming best. Perhaps someday this ever-growing sport will rise to the point where TV will show some interest. Meanwhile, the local clan has lots of used recording blanks, old tape and slightly worn tubes to swap for MG's, Jaguars, or what have you. Any offers?

We said a reluctant goodbye to *Frank Blair* recently, as he departed for N. Y. and "Today." He promises to be around here on weekends.

TV directors *Heyward Siddons* and *Frank Slingland* are surrounded by bathing beauties. Unfortunately all are between ages 5 and 10, contestants for "Little Miss Washington" on "Inga's Angle." Our glamour girl *Inga* had a wonderful trip to Hollywood for "Ladies Choice" but says Hollywood and Vine looks just like 14th and F.

Vacations are the favorite topic these days. *Libby Scontras*, film secretary, recommends Maine; *Carl Degen* enjoyed his time out from directing duties in Chicago; *Betsy Sielck* says she was really "down on the farm", an Iowa one, quite a change from the Land of Tutti Frutti she visits as the *Story Lady* on "Little Playhouse." TV Program Manager *Ralph Burgin* chose Rehobeth Beach, to get away from phones, of course. We are wondering WHERE TV director *Joe Browne* went. He was highly mysterious about the whole matter.

Announcer *Max Anderson* left us late in August to join station WPFA-TV., Pensacola, Fla., as program director. Pensacola is his old stamping ground.



Girls from WNBC-T were hostesses for the press party for Steve Allen at Toots Shor's the night his TV show made its debut. Not-so-high kickers are, left to right: Doris Braverman, Mary McNulty, Joan Levinson, Barbara Mulligan, Jeanette Capriano, Rusty Tyler, Kit Tucker, Mary Regan and Steve Allen.

Vacations: Elaine Brodey, Beth Blossom, Sam Kaufman, Jack Tracy, Ernie Otto, Bill McCardell, Milt Brown, and Jack Haney have all returned from their well earned vacations.

Radio and TV Sales Traffic—Vacations have just about come to an end in this office and all we can do now is reminisce about all the wonderful things we did during our "two weeks". Your reporter returned from her vacation with quite a tan and was barely recognized by her cohorts in 418. Spent one wonderful week up at Eastover in Lenox, Mass. and is still raving about the place, the people, and all the fun! Likes the place so much is going back for the last week-end in August. What a wonderful spot—can give a twenty minute recommendation of Eastover at the drop of a hat!!! *Lillian McNaughton* spent her vacation at the Jersey shore and from all reports we are assured that she too had a very good time. *Kay Walker* came back from her vacation looking "fit as a fiddle" after spending her time either at the beach or motoring up and down the shore. *Joan Mooney* will have lots of news when she returns from her vacation—she too was travelling to the Jersey shore.

The office "wanderer," *John Udry*, is still vacationing in Europe and by now is probably prancing up and down the Champs Elysees seeing all the sights (and believe me, John will see them all!). John should have no worries about how his job is coming along as his position was ably filled by *Tony Cervini* who, by the way, is also vacationing at the present time. *Honey Teeter* was given a wonderful surprise party to celebrate her birthday and was given a beautiful compact by the gang from the office. From all reports a good time was had by all. *Alice Reichgott* had the office in an uproar when she purchased her parakeet last week and kept it in the office until 5 P.M. Practically everyone was trying to teach it various tricks, but believe me, it had tricks of its own—one of which was "rolling over and playing dead" which scared everyone. She did get it home safely and everyone could then breathe a sigh of relief. . . .

Research and Planning — *Carol Burton* is still recovering from the grand surprise which greeted her return from vacation namely . . . daughter Sue's engagement to Leonard Tenner. All who know Sue congratulate the

NBC, New York

Networks

Music—We welcome *David Hendry* to the Music Library. He comes to us from Guest Relations.

We had two visitors this summer month—one a brand new one. *Helen Burgett* introduced her year old son, Neil, to the office staff. The other visitor was an old friend, *Mr. Parsons*, who came in especially for *Bill Paisley's* birthday.

Plant Operations—We're all giving a hearty welcome to *Audrey Rengstorff* who joined us after being with the Personnel Department, and to *Doug Coulter* who just joined the company. *Jack Briggs*, formerly of the Plant Operations Department, stopped in the other day to prove to us that he can really handle the Italian language after being in Italy for over a year with the "American Inventory." Our eyes are still dewy after bidding farewell to *Hank Allard*, although he's not really moving very far. Hank's a floor manager now, and we're all very happy for him. *Arthur Barnett* was complaining that he never gave him credit when he came to us from the Controller's Department, so here's to you, Art. *Sadie Zuzzolo* came back from Bermuda full

of good spirits and wants to go back down there to work from what we hear . . . seems there's no man shortage down there, girls! The line forms to the right, *Pat Cahill* scheduled to judge the sheep-dipping contest at Narrowsburg, New York.

Press—*Jim Corbett*, publicity director of Louisiana State University, joins the Press Dept. as liaison between NCAA and NBC in production of General Motors "NCAA football telecasts". Everyone glad to hear that *Warren Cromwell*, assistant magazine editor, is recuperating from his operation and will return later this year. *Alex Nyary* tells how a writer might spend a few days. First he flew 1600 miles to attend the public opening of a United States Air Force Base in Limestone, Maine, just 9 miles from the Canadian border. This program was highlighted by a broadcast of the "Cities Service Band of America." Reaching home at 4 o'clock the next morning, Alex set out for Westport, Conn. that day to see *Wally Cox*, who is appearing in "Three Men on a Horse." Mr. Cox, incidentally, has just broken the 22 year old attendance record at the Westport Playhouse set by *Ezio Pinza*. On the third day, Alex had this to say, "I'm not too well this morning".

lucky guy and wish her much happiness. Post card from *Marie Redding* tells us she is having a wonderful time in Maine on her vacation. August vacationers also include *Ken Greene* off to Worcester, *Barbara Figliola* long-weekending it in Asbury, despite inclement weather, *Radford Stone* in Vermont, *Frank Sullivan* visiting the folks in Richmond, Virginia, *Whit Rhodes* spends two weeks at Cape Cod, *Robert Daubenspeck* between home in Summit and Jersey shore, *Louise Kaciczak* fully relaxing as one should on a week off, and *Gloria Betros* up in Poughkeepsie, refereeing bouts between her two nephews who haven't seen each other since Thanksgiving. At their tender ages of 13 and 14 months don't seem to care much if they do not see each other til next Thanksgiving. After having taken the sales presentation to the middle west and coast, *Tom Coffin* took himself and wife the other way and spent two weeks in New Hampshire. Regardless of the fickle weather everywhere everyone reported a good time.

On July 29, everybody here helped *Jo Capetta* celebrate her second wedding anniversary. While she was being dined at Ronnie's, her call to hubby Ralph stationed in France came through and you never saw a bee-line like the one Jo made back to NBC for the call. C'est tout, mes amis. Au revoir.

Station Relations—Things are quiet on this front, nothing much has happened to jar us out of our daily routine. We've been on vacations and we've gotten back with sunburns, windburns (the mountains, you know) and stories and we've talked about this year vs last year and the big plans for next year.

Spike Knapp has become a pater for the fourth time. Another girl he signs, this makes three females and one of the other kind.

Nat Glaser went to California and had a great time on her vacation. Voo Den?

Miriam Locomara has bought a car and is taking lessons so she can drive to the NBC Outing on Sept. 12th.

Grace Lynch long time member of this mad house has accepted the position of *Charles Bevis'* secretary. Goom-bye Gracie!

Welcome, Welcome, to *Joyce Colette, Mary Mercer, Bob Arron, Higarette Saphier* and anyone else who joins us

after this goes to print. (I hope you're satisfied, Mrs. Higbee).

Technical Operations—Our "Goldfish Boys", the men in Master Control, are wondering about that "Tour Area—Caution" sign that went up recently on the corner of the corridor near the Master Control Room window. In spite of the fact that there are usually anywhere from 30 to 50 people-in-tour "breathing down our necks" through the window, there have been no reports thus far of a tourist being bitten by an engineer—or vice versa!

Within the last week, two of the girls who had worked in our department and who had married men in our department became mothers. *Gloria Hughes Smiley* presented *Tom* with a daughter, *Susan*, and *Claire Hillmeyer Gress* presented *Arthur* with a son, *Thomas*. Coincidence, no? Both mothers and both fathers are doing fine.

Welcome to *Georgia Smith*, as secretary to the *Messrs. Gronberg, Townsend* and *Protzman*, and welcome to *Dorothy Weber*, who took *Claire Gress'* place as *Court Snell's* secretary. Incidentally, *Dorothy* claims that she is still getting business mail addressed to *Claire* instead of to her, and it's been over two months now.

Bill Ahern, Whit Baston, Don Pike and *Ed Wilbur* are now all in one office, Room 557; they are sharing it with an Ay Em man, too — *Harry Grelek*. They had all previously been in different offices.

TV Field Operation in Long Island City welcomes back *Lou Fusari, Don Blake, Frank Gibbs, Ernest Varga, Alan Aebig, Ogden Bowman, John Norell, Sal Benza, George Madge, Dan O'Halloran, Fred Squires, Bob Smith* and *Al Berkompas* who had been working in Radio City as summer relief for the Studio Operation men.

Florence O'Grady and her fiance just bought a home in Yonkers. It'll be ready in September. *Bob Davis* just bought a shiny new red MG. Peachy. He and *Bob Daniels, Bill Waterbury* and *Frank McArdle* and their respective families spent the first week in July together at Cape May, New Jersey. Made some "real-production-type" movies on the beach, too. The *Don Everts* are enjoying a sort of second-honeymoon in Cristobal, Canal Zone. They had spent their first one there and, since they had just recently married off their daughter, they decided

they needed something to bolster their spirits. *Gene Frisch* returned from a 2500 mile motor trip through New York, New England, Canada and Pennsylvania. *Johnny Maurer* is now a qualified water-skiier with the help of *Frank Hill, Bill Miller* and the Great South Bay. *Neel McGinnis* is leaving shortly for Minnesota for 3 weeks, with a good deal of the time to be spent in St. Paul, where for many years prior to his coming to New York he had been associated with station KSTP. *Joyce Peters* is planning to go back to Texas on her vacation in September. Have no fear, Everybody, it will only be for a visit.

Traffic—*Eleanor A. Beebe* and *Wallace A. Gray* are newcomers in the Traffic Department and as we put out the welcome mat for them, we bid a fond farewell to *Roy Bartels* who resigned and to *Jeanne Jenks* who has been promoted to TV Production. Our congratulations and good luck go to both of them. *Al Frey* and his family have just moved into their new ranch home in Great Notch, New Jersey. When are you sending out the invitations to the housewarming party, Al—we're all waiting! *Betty Curry* spent her vacation in Binghamton and reports a "good time was had by all."

TV Network Sales—Our European vacationers: *George Ogle* has just returned from a wonderful automobile tour of England, France, Belgium, Holland, Germany, Switzerland and Italy. At this writing we are awaiting *Mary Alcombrack's* return from her London-Paris trip.

Welcome to newcomers *George A. Graham, Jr.*, who has joined the "Today" sales staff; and belated greetings to *Pat Cramer* and *Margie Davis*.

Since Radio and Television Network Sales have split, we really miss Messrs. *Horton, Freedley, Van Amberg, Knox, Wright* and *Gardner*, who have gone upstairs to constitute the new Radio Network Sales Department. Secretaries who have left for AM are *Jean Martin, Lily Borst, Helen Schultheis* and *Doris Anderson*. The place seems empty without them.

Owned and Operated Stations

O & O Administration—It seems that every summer the staff of O & O Administration has a few alterations to report, and this year is no exception. We want to take this opportunity to



At farewell party for Jo Whalen of Stenographic Dept. in New York are Jo, left, cutting cake, and Irene Sniffin. Jo left NBC recently after seven years to live in Florida.

welcome *Jo Bucaria* and *Nick Gordon* to our organization as secretary and rate expert respectively. Nick came to us from the Keystone Broadcasting Company where he was research director. Jo replaces *Judy Rivkin*, who left NBC to spend a summer at the beach. Some people have all the luck!

We are minus an old standby of the staff. *Bob Woodburn* left us in June to take the job of chief accountant at WNBQ-WMAQ, Chicago. We wish Bob all the luck in the world at the station. Now Bob groans over the phone each time we request that special report pronto. We hear rumors from Chicago to the effect that Bob has quite an apartment out there, and when he isn't working late, is having a fine time for himself in the Windy City.

Vacations are, of course, the prime topic of conversation around 302 lately. *Ann Winters* recently returned from touring the west coast for two weeks. She visited San Francisco, Hollywood, and Chicago, and got to know some of the people we speak to on the tie-lines all the time. We always say here in New York that we'd like to get to know more of the staff at the locations. Maybe vacations are the way to do it.

Jim Chandler and *Dick Templeton* also have tales of their trips to Cape May and Quebec that make the rest of us who haven't been away yet green with envy. By the time this appears in print, though, all of us will have had

our crack at the leisurely life. *Sarah Willner* and *Bob Ciasca* have Canadian plans; *Tom O'Brien* is just going to relax with his family; and yours truly is heading for the West Indies in September.

Another nice thing about vacations this year is that our "floating" secretary, *Margie Sampson*, is around to brighten our days. They grow them pretty and witty in Minnesota, if Margie is any indication. We wish that Margie would plan to come back to O & O after she finishes her last year at the University of Minnesota. Incidentally, this gal is a veritable storehouse of jokes!

We sincerely hope that all of NBC has journeyed to the third floor by the elevators to see the Spot Sales displays and the ultra-modern reception section of our office. We think that this is a mighty fine set-up—and, confidentially, I bet CBS is drooling that they don't have it. Congratulations to *Hank Shepard* and all the rest who were responsible for it.

Guess that winds it up for another month. See you again soon with more news of O & O.

Staff Administration

Controllers—With all the vacations, news about Controllers is at a minimum. *Fran McTighe* is leaving N.B.C. to go to California. Congratulations to *Jim Cody* on his promotion to assistant manager to *Robert Burkolt*. After reading "Power Golf" by Ben Hogan, is *Frank Zwick* going to enter the British Open?

The biggest event and news of the year, in our humble opinion, was the recent marriage of *Sal Verdey* of our Payroll Section. We all presented him and his bride with a lovely radio-clock combination. The best of luck to both of them and a life of health and happiness.

Ethel Perry was all excited about the vacation trip to Miami she and her spouse were taking last month. That's really living! *Maria Niles* returned the other week from a glorious week-end vacation in Connecticut.

Our sincere congratulations to *Arlene Seibert* and *Joan Rivera* of Tabulating upon their recent engagements. *Ann Buron* and *Pete Peterson* getting married September 12. Good luck to them all!

Duplicating — Vacations take the spotlight this month. They include

John Corso in New England, *Don Bartsch* in Upstate New York, *Tom Wade* in Philadelphia and *Ray Ruckert* in New Hampshire.

Also vacationing have been *Vi Sparks* and *John Dee*. New Duplicators this month include *Ralph Hausser* and *Mike Minotti*, who will have to wait until next year, when they will get their vacations.

Charlie Atlee and *Harry Larsen* completed their two weeks training with the National Guard. Incidentally, Charlie ran into ex-Duplicator *Bill Garvey* at Camp Drum. Bill will be home shortly. Another ex-Duplicator, *Bob Amante*, paid us a visit recently.

Tom Leonard was promoted to Air Conditioning, so *Tom Wade* moves back into the ticket cage. *John Corso* is all excited about the new NBC Tennis Club. Imagine how he'll be when he learns to play!

It's too bad NBC doesn't have a "Mr. NBC" contest similar to the "Miss NBC" contest of a few months ago. If they did have, we would have a good entry in *Jim Plock*, the "Dream Boy of Duplicating." It seems Dream Boy came about his title by befriending a poor little waif of a girl (about 21) who thereupon presented him with a lighter with the inscription "Dream Boy." He doesn't like the title, he says, but Dream Boy is always right there with his trusty lighter whenever anybody takes out a cigarette!

Legal—The important issue of the day is WHO took a pot shot at *Ed Denning* (have you seen the lump on his head?) and WHY???? Architect *John Shute*, just back from vacation, is now busy designing his hideaway on Chebeague Island, Maine.

We are all dying to see *Joan Lindenmayer* in that Tyrolean outfit of hers which she picked up while touring Europe—but so far no soap.

We are all wishing *Palma Bisogno's* daughter, Barbara, a speedy recovery from her recent bout with the surgeon.

Can anybody explain *Ina Sugihara's* sudden interest in Army camps?

Vacation news: *Tom Ervin* to Fire Island; *Ben Raub* to Chappaqua and his new home; *Jean Schneider*, *Janet Shields* and *Tam Behrens* to Cape Cod; *Joan Baird* to the Jersey Shore and Poconos; *Ann Debus* to the beach; *Louise Sather* to Cape May; *Grace Serniak* to Connecticut; *Liz Leitner* to Florida.

Personnel—*Joan Daly* says that if we can't write anything better than the

fact that she is taking her vacation at Cape Cod and Lake Placid then we're not to write at all about her.

So, we're happy to write instead about *Ruth Johnson*, "Miss NBC," who was married to Donald Finley on August 8. In honor of the occasion, Placement put on its dark glasses and took her to lunch at Toots Shor's. The honeymooners are going to Bermuda, all expenses paid, thanks to the first place prize in the Miss NBC contest.

Personnel extends a sincere welcome to *Charles Hicks, Jr.*, of Radio Recording. Mr. Hicks replaced *Ted Thompson*, to whom we bid a fond adieu in July. We also welcome to NBC Mr. Hicks' secretary, *Sue O'Leary*, who lists Dwight Greene, former Governor of Illinois, as her last employer.

Belated but worthy tribute was sung by Gene Rayburn of our *Nell Blatzeim* on his zany AM show.

We all share *Jacquelyne Johnson's* joy at the announcement that her cousin was released in good health by the Chinese in the first prisoner exchange after the truce.

WANTED: Fashion coordinator to alleviate difficult situation created when three gals in our office fell in love with and bought the same dress. P.S. It's becoming to all.

Stenographic—We of Stenographic say hello and welcome to three new girls, who represent three of the best boroughs of New York City. They are: *Carmela Grande*, who comes to us from Brooklyn; *Agnes Hunter*, who hails from the Bronx; and *Margot Lampe*, who is from Queens.

And now it is a fond farewell to *Helene Canale O'Malley*, who has left the work life in order to concentrate on the domestic life.

Vacations are still the main extra curricular activity and much fun is had by all. *Joan Camacho* is enjoying the sun and sea on the Jersey shore. *Rose Passarelli* left for Sagamore, Pa. to rest in the peace and quiet of the Poconos. *Ellen Krieger* is staying at home to supervise a house painting job. She loves to paint and is looking forward to having a great time executing this project.

Jo Whalen postcarded to say Florida is the best! *Simone Zeitoun*, our gift from Tunisia, is on her way to see the United States of America. We will be sorry to have her leave us, but know she is looking forward to seeing the U.S.A.

Film Division

Administration, Sales and Program—Like everyone else, Film Division employees have been taking vacations: *Betty Bergen*, Maine; *Anne De Rose*, Wildwood, New Jersey; *Chuck Henderson*, Ashtabula, Ohio; *Fritz Jacobi*, Martha's Vineyard; *John Bechtel*, Connecticut; *Carl Stanton*, home; *Mary McCarthy*, Poconos; *Kathy Sullivan*, Catskills; *Len Warager*, Chittenden, Vermont; *Joyce PraSisto*, Atlantic City; *Dottie Schmidt*, Cape Cod; *Rosalie Trego*, Denver, Colo.

Another first in the sales department . . . *Jacques Liebeguth*, new salesman, is the first man to graduate from Katherine Gibbs . . . just ask him!!! These southerners never give up . . . *Bill Grainger* is surreptitiously enlisting all his friends in the Confederate Air Corps. The date of secession has not yet been announced, according to Colonel Grainger, Suh!

NBC Births

To Ben Parks, Chicago, a son, Richard William
To Phil Bodwells, Chicago, a daughter, Becky Ann
To Bob Murphys, Chicago, a son, James William
To Arthur Walters, N. Y., a daughter, Patricia Lee
To Jerry Weisses, N. Y., a daughter, Caryn Elisa
To Tom Smiles, N. Y., a daughter, Susan
To Arthur Gresses, N. Y., a son, Thomas William
To Norton Gretzlers, N. Y., a daughter, Joanne Renee
To Oden Knapps, N. Y., a daughter
To Alice Weyrauther Jacobs, N. Y., a daughter, Peggy

3000 Days of History

(Continued from page 5)

and wires began to pour in from all over the U. S., the boys knew that they had scored a world beat.

The Central News Room in New York is staffed with seasoned and skillful editors who have spent many years in the business of dealing with news, supplemented with rich experience in the radio industry.

Heading the young and resourceful staff in the Public Affairs Department of the network are Davidson Taylor and Bill McAndrew, both old timers in the trade, both gifted with boldness and imagination in handling public affairs, special events and TV news.

Taylor, known as "Dave" to his staff, has had 24 years of top-level experience

in radio and television as production executive. He feels strongly that the system of TV news coverage as perfected by NBC represents an important contribution in the field of public service. It has helped bring understanding of the great complex issues of our time to great masses of the people.

William R. McAndrew, who directs the combined radio-TV news operations, brought to his present post with NBC many years of experience as a newspaper man, and has been with the network since 1936.

There is Joe Meyers, lean newsmen with a Phi Beta Kappa key and split-second judgment, managing NBC's Central News Desk. There is Bill Garden, recently released from the Army as a Major to return to NBC Newsroom as manager of special projects.

Len Allen, TV assignment editor is a seasoned newsmen who, working from studios, directs the diversified operations of cameramen-reporters in the far-flung corners of the globe where NBC TV news functions.

It is up to Len to keep this staff working on a smooth keel, seeing to it that the right emphasis is placed upon the right story, building background footage for possible use in emergency news coverage, satisfying the insatiable demand for more and still more TV feature material and documentaries.

There are many others in posts of no less responsibility who produce, arrange and direct the various news shows which are seen and heard by millions on NBC radio and TV, and which make fullest possible use of TV news film coming in from all over the world: Chet Hagan, producer-director of "News of the World"; Frank McCall, Ralph Peterson, and Reuven Frank, of "Cameo News Caravan"; Jack Gerber and John Wingate, "Esso Reporter"; Buck Prince, Jerry Green, and Paul Cunningham, newsmen responsible for news context on "Today"; NBC's popular morning presentation; Jim Fleming and Art Holch, who prepared "Assignment: Tomorrow".

A great many other able people collaborate in the preparation of news for NBC radio and TV programs — the commentators and analysts, among the finest in the business; the film men themselves and the many correspondents at their overseas posts; the technicians, the operators, the secretaries and stenographers — too many to mention.

All take part in this great and unprecedented job — intantaneous journalism.

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CHIMES

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NATIONAL BROADCASTING COMPANY, INC.

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RCA VICTOR
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CHIMES

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The Cover

The handsome young lady on the cover, who is an employee of the Engineering Products Department of the RCA Victor Division of RCA, is making final adjustments on an instrument familiar to anyone who works for a broadcasting company. They are the well-known 77-D Polydirectional Micro-

phones. The term "polydirectional" means that by flicking a switch, they can pick up sound from one direction, or from every direction. To find out more about the company that manufactures these and thousands of other products, see pages five, six and seven, of this issue of CHIMES.

Join Payroll Savings

By this time, most everyone at NBC has had the opportunity to sign up for the Payroll Savings Plan — for the purchase of U. S. Savings Bonds

through payroll deductions. The big company-wide drive is still going on. Make sure that you join up now, and get your money working for you.

Edward J. Nally

Edward J. Nally, first president of the Radio Corporation of America, died at his home in Bronxville, N.Y., on September 23. He was 94.

He was president of RCA from its establishment in 1919 until 1923, and he was a member of the Board of Directors of RCA until he retired in 1950. Prior to joining RCA, Mr. Nally already had made a distinguished career in the field of communications.

He was born in Philadelphia in 1859. When he was eight years old his father lost his eyesight and the future executive went to work as a cash boy. At 16, he started as a messenger for Western Union. In 1890 he joined the Postal Company and by 1906 he was vice president and director of that concern. He later was elected first vice president and general manager of Postal.

He reportedly was the first to suggest that idle wires and telegraph facilities could be utilized at the close of each business day for night letters.

Mr. Nally resigned in 1913 to become vice president, general manager and director of the Marconi Wireless Telegraph Company of America. Under his management the first commercial wireless circuit was opened in 1914 between the United States and Hawaii. Two years later this service was extended to Japan.

When, in 1919, the Marconi Company property was acquired by RCA, Mr. Nally was elected president and director. Shortly there-

after, he established for the new company the first commercial wireless circuit between this country and Great Britain. This soon was followed by similar service to Norway and France.

He resigned from the presidency in 1923 to become managing director of international relations for RCA, with headquarters in Paris. He also served as managing director of the Commercial Radio International Committee, a group of French, German, English and American radio interests in South America.

While he was president of RCA, Mr. Nally promoted the present Chairman of the Boards of RCA and NBC, General David Sarnoff, from general manager to vice president of the corporation.

Upon completion of 50 years in the communications industry, Mr. Nally, known as the "grand old man" of wireless telegraphy, retired in 1925, but continued his directorship. He lived to see the wonders of radio progress to the miracle of recorded sight — television.

Mr. Nally owned an extensive collection of books on telegraphy and radio. He especially prized a scrapbook, once owned by Samuel B. Morse, tracing the earliest development of the telegraph. He was a member of many distinguished organizations.

He is survived by his widow, the former Lee Warren Redd, whom he married in 1897; two children and four grandchildren.

NBC News Roundup . .

Spot Sales News

Electronic Spot Buying, a revolutionary sales technique developed by NBC Spot Sales, was introduced last month simultaneously in New York, Chicago and Los Angeles, where 300 top advertising executives gathered in NBC offices to watch the demonstration of the new technique. The new sales concept provides "live" presentations of programs in distant cities by means of a closed TV circuit. By pre-arrangement it enables a time buyer to see a local show in another city, which he is considering for sponsorship by his client.

Spot Sales has established an office in Detroit, located in the Penobscot Building. It is scheduled to open Oct. 15. With the opening of this office, NBC Spot Sales will have offices in eight major cities: New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta, Charlotte and Detroit.

During the period Sept. 14-18, Spot Sales racked up a record week in sales volume, with billings topping the \$2,000,000 mark. During the preceding five weeks, Spot Sales broke another record: the organization's total sales volume for that period reached \$6,500,000 in new and renewed business. Tom McFadden, director of NBC Spot Sales, said that the sales were in every category from a \$300 purchase to a \$300,000 contract.

Herbert Hoover to Appear on 'Excursion'

Arrangements have been concluded for the appearance of former President Herbert Hoover on "Excursion," the Ford Foundation's TV-Radio Workshop television program for young people.

Mr. Hoover's appearance, which is scheduled for the program of Oct. 18, will fulfill the plan of the workshop to present messages on the future for young people and their country from the two living ex-Presidents of the United States. Harry S. Truman appeared Sept. 20, on the second program of the series.

Fibber and Molly Across the Board

"Fibber McGee and Molly," NBC's ever-popular radio series starring Marian and Jim Jordan, has inaugurated a new five-a-week series of 15-minute broadcasts. This was the first time since the program's inauguration in 1935 that the once-a-week half-hour format has been altered. The basic idea of the domestic comedy series will remain the same, with the regular featured members returning.

'Hallmark Hall of Fame' Now Comes From Hollywood in Full-Hour Format

The "Hallmark Hall of Fame," now back on the air in an expanded full hour form, is the first sixty-minute dramatic series to be produced "live" on the West Coast. Sarah Churchill is back as hostess-narrator, and Albert McClery is executive producer as well as director. The facilities and equipment of NBC's ultra-modern Hollywood studios are being utilized to the fullest, as is the unlimited pool of talent for which the cinema city is renowned.



His Imperial Highness, Crown Prince Akihito of Japan, visited NBC on Sept. 18 and was greeted by Brig. Gen. David Sarnoff (second from left), Chairman of the Boards of RCA and NBC. Also on hand to greet him were Joseph V. Heffernan (left), vice president in charge of Finance and Services, and Thompson H. Mitchell, president of RCA Communications.

Crown Prince of Japan Visits NBC N. Y. Studios

His Imperial Highness, Crown Prince Akihito of Japan, visited NBC in New York on Sept. 18 and was greeted by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC. The prince was taken to the telecast of the "Eddie Fisher Program" in studio 6-B. Following the broadcast, he went on stage to meet the young star and to get a closer look at the cameras, sets and other studio facilities. The prince also inspected other floors at NBC where major NBC dramatic and musical shows are produced, and saw the radio and television master control rooms on the fifth floor. The prince's tour of NBC was his only visit to a broadcasting studio during his trip to the United States.

RCA Compatible Color TV Viewed in Chicago

Compatible color television was viewed for the first time by the press in the Middle West late last month when NBC held a special showing of the RCA compatible color system. The program was a variety show, which was seen over a closed circuit (not broadcast) from our Colonial Theatre in New York. Following the showing, Sylvester L. Weaver, vice chairman of the NBC Board, in charge of TV network programs, and O. B. Hanson, vice president and chief engineer, were interviewed, and related NBC's preparations for color-casting, and its plans for the future, contingent upon FCC approval.

Executive Appointments Announced

General Sarnoff Also Reveals Establishment Of NBC Policy Committee

Brig. Gen. David Sarnoff made the following announcement to the NBC staff on September 9:

"In view of the general expectation that compatible color television will be authorized in the near future on a commercial basis, it is essential that steps be taken to integrate color with our present black-and-white service as soon as authority is granted by the FCC.

"Plans for color telecasting have been developed and completed by Mr. Weaver, to whom I assigned this special task some time ago. These plans are comprehensive and far-reaching for our network, our affiliates and our clients.

"The continued growth of our television network, and the expansion our operations will assume with the advent of color, make it necessary that the program and sales activities of the NBC television network be headed by executives who will be free to devote their full time and attention to their respective duties. Accordingly, I have made the following assignment, effective immediately:

"Mr. Sylvester L. Weaver, vice chairman of the Board, will be in charge of Television Network Programs.

"Mr. Robert W. Sarnoff, vice president in charge of the Film Division, will also serve as executive assistant to Mr. Weaver and will coordinate the activities of the departments reporting to Mr. Weaver. The heads of these departments will continue in their present positions — Mr. Thomas A. McAvity, national program director; Mr. Frederick W. Wile, Jr., vice president for Production; Mr. Davidson Taylor, director of Public Affairs; and Mr. Gustav B. Margraf, vice president for Program Business Affairs.

"Mr. John K. Herbert has been appointed vice president in charge of Television Network Sales. Reporting to Mr. Herbert will be Mr. Charles C. Barry, who has been appointed vice president for Program Sales, and Mr. George Frev, who continues in his present position as vice president and director of Sales.

"Mr. Hugh M. Beville, Jr., director

of Research and Planning, and Mr. Sydney H. Eiges, vice president for Press and Publicity, will continue in their present positions and report to Mr. Herbert.

"Mr. Joseph V. Heffernan has been appointed vice president for Finance and Services. Mr. David C. Adams has been appointed administrative vice president, reporting to Mr. Heffernan. Messrs. O. B. Hanson, vice president and chief engineer; Harry Bannister, vice president for Station Relations; and Joseph McDonald, treasurer, will continue in their present positions and report to Mr. Heffernan.

"Messrs. William S. Hedges, vice president for Integrated Services; Thomas E. Ervin, vice president and general attorney; and Charles Cresswell, controller, will continue in their present positions and report to Mr. Adams.

"Messrs. Weaver, Herbert and Heffernan will report to the Chairman of the Board, as will John K. West, vice president for the Pacific Division.

"All other divisions and departments of the National Broadcasting Company and the organization channels through which they report, remain as at present.

"David Sarnoff
Chairman of the Board"

NBC Policy Committee Established

Supplementing the assignments outlined in his organization notice of September 8 (see above), General Sarnoff on September 10 announced that he was establishing an NBC Policy Committee, composed largely of the heads of divisions and departments who report directly to him.

The Chairman of this Committee is the Chairman of the Board, General Sarnoff, and Emanuel Sacks, NBC staff vice president, is its secretary as well as a member of the Committee. In addition, the following were appointed to serve as members of the NBC Policy Committee:

Harry Bannister, vice president for Station Relations.

John M. Clifford, vice president in charge of Personnel.

Charles R. Denny, vice president in charge of Owned and Operated Stations.

Sydney H. Eiges, vice president for Press and Publicity.

William H. Fineshriber, vice president in charge of the Radio Network.

O. B. Hanson, vice president and chief engineer.

Joseph V. Heffernan, vice president for Finance and Services.

John K. Herbert, vice president in charge of Television Network Sales.

Frank M. Russell, vice president — Washington, D.C.

Robert W. Sarnoff, vice president in charge of the Film Division and executive assistant to Mr. Weaver.

Sylvester L. Weaver, vice chairman of the Board in Charge of TV Network Programs.

John K. West, vice president for the Pacific Division.

"The NBC Policy Committee," General Sarnoff stated, "will serve as an advisory body to the Chairman on important matters of policy and such matters may be brought up for discussion by any member of the Committee. In this way the collective judgment and experience of NBC's top executives can be brought to bear in the formulation and adoption of policies to govern the company's operations."

Over 135 News Periods On NBC Radio Each Week

The new fall schedule of NBC radio features an all-time high of more than 135 individual news presentations each week. The programs cover political, economic and other phrases of news events by bringing into play the latest techniques in radio journalism, including analysis, straight news reporting, interviews and panel discussion.

The new shows, added this season, are: "Weekend," "Report on America," "Midnight Column," "Home Edition of the News," "News with Kenneth Banghart," "News from NBC," "William Fitzgerald — News" and "Joseph C. Harsch Commentary."

RCA Victor

Manufacturing Arm of RCA
Supplies Nation with Finest
In Electronic Products



"HIS MASTER'S VOICE"

Continuing its series on other members of the RCA family, CHIMES, this month and next, will take a look at the RCA Victor Division of the Radio Corporation of America, seeing what it is and what it does, and how it joins its sister companies in bringing the finest products and services to the American public.

One's first trip to RCA Victor at Camden, New Jersey, is a startling experience. As you draw your car to a halt at the sprawling headquarters of the division there, you become aware, if you weren't before, of the staggering size of the operation, which includes both the General Offices and the Camden manufacturing plant. It extends or blocks right down to the Delaware, its towering chimneys and buildings looking Philadelphia squarely in the eye across the broad grey river. For anyone unfamiliar with large-scale manufacturing, this first trip is a source of amazement. The size and complexity of Camden operations would seem to defy the presence of any kind of order, but the men and machines move about with perfect speed and assur-

ance, and after inquiring at the reception desk, you are on your way to the right office.

Your feeling of awe is not exactly overcome when you remember that besides this city-within-a-city, there are 17 other RCA Victor plants, several rivaling the Camden one in size. There are three more in Jersey, at Harrison, Moorestown and Woodbridge; four in Indiana, at Indianapolis, Bloomington, Monticello and Marion; four in Ohio, at Cincinnati, Cambridge, Hamilton and Findlay; two in Pennsylvania, at Lancaster and Canonsburg; two in California, at Hollywood and Los Angeles; one in Detroit, and one in New York City. The Findlay and Woodbridge plants are at present under construction, and are due to be completed soon. This is the great industrial enterprise that makes up the manufacturing arm of the Radio Corporation of America.

How RCA Victor was formed

When the Radio Corporation of America came into being in 1919, its

primary activities consisted of international and marine radio communications. Shortly thereafter, radio broadcasting began and RCA initiated the sale of radio products manufactured by the General Electric Company and the Westinghouse Electric and Manufacturing Company. The rapid development of this new industry made it necessary for RCA so to organize its business in 1929 that it could combine manufacturing and sales under a unified management.

In that year, RCA acquired the Victor Talking Machine Company—an organization whose beginning dated back to 1893. This laid the foundation for RCA's subsequent entry into the manufacturing business and put the Radio Corporation in the phonograph field. In the latter part of 1934, the various units engaged in the manufacture and sale of RCA products were unified as the RCA Manufacturing Company. On December 31, 1942, the company was merged into the Radio Corporation of America as the RCA Victor Division.

"His Master's Voice"

One of the most famous trademarks in advertising history is the familiar painting of the terrier listening to the voice of his master on one of the early disc-playing phonographs. It was painted by Francis Barraud and is known to millions of people all over the world.

The dog in the picture was a real pup, named "Nipper," who belonged to the artist. The Victor Talking Machine Company acquired rights to the painting, and this trademark, which now identifies "Victrola" phonographs, RCA Victor records, and home products such as radios and television sets, has become one of the best known symbols of dependable quality in the world.

Among the scores of products manufactured by RCA Victor is equipment for drive-theatres. Seen here are the speakers that fit on your car door.



How it is organized

RCA Victor is the largest member of the RCA family and is engaged in a great variety of manufacturing pursuits, spread out over seven states. It employs approximately 52,000 people. Many of its production workers are highly skilled and highly trained technicians in advanced electronic operations. It has one of the world's largest staffs of engineers, employing over 2000 professionals in electronics and associated sciences. Each is a specialist, often of national renown, in one or more fields. In spite of its size, the division's carefully mapped out organization enables it to be completely agile and adaptable. The key to this flexibility is that the major operations of the division are almost self-contained entities, with many of their operating and administrative functions being carried on completely within themselves. For example, the Tube Department has its own purchasing, controllers and personnel offices.

The entire division is headed up by Walter A. Buck, vice president of RCA and general manager of RCA Victor. He is also a member of the Board of Directors of RCA. Reporting to Mr. Buck are five officers: Charles M. Odorizzi, operating vice president; J. B. Elliott, vice president in charge of Consumer Products; W. W. Watts, vice president in charge of Technical Products; Robert A. Seidel, vice president and special assistant, and S. E. Ewing, general attorney. The organization of RCA Victor can best be explained by briefly outlining the areas of responsibility under these five officers.

Mr. Seidel is in charge of the RCA Estate Appliance Corp. and the RCA Victor Distributing Corp. Mr. Ewing, as general attorney, is chief of the arm which handles the many legal problems



One of the prominent activities of the Engineering Products Department—the production of equipment such as cameras for television studios.

arising from RCA Victor's varied activities. Consumer Products, under Joe Elliott, embraces the Home Instrument Department, which is headed by H. G. Baker, vice president in charge. Manie Sacks, RCA vice president, who recently assumed additional duties as staff vice president of NBC, is in charge of the famous Victor Record Department. Technical Products, under Mr. Watts, includes the Engineering Products Department, headed by T. A. Smith, vice president; and the Tube Department, headed by R. T. Orth, also a vice president.

Mr. Odorizzi, as operating vice president, is responsible for a large number of departments and functions. To illustrate, following are the officers who report to him: D. F. Schmit, vice president and director of Engineering; A. F. Watters, vice president in charge of Personnel; V. deP. Goubeau, vice president and director of Materials; P. A. Barkmeier, vice president and director of Regional Operations; J. S. Carter, vice president and director of

Finance; H. R. Maag, vice president and Western manager; Julius Haber, director of Public Relations; Frank Sleeter, director of Plant Engineering; E. D. Foster, vice president and director of Planning; and E. C. Cahill, president of RCA Service Company.

A single CHIMES article could hardly scratch the surface of the RCA Victor story, even if it filled half the issue. For that reason, this will be a two-part feature, running in the October and November issues. This month CHIMES will make a brief review of the Technical Products area; next month, RCA Estate; RCA Victor Distributing Company; the Consumer Products area, which includes Home Instruments and Records; and those varied functions which are grouped together under the operating vice president.

Technical Products: Tube Department

The name of this department sounds deceptively simple. In fact, even the word "department" is apt to mislead one used to the size departments we have here at NBC. The operations of the Tube Department take place in plants in Harrison, N. J.; Lancaster, Pa.; Indianapolis and Marion, Ind. and Cincinnati, Ohio.

And contrary to many a layman's idea that there are but two or three types of tubes, hundreds of types of electron tubes exist, and RCA Victor's Tube Department manufactures a complete line, from the smallest subminiature to the largest power type. They are used in the entertainment and communications fields, as well as in industrial applications. Tubes manufactured for television range from the image orthicon tubes used in TV cameras to

Before any RCA Victor equipment leaves the plant it is given exacting tests to make sure everything is in perfect order. Here an employee is testing a two-way radio.



kinescope picture tubes for home receivers and for theatre television projectors. Now RCA Victor is in a brand new field, which promises great things in the area of electronics—the making of transistors. These also are being produced by the Tube Department.

In addition, it makes components widely used in the manufacture of new electronic equipment, such as coils, transformers, speakers and special television items built to original RCA designs or customer specification. It markets dry cell batteries in all shapes and sizes, the most familiar of which are the ones inside our portable radios.

The production of kinescope tubes by RCA Victor has had a marked effect on the television industry in America. RCA's precision methods for mass production have contributed to the industry's growth by making available low cost picture tubes, in turn bringing about moderate price receivers.

Technical Products: Engineering Products Department

The average citizen's acquaintance with RCA probably results mostly from his daily contact with the home instruments and records RCA Victor manufactures. However, one of the largest of the division's activities, though unknown to the man in the street, probably serves him indirectly every day in the week. This is the Engineering Products Department, which makes a staggering variety of products for industry and government.

It manufactures microwave relay equipment, such as used by police and coasters to link transmitting stations into a network. Prominent examples of this are the installations RCA has provided for the famous New Jersey

and Pennsylvania Turnpikes. It also makes large screen television for use in theatres, and last year RCA scored a first with the installation of drive-in theatre television in New Jersey.

Familiar to employees of broadcasting stations across the country is the complete line of AM, FM and television broadcasting equipment offered by RCA, including transmitters, antennas, microphones, monitoring units, loudspeakers, turntables, disc and tape recorders, image orthicon TV cameras, film recording, film reproduction and other studio equipment and test apparatus for servicing.

Employees of many other industries know RCA equipment well. Many modern industrial plants throughout the nation are using RCA devices to produce new products, to perform manufacturing operations better, more safely and at less cost. Beverage inspection machines, industrial television, metal detectors, automatic counters, nuclear radiation detection equipment, time and fire signal generators and test measuring equipment are just a few of RCA's electronic products that are serving American industry.

One of the more prominent activities of Engineering Products is the production of sound-film motion picture projectors and equipment. The 35mm RCA projector is recognized as the finest available in the motion picture industry and is used in many theatres in the United States and abroad. Home movie fans are familiar with the famous 16mm "400 series" projector. Also in the area of the film industry, is RCA motion picture sound. Many fundamental improvements in sound-on-film, both in recording and reproducing, have been pioneered by RCA engineers. Many of them have been awarded



In the production of kinescopes, a phosphor solution which had been placed in the tube is poured out into a spillway leaving a fluorescent coating on the faceplate.

Oscars. A growing market for RCA equipment is in drive-in theatres, for which Engineering Products makes speakers and projectors.

RCA long has been engaged in the development of aviation equipment for the Air Force and Bureau of Aeronautics, as well as for commercial airlines and private planes. RCA manufactures a line of aircraft transmitters and receivers, as well as supplementary equipment. Utilizing radar principles, RCA has developed two forms of highly accurate altimeters, both of which are widely used by the Armed Forces and by commercial airlines. RCA also produces large quantities of loran, and teloran is another development it has made for the Air Force.

Besides RCA's work for the Air Force, it has designed, developed and produced electronic products for all branches of the Armed Forces. While the exact nature of many of these devices can not be disclosed for reasons of national security, it can be said that they include especially designed navigation and communication equipment, walkie-talkies, mobile TV transmitters, radar and electronic control devices for gun fire and guided missiles.

The preceding list of RCA products, lengthy and impressive as it is, has mentioned only the most prominent. And these are produced by but one department of the RCA Victor Division. Next month we will examine other branches of this great company.

hundreds of types of tubes are manufactured by the Tube Department, including the familiar kinescope. One of the steps is fusing the glass face plate to the body of the tube by means of this ring of gas jets.



Fall Football Is New WNBK Remote Unit's First Job

Television station WNBK's new remote unit will cover nearly 5,000 miles of highway on its first assignment, according to S. E. (Eddie) Leonard, engineer in charge for the National Broadcasting Company in Cleveland.

A converted 41 passenger bus, the unit's first assignment will be five pickups for the General Motors fall football schedule. Within the next three months the large, specially designed mobile unit will be seen in Lincoln, Nebraska; Champaign, Illinois; Minneapolis, Minnesota; Lawrence, Kansas; and South Bend, Indiana.

The Twin Coach, one of the largest mobile units in the country, is equipped to handle six cameras. The entire construction of the interior is aluminum, to keep the unit as light as possible. The extremely sensitive telecasting equipment is set in specially designed shock absorbers to minimize time consuming adjustments.

WNBK now has two complete remote units for field pickups.



WNBK technical supervisor Bill Howard (left), Mary Lou Barnum and engineer Eddie Leonard (right) observe as Frank Whittam and Clarence Kimpton hoist a camera into WNBK's new TV remote unit. The bus advertises Channel 3, future home of WNBK when it increases power in several months.

Jacobsen Named Personnel Director

B. Lowell Jacobsen, formerly manager of Personnel of the Home Instrument Department, RCA Victor Division has been named Personnel director of NBC. This announcement was made early last month by John M. Clifford, NBC vice president in charge of Personnel.

Mr. Jacobsen joined the RCA Victor Division on Sept. 1, 1943, in the Personnel Department of the Bloomington, Ind., plant. On July 1, 1944, he was appointed Personnel manager of the Indianapolis plant. He was transferred to the home office in Camden, N.J., on Dec. 1, 1951, as manager of Personnel of the Home Instrument Department.

Mr. Jacobsen was born in Chicago and attended grammar and high school in Riverside, Ill. He is a graduate of North Central College in Naperville, Ill. Before joining RCA Victor, he was employed in an executive capacity by Continental Can Company's ordnance plant, Terre Haute, Ind., and by Spiegel, Inc., of Chicago.

The new NBC executive is a past president of the Indiana Junior Chamber of Commerce and a member of the

Midwest Electronics Personnel Association. He is married and is the father of two boys. His family at present is still



B. Lowell Jacobsen

living in Havertown, Pa., but will be moving to the Metropolitan New York area shortly.

Largest Venetian Blind Installed for 'Today'

The world's largest venetian blind now covers the upper two-thirds of the 27-foot-high windows of the RCA Exhibition Hall, across the street from NBC's New York headquarters in the RCA Building.

Installed to solve the problem of lighting difficulties which faced the Dave Garroway "Today" show, the blind gives engineers control of sunlight for ideal television conditions.

Operated by three electric motors, the blind is 88 feet long and 18 feet high. With controls in the television control room, it may be raised, lowered or tilted by remote control. The entire blind may be raised or lowered for cleaning.

Two buttons raise or lower the blind to any position, two more tilt it to any direction. A master switch throws a special lowering and hoisting arrangement for cleaning.

Twenty-nine stainless steel cables are required to hold it in place. A total of 140 slats, which laid end to end would extend two miles, and 31 tapes (a length of 186 yards) were used in the blind's construction.

Golf Is Year-Round Pastime For Hollywood Enthusiasts

By

Ted Switzer

One "crop" that flourishes all year round in the mild California climate . . . is GOLF. And nowhere is it nurtured with a more loving hand than at NBC in Hollywood.

For the past three years a golf committee composed of John West, vice president for the Pacific Division; Lloyd Creekmore, Sound Department; John Pawlek, Engineering; Ted Switzer, Press; and Dix Robb, Sound Department, have administered four tournaments a year for 80 or more inrepid players. Aside from the regular scheduled play, many a doughty player has slurred another's "handicap" and seen challenged to "go fer his putter" right in the halls of NBC's Radio City. All in all, golf has afforded the means of NBC employees becoming better acquainted through sharing a common interest.

At the beginning of this year's golfing activities, the executive team of Lew Frost and Frank Berend got things off to a flying start when they defeated Stanley Chlebek and Karl Messerschmidt, both of TV Technical Operations, in a partnership scotch-foursome tourney. March found some 64 golfers competing for the annual Dean Martin Cup. Dean, along with Bob Hope, Williard Waterman, and Gordon MacRae, have donated perpetual trophies to be awarded each year for winners in the four main competitions. This year John Bradford, TV Network Production, won the Martin trophy, with Fred Cole, Sound, in the runner-up spot. Third and fourth place awards went to John Pawlek, Engineering, and Marc Breslow, KNBH Production.

Every summer the golf committee holds what they call individual class tournaments. This consists of splitting all registered golfers up into eight groups and awarding eight separate prizes for the winner in each flight. Currently in progress, Lou Winkler, TV Technical Operations, is the only winner in all this writing.

September finds the "Great Gildersleeve" (Williard Waterman) tournament getting under way, with the finals to be played off at the annual NBC-AA

outing to be held this year in October. Last year this tourney was won by Dick McDonough, TV Network Production, who defeated John K. West in a torrid match that was decided on the 20th green. The Gordon MacRae trophy, awarded to the golfer with the low net score at the outing, went last year to NBC's "Richfield Reporter," John Wald; and John West walked off with the Bob Hope trophy for carding the lowest gross round.



"The Great Gildersleeve" (Williard Waterman) will award golf trophy at NBC Hollywood AA Outing this month.

Special activities in the golfing circles consisted of a special golf dance held last March at a local country club. Fifty couples attended with everyone winning some sort of prize. Entertainment consisted of dancing, playing miniature golf, a variety of games, and of course rehashing old golf "wounds."

Set for September 19 is a special junket for 16 golfers and their wives to motor about 75 miles south of Los Angeles to mix golf and a beach picnic along the shore of beautiful San Clemente. The plan is to have a mixed scotch foursome in the morning, enjoy a picnic lunch, and end with a nine hole tournament in the afternoon.

As we told you at the beginning, nowhere is golf nurtured with a more loving hand than at NBC in Hollywood. Oops! 5:00 p.m. . . Got to cut this short. Due on the first tee in five minutes you know. Adios!

John K. Herbert Elected Member of NBC Board

Brig. Gen. David Sarnoff, Chairman of the Boards of Directors of RCA and NBC, announced on Sept. 4 that John K. Herbert, vice president in charge of NBC Television Network Sales, had been elected a member of the Board of Directors of NBC.

Toscanini To Open Season Nov. 7

Arturo Toscanini will open the seventeenth season of the NBC Symphony Orchestra on Saturday, Nov. 7 (6:30 p.m., EST). The concerts will originate in New York's Carnegie Hall. Guido Cantelli will share the podium with Toscanini for the sixth consecutive year. Since Toscanini was on leave one year, during which he conducted only several benefit concerts, this will be his sixteenth year as musical director of the orchestra formed especially for him in 1937.

Toscanini will direct 14 of the 22 concerts of the season and Cantelli will direct eight. This is the same number they conducted last season. Following are the dates for the 1953-54 season of the NBC Symphony Orchestra:

Nov. 7, 14, 21, 28, Dec. 5 and 12 Toscanini
Dec. 19, 26, Jan. 2 and 9 . . . Cantelli
Jan. 16 and 23 Toscanini
Jan. 30, Feb. 6, 13 and 20 . . Cantelli
Feb. 27, Mar. 6, 13, 20, 27 and
Apr. 3 Toscanini

Among the highlights that Toscanini has planned for this coming season will be a two-part concert performance of the opera "Un Ballo in Maschera" by Verdi, Brahms' "German Requiem," Zoltan Kodaly's "Psalmus Hungaricus," an all-Sibelius program, an all-Wagner program, Kabalevsky's "Cello Concerto," an all-Mendelssohn program and Strauss' "Don Quixote." Further details of programs will be announced later.

Cantelli has chosen music of contemporary and classical composers. Among the pieces programmed for his eight concerts are "Four Pieces" by Frescobaldi, "The Martyrdom of Saint Sebastian" by Debussy, "Symphony No. 7" by Schubert, "Concerto for Strings and Brass" by Hindemith, "Song of the Nightingale" by Stravinsky, "La Valse" by Ravel, and "Aria della Battaglia" by Gabrieli.



At NBC New York's Annual Outing



N. Y. Outing Sets Attendance Mark in Spite of Soggy Weather

The 1953 Annual Outing for the employees of NBC in New York broke all existing attendance records, with over 1700 employees and guests making the trek up to Bear Mountain. This record was set despite the day's penetrating rawness and a sky that threatened rain all during the day, tantalizingly turned a drizzle on and off through the early evening, and then finally let go with a pint-sized monsoon.

Golfers started arriving at Bear Mountain during the morning, but most people didn't get there until a little after noon. There was no doubt what company was picnicking there that day, what with all the red and white NBC badges being sported, but during the afternoon the 1700-odd NBC-ites dispersed themselves pretty well over the entire area. Some pitched right into the box lunch that was served from noon to 2:00, others braved the chilly waters of the pool, still others were seen gamboling on the vast athletic fields. About 400 people piled onto six buses to journey up to West Point to watch the cadets of the Military Academy march in their regular Saturday afternoon parade.

Along about 4:00 p.m., most everyone wandered down to the pool to watch the water show, which was headlined by Bobby Knapp, star of the Aquashow, and Hazel Barr, former Olympic diving champion. WNBC star Gene Rayburn was master of ceremonies — and a wet one, for he capped off the show by plunging into the pool, clothes and all, as an added filip.

By 7:00 p.m., everyone was in the dining room, partly to get in from the outdoor dampness, but mostly to devour the big roast beef dinner being served in an all-NBC dining hall on the main floor.

Dancing to the music of Jimmy Lanin's orchestra started shortly after dinner, on the outdoor dance floor. John M. Clifford, vice president in charge of Personnel, and Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, spoke briefly before the entertainment started at 9:00 p.m.

WNBT star Steve Allen was emcee of the show, which by this time was more and more taking on the aspect of the afternoon's water show. Vocalists Steve Lawrence and Helen Halpin were good sports about singing in the rain, but all proceedings had to be moved indoors. The dance team of Jerry Ross and Nell Fisher made about three false starts, but the rain outdoors and the wet-tracked brick floor inside made any dancing efforts too dangerous. It was inside the Bear Mountain Inn that the door prizes of three RCA Victor portable radios were given away, and the golf prizes were awarded. Bob Roberts took it for low gross, Lee Carlton for low net and George Ryan for nearest to pin.

By midnight, everyone had climbed into their cars or into the buses and were on their way home — thinking about next year's outing, when the weather is sure to be perfect.

McCleery Recalled For Short Tour in Army as Lt. Col.

Lieutenant Colonel Albert McCleery was suddenly called to active duty the fifth of July by order of The Chief Signal Officer of the Army, Major General George I. Back, Colonel Mc-



Albert McCleery, NBC executive producer.

Cleery's special tour of duty extended over a period of two months. This time was spent in visiting every military installation in the Army that uses or plans to use television either as a training aid or for combat or tactical use. The gist of Colonel McCleery's inspection trip was utilized as a report to The Chief Signal Officer for the future development of military television.

Colonel McCleery, who was on active duty for four years during World War II, served as Paratroop Photographic Officer of the First Allied Airborne Army. At various times in his military career he served as aide to the Prime Minister of Australia, Field Marshal Sir Thomas Blamey, Major General H. C. Ingles, Major General J. C. Code, and to General Sir Leslie Phillips, Director of Signals, War Office London. He was awarded the Silver Star and the Bronze Star.

The short tour completed, he is now back at work with NBC, in his regular function as executive producer. He is producer-director of the widely-hailed "Hallmark Hall of Fame," which last spring presented the memorable two-hour production of "Hamlet."

Temporarily out of the rain at New York's Outing at Bear Mountain are singer Helen Halpin, emcee Steve Allen (center) and George Roberts, of Employee Services.



First Novel of NBC's Earl Hamner Published This Month

For over a year Earl Hamner, Jr., a scriptwriter in NBC's Program-Script Department in New York, spent every spare moment working away at a novel—his first. He started it in Arkansas' Ouichata Mountains, did more work in Virginia, made revisions at Saranac Lake, New York, and, after he came to work at NBC in May 1951, in New York City.

After his workaday chores at NBC were done, he would keep chipping away at it, until well after midnight on many nights. Then, finally completed, the manuscript was stuffed into an envelope and hopefully sent off to a publisher.

The result: this month, Random House, Inc., one of America's most prominent publishers, will present to the reading public "Fifty Roads to Town," a story of an itinerant evangelist who comes to a small town in the Blue Ridge Mountains of Virginia. The novel tells of his impact on the lives of the villagers, which brings about violent changes in several lives, some tragic, some romantic.



New Novelist Earl Hamner, Jr.

Earl, who is 30, knows this country well, for he was born in a small town there, lived there through high school, learning the strange folkways of the people who live in that area. His first published work was a poem printed in the *Richmond Times Dispatch* when he was seven. He was a student at the University of Richmond when he was drafted. He served three years in the Army, then studied radio writing at Northwestern and at the College of Music in Cincinnati.

He was a radio writer at a Cincinnati station before going to New York, where he wrote radio scripts for an advertising agency. Since joining NBC, Earl has written for many of our major programs.

He wrote "The City," an original documentary for television, has done several original short plays for "The Kate Smith Hour"; has written poetry for a radio series, "In the Still of the Night"; the commentary read by Eva Le Gallienne on the "New Theatre" series, and many adaptations for the "Best Plays" on NBC radio.

Earl has already started work on his second novel, the locale of which also will be set in Virginia. However, the many and varied demands on his spare time resulting from the publication of "Fifty Roads to Town" have temporarily held up progress on novel number two.

O&O's Coordinated Programming Starts

The coordinated programming plan of NBC's O&O stations got under way late last month when "Jinx Falkenburg's Diary" was fed by coaxial cable from WNBT, New York, to WNBW, Washington.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Division, calls for the stations in the division (WNBT, New York; WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago; and KNBH, Hollywood) to exchange topflight local programs during the hours of the day when the coaxial cable is not being used by the network.

Sponsorship is available through NBC Spot Sales.

NBC's Wallace Sees Crash, Saves Woman

On Wednesday, September 16, an American Airlines convair enroute from Boston to Chicago crashed into the towers of station WPTR, Albany, right off the main highway between Albany and Schenectady, killing all 25 passengers and three crew members.



Chuck Wallace

About one minute after the crash, Chuck Wallace, NBC Merchandising district supervisor, passed the spot enroute from New York to Schenectady. He quickly stopped his car, jumped out and ran over to a flaming barn, from which he rescued a woman. After making sure that there was nothing more he could do at the scene of the crash, he hopped back into his car and raced on to Schenectady, to the studios of WGY, NBC's affiliate there. Then, less than 50 minutes after the crash, he was on the air with an eye-witness account of the tragedy.

Quick thinking — and moving — Chuck Wallace has been with NBC, in the Merchandising Department, since January 7, 1952. Prior to coming to NBC, Chuck accumulated 20 years of experience in sales promotion and merchandising, in the magazine, food and cookware fields. He has sold door-to-door, held executive positions with the Aluminum Cooking Utensil Company, and was Merchandising field editor for Topics Publishing Company. He worked with the Schenectady *Gazette* as national manager of food accounts. He also served as district sales manager for Welch Grape Juice and was assistant to the Eastern Division manager for Fels & Co.

Chuck is married and has two sons.

Farewell Parties

Shea, Yoder, Feted by Staffs as They Depart For New Assignments



Big news for NBC and especially for three of NBC's Owned and Operated Stations within the past six weeks was the promotion of Hamilton Shea, general manager of the Cleveland stations, to general manager of the New York stations; Lloyd Yoder, general manager of KNBC, San Francisco, to general manager in Cleveland, and George Greaves, from assistant general manager of KNBC to general manager. When Messrs. Shea and Yoder left for their new jobs, their staffs got together to say goodbye and wish them well at their new locations. *Left:* a scene from the affair held for Mr. Shea by members of the Cleveland staff before he left for New York. *Below:* The KNBC office staff is seen bidding adieu to Mr. Yoder following his appointment to the Cleveland post.



In This Corner



David Waters

By
Mary Karr

Although NBC-Chicago's David Waters has been painting for 20 of his 29 years and recently has his first one-man art show, he maintains that television directing is his prime interest and objective. Far-fetched notion? Not the way Dave explains it.

He is absorbed in the study of color and optics, and says, "I feel that a TV director needs to know more than picture editing. He must also know composition, and the study of painting enriches that knowledge. Then, too, when we're ready for color TV, I'll have a good background of training in color."

Dave's background includes a great deal more than painting and color study, though he literally grew up with palette and brush in hand. A native of Ottawa, Ill., he moved to Chicago at age three. While Dave was growing up he spent many happy hours visiting his aunt's tearoom on Chicago's Near North Side, which was headquarters for local artists.

He was fascinated by the compositions and conversations of such men as Julio de Diego and John Stenvahl, and by the time he was nine years old, had

pestered them into giving him art supplies and lessons.

Dave studies designs and stagecraft at Chicago's Goodman Theater: painting at the Art Institute and the American Academy of Art.

From 1942 to 1948 he served in the U. S. Navy, attached to British Convoy duty. While aboard the *USS Salinas*, a captured German merchant ship, Dave met Sidney Rafilson, another talented young Chicago artist.

Ten years later they met again at the home of *Chicago Daily News* columnist Sydney Harris. Swapping stories about the intervening years, Dave mentioned his work at NBC.

"But you haven't stopped painting?" Rafilson asked.

Dave assured his friend that he hadn't stopped but was confining his efforts to more of a hobby than a profession.

"Let me see some of your recent work," Rafilson persisted. After viewing a few paintings he announced it was high time Dave held a one-man showing.

"Fine idea," Dave agreed. "could you suggest a gallery?"

He could and did. The newly opened Sidney Rafilson Gallery on East Walton Street, of which he was owner, operator, manager and mentor.

The rest of the story is local art history. The critics have been enthusiastic over Dave's work. Frank Holland of the Chicago *Sun-Times* wrote:

"Waters appears at once as a serious semi-abstract painter and as a realistic and strong illustrator. His 'Crucifixion' (pictured here with the artist) is a strong semi-abstract pattern filled with linear movements and tensions."

The showing includes about thirty water colors, oils and gouaches, covering a wide range of subjects from landscapes to religious works to brilliant designs.

Dave came to NBC in 1950 at the urging of his friend Edith Barstow, who was then choreographer for "Garroway at Large." They had met when both worked for the Merial Abbott productions — she as choreographer. Dave as stage manager.

He has since served as assistant director on such shows as the Eddy Arnold Show, Five-Star Final, and director of Live and Learn.

Dave married the former Andre Hodgkinson in 1948. They have one daughter, Kimberly, age one.

'Quick Kinescopes' Used In New Schedule Plan

A change in the scheduling of NBC-TV network programs that will permit affiliated stations on the Pacific Coast to carry programs at the corresponding time in which they are seen in the Eastern Time zone was announced last month by George Frey, vice president and sales director.

The schedule change, which became effective with the switch from Daylight Saving to Standard time on Sept. 27, means simply this:

A show scheduled in New York at 10:00 p.m., Eastern Time, will be seen on the Pacific Coast at 10:00 p.m., Pacific Time, instead of at 7:00 p.m., Pacific Time, as frequently was the case in the past.

The scheduling change is made possible by 35mm quick kinescope recording and by distribution of individual delay prints of a show.

By means of the quick kinescope, the program is recorded on film and then shown to the Pacific Coast after a three hour delay. By means of individual delay prints, a program is shown on the Coast either one, two or three weeks after the original showing in the East.

Leon Pearson: the Network's 'Critic at Large'

By
Arthur Settel

This month marks the second anniversary of one of NBC radio's most popular — and effective — programs: "Critic at Large," featuring Leon Pearson, the network's "Alexander Woolcott," who comments on everything and everybody.

The thirty-minute column-of-the-airwaves originated in the form of a suggestion made by RCA president Frank M. Folsom. The selection of Leon Pearson came somewhat as a surprise to the veteran political reporter. Previously he had specialized in foreign affairs and the United Nations. But one day, assigned to meet the incoming *Queen Mary* for an interview with a notable, he encountered, on the customs cutter, Frank Folsom, who was going down the river to meet General Sarnoff, who was arriving on the liner. Fog delayed things for a few hours, and the cutter, with its passengers, had to kill time off Quarantine. It was on the cutter that the RCA executive met the NBC commentator for the first time, and they fell to talking about the theatre. The next day, Pearson was tapped to do the "Critic" program.

Not a few radio station directors have, like Frank Folsom, seen that an audience is like a bureau with many drawers, and that programs aimed high bring as devoted a group of fans as shows aimed at any other level.

"Critic at Large" is fare directed at adults, and in much of Pearson's fan mail the word "adult" appears. The letters come in from near and far, since the program is carried by more than 100 NBC stations.

Pearson made an audience test recently, by offering some books free of charge ("Great Stars of the American Stage"). "Experts" told him he would do well to get 2000 replies. He received three times that many. Some said: "We don't particularly want the book, but if this is an audience test, we want to be counted."

Publishers have found that the program, without commercials, sells books and magazines like nothing else on

radio. Pearson always closes with: "Good-bye, and read well."

When Pearson went to Europe last year on a political assignment, he took his "Critic" hat along, reporting on European books and plays and even included a fanciful interview with Hitler in the ruins of the Reichskancellerei. The broadcast drew mail, a lot of it. It even had letters which said: "I've always suspected Hitler was not really dead."



Leon Pearson, NBC's "Critic at Large," in action on a remote assignment.

Pearson enjoys complete freedom to write and say what he pleases on the air. The program started in October 1951 and has been heard once a week since then. His skill is recognized by colleagues here and in other nations, too. In 1947, French Foreign Minister Georges Bidault personally pinned the Legion of Honor medal on Pearson in recognition of his "objective reporting."

Prior to his years in the French capital, Pearson covered the U. S. State Department from 1935 until 1945. Then he embarked on a four-year tour of major European capitals: London, Paris, Rome, Berlin, Moscow and Amsterdam. He was one of three American newsmen admitted to the Soviet capital for the Big Three meet-

ing in December, 1945, where censorship was rather tough.

Pearson finally dispatched a description of an elaborate reception Molotov gave, hoping the censor would pass his cable that "wine, champagne and vodka were generously served." But no, at two in the morning, the censor telephoned Pearson. Two words must be deleted: "wine and champagne." Pearson also covered the Big Four Foreign Ministers Conference in Moscow in the Spring of 1947.

The following year the energetic newsmen was kept busy covering the Italian elections from Rome, the UN General Assembly in Paris and the Berlin airlift.

Pearson returned to the United States to cover the United Nations meetings at Lake Success from 1949 through 1951. Pearson, in fact, has followed the UN from its birth.

Leon Pearson was born on Oct. 15, 1899, in Evanston, Ill. He was graduated, a Phi Beta Kappa, from Swarthmore in 1920, and earned his master's degree in liberal arts from Harvard.

For many years Pearson helped his brother, Drew, produce the "Washington Merry-Go-Round" daily column. At the same time, Leon Pearson syndicated his own newspaper column on Latin-American affairs, "Below the Rio Grande." This led him to create a radio program devoted to events South of the border and thus eventually to concentrate on broadcasting the news. He joined NBC in 1947.

The "Critic" is a chipper gentleman with sparkling blue eyes and a brisk manner. He favors blue suits and bow ties. He and his wife, the former Anna Brown, live on several acres which Pearson cleared himself in Scarsdale, N.Y. They have four children, Paul, 28; Tom, 26; Anne, 21, and Drew, 16.

Syndicated Film Sales Tripled in First Six Months

The NBC Film Division has tripled its sales of syndicated film properties during the first six months as a separate operating division of the company, Robert W. Sarnoff, vice president in charge of the division, announced last month.

Established last March as one of NBC's major operating divisions, the Film Division has expanded its inventory of programs and its many services both to TV stations and to local and regional advertisers in the last six months.

Chicago Outing

New Service Club Members Inducted

Despite uncountable cases of sunburn, aching muscles and er-a "fatigue" resulting from too much celebrating, the NBC-Chicago staffers were back at their posts the day after their annual all-day outing at Medinah Country Club, August 4. Mixed with business, though, was plenty of comment on low golf scores and high living at the dinner-dance which capped off the day.

Golf, swimming, baseball and other sports kept staffers busy during the sunshine hours.

An annual highlight of the outing is the initiation of new members into the



Quarter-century veterans: (L to R) Robert Fitzpatrick, engineer; Marshall Rife, supervisor of field engineers; A. W. "Sen" Kaney, supervisor of Announcers; Edward Sockmar, network salesman; Edward Hitz, manager of Central Division Network Sales, and Don Marcotte, music supervisor. Not present for picture: John Miller, engineer.

10, 20 and 25-Year Clubs.

Sixteen newcomers were welcomed into the 10-year group. They are Loren Balsley, Marie Barts, Robert Carman, Hugh Downs, Virginia Gebert, Larry Johnson, Howard Keegan, Herbert Lateau, Dick Maslan, Noble McCam-mack, Cliff Mueller, Mary Kaye O'Brien, Edward Rapciak, John Siro-tiak, Albert Spooner and Albert Mik-kelsen.

Eight staffers entered the 20-year club; Leonard Anderson, Mike Eisen-menger, John Katulick, Curt Mitchell, William Ray, Louis Roen, Frank Schnepfer and Les Washburn.

New 25-year veterans are Edward Hitz, Central Division network sales manager; A. W. "Sen" Kaney, supervisor of announcers; Don Marcotte, music supervisor; Edward Stockmar, network salesman; Marshall Rife,

Ten, Twenty and Twenty-five Year Clubbers meet for a group portrait at the annual all-day summer outing at the Medinah Country Club.





10-year tenure for these staffers: (L to R) Albert Spooner, Loren Balsley, E Rapciak, Larry Johnson, Marie Barts, Dick Maslan, John Sirotiak, Virginia Bert and Herb Lateau. Not pictured: Robert Carman, Hugh Downs, Howard Egan, Noble McCammack, Cliff Mueller, Albert Mikkelsen and Mary Kaye O'Brien.

supervisor of field engineers, and Robert Fitzpatrick and John Miller, engineers.

Winners in the golf competition were; Men's Low Gross: Frank Pope, first; Norm Barry, second, and Steve Krasula, third; Women's Low Gross: Justie Eckersley, first, and Diane Young, second; Men's Low Net: Chuck Standard, first, Don Cheney and Norm Barry, tied for second; Booby Prize: Betty Lou Meinken.

Twenty years at NBC Chicago for these: (L to R) Frank Schnepfer, Louis R. n. John Katuliek, William Ray, Mike Eisenmenger, Les Washburn and Leonard Anderson. Not pictured: Curt Mitchell.



NBC Births

To Joan Duggan Tierney, N.Y., a daughter, Joanne
 To James J. Connors, N.Y., a son, John Michael
 To Jack Sebastians, N.Y., a son, J. Christopher
 To Martin Meaneys, N.Y., a son, Martin Joseph
 To William Golubocks, N.Y., a son, Lawrence Michael
 To Mitchell Lipmans, N.Y., a son
 To Joe Rothenbergers, N.Y., twin boys, Joseph and Jeffrey
 To Thomas McCarty's, N.Y., a son, Kevin
 To Allan Aebigs, N.Y., a son, Mark Allan
 To Irving Sobels, N.Y., a daughter, Karen Pat
 To Gerry Collins, N.Y., a daughter, Mary Elizabeth
 To Walter Vettors, N.Y., a son, Thomas William
 To Art Selbys, N.Y., a daughter, Cathy Jennifer
 To Betty Banks, Washington, a daughter, Elizabeth
 To Joe Bleedens, Hollywood, a daughter, Patricia Claire

NBC Engagements

Jacqueline Pashley to George Heinemann, both Chicago
 Gunther Spletsoesser, N.Y., to Betty Kugler

NBC Marriages

Dan Levitt, N.Y., to Marilyn Moskowitz
 Rudolph Pfeiffer, N.Y., to Patricia Gale
 Conrad Maranzano, N.Y., to Sophie Kryston
 Pauline Mantione, N.Y., to Ralph Avallone

Bargain Counter

For Sale: 1953 Ford, two-door, radio and heater, under 6,000 miles. Best offer over \$1,700. Call John Christopher, Ext. 8438, N.Y.

For Sale: 1940 Pontiac four door sedan, good condition, radio and heater. Very reasonable. Call Dave Handler, Ext. 8594, N.Y.

For Sale: English Tndor horse. Perfect condition. In Floral Park, L.I. Within ten minutes walking distance of all transportation. 6½ rooms, with porches. Many expensive extras. Immediate occupancy. Two car garage. Vapor oil heating system. Call Jean Collins, Ext. 8238, N.Y.

For Sale: Pedigreed English bulldog, nine months old, \$50.00. This dog is well trained and healthy. A good home for it is my major concern. Call Larry Hofstetter, Ext. 495, N.Y.

For Sale: Clarinet, B Flat, American-made, slightly used, excellent condition. Call A. O. Huhn, Ext. 572, N.Y.

For Rent: Four room apartment, available Nov. 1, to share with three or four girls. Two bedrooms, \$35 to \$45 a month. At 140 West 55th St., opposite City Center. Apartment is furnished. Call Pat Kirkpatrick, Ext. 8547, N.Y.

Published last month were seven books based directly on the stories, games and activities of "Ding Dong School." Dr. Frances Horwich wrote the books with the collaboration of Reinald Werrenrath, Jr., producer-director of the program.

People and Places

WRC, WNBW, Washington

Betty Banks returned to work September 21 after the birth of daughter Elizabeth on July 17. Betty is secretary to Ken French, director of Programs.

Wayne Kendrick, Payroll supervisor, and Curt Prior of the Promotion Department, both chose Rehoboth Beach for vacations. Curt to recuperate from a mountain lion hunt (all he caught was a scarred eye) and Wayne, just to relax. Rudy Coldenstroth, Comptroller's office, is taking a five week jaunt to the West Coast.

N.B.C. is well represented in the D.C. Chapter of the American Society of Women Accountants. Marion Davis has been elected 1st vice-president of the organization, while Lucille Steiger will serve on the Bulletin Committee.

Janet Fleet Nuffer, assistant to Inga Rundvold on a TV show, has announced her engagement to Dr. John Umhau of Washington. The wedding will take place on November 28. John is a general practitioner here in D.C., who, according to Jan, has worked out a unique plan for child care. They call it the "pay as they grow" plan. Money back guarantee, Jan?

The favorite indoor sport around WNBW seems to be suggesting names for Phyllis Weaver's new cooking show. Such suggestions as "Phyllis Up" and "TV Dish Jockey" add entertainment but little constructive assistance.

A surprise birthday party comes as an even bigger shock when you are engrossed in directing a TV show. Ask director Frank Slingland, who recently celebrated his "umpth" year over Channel 4 during "The Mike Hunnicutt Show"—at Mike's insistence. We needed color television though, to see Frank's modest blushes after he was carried from the control room to a place of honor before the cameras.

Publicly-wise, it couldn't have been better, but it was actually a coincidence that "Inga's Angle" presented a fur coat fashion show in the midst of Washington's worst heat spell of the summer. The news boys turned out in force as bathing beauties paraded the latest in furs then tossed them aside for a dip in the Sheraton Park Hotel pool where the anomaly took place.

Sylvia Devey, producer of WNBW's

"Stand By For Talent," happy to have been instrumental in giving 25 young performers the opportunity of appearing in three of Washington's live theaters in six of the summer's professional productions. However, her biggest thrill occurred at the debut of her 12 year old daughter, Dale, who plays the only juvenile role in Thornton Wilder's "Happy Journey" at the Arena Stage, Washington's Theater in the Round. Strictly a "hands off" policy when it comes to exploiting her own children . . . never-the-less the maternal pride is currently flying high.

Latest addition to the WRC staff is Julie Foster, now handling WRC traffic. Red headed Julie was last at station WUOA-FM, radio station of the University of Alabama, where she was traffic director, continuity director, director of women's activities and appeared on the air as "Aunt Julie," with fairy stories for the kiddies. Julie majored in radio and TV at Alabama.

KNBC, San Francisco

KNBC sports commentator and disc jockey Ira Blue received news of a special public service award from the California State Fair while recuperating in the hospital from a heart attack.

Blue, who was stricken Saturday, August 22, is expected back at the KNBC microphone on or about October 5. In the meantime, he has had to discontinue his three nightly shows.

Blue was notified recently at San Francisco's Stanford Hospital that for one of his programs, "Fun in the Sun," the California State Fair had honored him with an "Award for Pre-Eminent Public Service in Promoting California's Magic."

KNBC general manager George Greaves has been appointed a director of the California State Radio and Television Broadcasters Association, Inc. CSRTBA President Arthur Westlund named Greaves to fill the unexpired term of Lloyd E. Yoder, former KNBC general manager who now heads NBC's Cleveland operations.

An accomplished event by the time this issue of CHIMES is published is the KNBC annual employees' outing, which has been set for September 13. For the second successive year the fun-fest is being held at the famed Pink

Horse Ranch, 40 miles south of San Francisco, on the outskirts of suburban Los Altos. Beginning at 1:00 p.m., the gala affair is featuring swimming, softball, horseshoe pitching, horseback riding, and group games in the afternoon. A barbecued steak dinner is being followed by indoor dancing and entertainment in the evening. Presentation of 10 and 20 year pins and 25 year watches provide another highlight of the evening.

General manager George Greaves announced the appointment September 1 of David Engles as manager of sales merchandising for KNBC. Engles, who resides in Oakland with his wife and three children, has had 12 years' experience in merchandising tobacco, groceries and candy in the San Francisco-Oakland area and Northern California.

Two new feminine faces (and very attractive ones, too) are gracing the fourth floor halls of KNBC. Betty Hauser has joined the local Sales Department as a secretary, replacing Gloria Mazarola, who has returned to her home community of Pittsburgh, Calif. Gail Monroe has become secretary to Heber Smith of Radio Spot Sales, replacing Billee Short, who has returned to her home city of Seattle, Washington.

NBC, Hollywood

First, our apologies for this belated announcement of Patricia Claire Bleden's birth last May 22—it's a boy and a girl now for the Joe Bledens (Press). Can't remember seeing Tom Hulbert (Communication) and his lovely wife, Mary's (formerly of Accounting) announcement of their first born in print so again apologies are in order, but congratulations anyway. Central Stenographic announced the engagement of Celia Jane McCann to Traffic's Leonard Brown. From what we know of them it couldn't happen to two nicer people. To Barrie Peters and Irene Rush, new arrivals in the Stenographic Department, congratulations; and Daniel Dodson Smith gets a hearty returning welcome after a leave of absence.

Vacation blues struck La Verne James and Carl Jackson of Stenographic: both ended up with the flu. Our deepest sympathy goes to Marilyn Sochor, former mimeograph operator and her husband, on the death of their seven-months' old daughter. Midge Leadingham spent her vacation in

beautiful Laguna while *Gretta Titus* stayed at home. Special congratulations to *Rose Abrams*, transferred to Press Department. *Janet Tighe* just back from a New York jaunt and from the light in her eye, there must be a gleam in somebody else's.

Kudos to *Dix Robb* in Sound for his wonderful job in masterminding the NBC golf tournaments. Current traffic scare in Hollywood is finally over—*Kay Mulvehill* and *Ruth Wells* (Press) passed their driving tests. *Caroline Clement*, secretary to *Mr. Delleit*, Finance Department, on a maternity leave of absence. *Suzanne Tuomey* is temporary secretary to *Mr. Delleit*.

Congratulations to *Lorne Williamson*—he's transferred to regular page staff . . . also congrats to *James H. Brown*, now on temporary page staff. *Rudolph Newhouse* comes to NBC as temporary film editor in the TV News Dept. *Phyllis Pohler* promoted to secretary-clerk in the Station Relations & Traffic Dept. *Vera Barkley* joins company as secretary to *Paul Gale*, Station Relations and Traffic Department.

Richard J. Kaplan, temporary film editor, TV News Department, moves up from temporary employment to permanent staff. *Les Raddatz*, Press head, vacationed in the South, ending up in New York on business. Biggest disappointment to date—"Floss" *Hollowell* unable to attend NBC outing in October.

KNBH, Hollywood

Dottie Winard Davis, who left KNBH in January to be married in Yokohama, Japan, to Lt. Paul Davis, has returned with her husband and is now back at Channel 4's Accounting Department. Dottie flew to the Orient and lived in Tokyo for seven months, where she met *Val Laffin*, formerly of the KNBH Program Department, now a civilian employee for the Government in Sendai. Dottie also made it a point to visit the NBC office in Tokyo.

A pretty blonde, by the name of *Naomi Hallem*, has been added to the KNBH secretarial staff, helping *Ted Rich* of the Production Facilities Department. She replaces *Janet Williams*, who left to join her father in Arizona.

Jack Kenaston had the office in stitches when he told about his two-week vacation at Lake Arrowhead. The community was threatened by forest fire and Jack, in attempting to

evacuate himself and an armful of groceries, missed the boat at the end of the pier and landed in the water with all his clothes on. Fortunately the fire wasn't as dangerous as he had anticipated.

Leaving the country for two weeks were *Marvin Biers* of Accounting and *George Burke* of Film. They hopped in their auto and drove to Mexico City, returning via Acapulco. We understand they arrived in the middle of fiesta time and have become completely indoctrinated with South of the Border customs.

KNBH songstress *Patricia Lynn* was asked to entertain for visiting mayors of 30 major cities in Japan recently, while they were on a tour of the U. S. For the occasion she learned a song in Japanese, which was met with great enthusiasm. The 30 mayors even joined in the second chorus.

The contest for "Honorary Mayor of Hollywood" is in full swing and there are entrants from all stations and networks in Hollywood. We are proud to announce that currently KNBH's *Jack McElroy* is well in the lead, followed by NBC's *Harry Babbitt*.

Beep Roberts heads up KNBH's new Merchandising Department. He will inaugurate a county-wide campaign starting September 21.

WMAQ, WNBQ, Chicago

John Schulz joined the National Spot Sales Department in Chicago on Sept. 7, it was announced by *John Mulholland*, manager.



Jacqueline Pashley

Jaqueline Pashley (see photo), secretary to *Dr. Frances Horwich*, will be trading Ding Dong School bells for wedding bells when she weds *George A. Heinemann*, director of programs for WMAQ and WNBQ, on November 7 at the River Forest Presbyterian Church, River Forest, Ill.

Welcome to new staff members: *Jeanne Couture*, secretary, Education and Public Affairs; *Marcia Kolling*, secretary in TV Operations; *Mary Fitzgerald*, typist in TV Operations; *Marianne Goldstein*, secretary in Production; *Elizabeth Hathway*, secretary in TV News; *Virginia Johnson*, secretary in "Ding Dong School"; *Eileen O'Mara*, clerk in Accounting; *Delores Bond*, typist in Central Steno; *Dorothy Thiel*, secretary in Press; *Caroline Fleming*, receptionist; *David Barnhizer*, AM associate director; *Wade Newman*, Mailroom; *Hershey Robbins*, Building Maintenance; and *William Apperson*, TV engineer.

WTAM, WNBK, Cleveland

NBC—Cleveland had another first. Cleveland's west side was hit with another disaster Thursday, September 10th, and the newsroom was right on the spot. *Ed Killeen* supervised coverage. *Bob Horan* was on the scene with the NBC station wagon when the third blast took place; *Joe Masek*, free lance photographer, filmed the explosion minutes afterward. *Fran Dougherty* of our AM Sales department was shopping in the neighborhood at the time and was interviewed on an "on the scene broadcast".

Cleveland suffering under a hayfever deluge—current sneezers are *Shirley Frye*, *Marian Walter*, *Bunny Svec*, *John McIntosh*—all in the Sales Department.

The gals from this office gave a very nice shower for *Joan Murar* in a private dining room in the Theatrical Grill. Joaney was married September 19. Welcome back to *Fran (Block) Dougherty* who has just returned from a honeymoon in the Poconos.

We've had our share of accidents, too. *George Cyr*, *Cy Kelly* and his wife *Rosemary*, and *Ronald Bacon* in the Production Department have recently been involved in freak collisions. Cy's puppet "Bruno" was along with Cy at the time and appeared on their television show with his arm in a cast.

Teela Stovsky, in the TV Program Department, begins as a freshman at Ohio State University. The program girls treated Teela at the Silver Grill

on her eighteenth birthday. Speaking of birthdays—*Rosemary Bartlett* and her roommates, at a cottage on Lake Erie, had a bang-up party and wiener roast to celebrate Rosie's birthday. These girls are from the Accounting and News Departments.

Marian Walter, looking tan after a trip to Miami Beach, Florida, with her family. *Nancy Yeager* looks well rested after her jaunt to Florida too. Nancy leaves us very shortly to take up the role of mother.

Mary Lou Barnum, new gal processor of props, etc., taking up sailing these days. *Gene Harrison* and *Erv Palmer* are still spending many leisure hours on their sailboats, too—*Kay Durbin* from Accounting having a grand time in Mexico City, Acapulco and surrounding area.

New employee: *Maxine Lyons* is the new addition to the record library. Maxine hails from an insurance co. *Mary Galvin* leaves our Cleveland switchboard to take up office work at Remington Rand. Mary is being replaced by *Carol Williams* of the Audience Mail Department. *Joan Illingworth* replaces *Joan Murar* in the Publicity Department. We have a few openings here and there. *Johnny Rose*, producer in AM, leaves our little establishment for Lang, Fisher and Stashower and has been replaced by *Charles Hoover*, formerly of WDOC and Kent State University. Also a formal welcome to *Frank Kay*.

Jake Hines, manager of Integrated Services and Public Relations, leaves to assume his duties as radio-television executive in a new Cleveland Advertising Agency of which he is part owner. *Jean Fokoun*, sec'y to Jake, leaves for New York and Connecticut on a short vacation.

John McHale in the Accounting Department moved into his new home in Garfield Heights—as did Ken Shaw. *Mr. C. Disbro* hospitalized with ulcers. The ulcer factory has claimed one more victim. *Gus Ameier* of the staging crew has been having a little tough luck lately—his wife was operated on for cancer last week. She's recovering nicely.

Joe Mulvihill and *Jay Milner* start a new news and hit tune show called "Lightup Time" sponsored by Lucky Strike across the board. . . . AM. On Saturday nights they'll feature western hits.

Lawson Deming, operations manager for WTAM, will be NBC-Cleveland's Community Chest Chairman.

Lawson will be around to see about a sizable contribution from you.

Joe Bova of "Noontime Comic" fame off to California. While there he'll see *Jack Elton*, formerly staff pianist with WTAM-WNEB.

Gene Walz, creative program manager WTAM-WNKB, has a new drink called the "Walz Kick"—made with any intoxicant over ice. Love that homework.

George Cyr, Television Operations manager, and *Charles Dargan*, Executive producer-director, happy to report they've found an apartment and will set up housekeeping October 1st.

Bill Stewart, radio salesman, and wife are spending a week's vacation at the seaside in New Jersey. If *Charlie Philips*, WNKB Sales director, hasn't lost all his money at Randall Race Track, he can go out and enjoy the opening of Thistledown Race Track with other NBC enthusiasts.

NBC, New York

Networks

Advertising and Promotion—

Ray Johnson really knows how to take a vacation . . . he relaxes at Block Island and then returns to NBC to begin a new job. Ray is now supervisor of TV Promotion in National Spot Sales. Congratulations . . . and don't forget we're just down the hall.

By land and by sea . . . that's a fairly accurate description of *John Porter's* three weeks away. The first half of his vacation he enjoyed an ocean cruise along the New England shore, and the second half he motored through Maine.

All he wanted was a refreshing swim . . . but when *Jim Nelson* went to the beach recently and was calmly riding the waves, he was struck from behind by a surf-board rider who had lost control. Result: he spent several days in Monmouth Memorial Hospital in New Jersey trying to mend a couple of broken ribs. We're glad to see him back!

Jerry Soba is back from Maine . . . and the only thing that marred her pretty tan was a black and blue mark that showed up after she picked herself up at the bottom of the stairs . . . it goes without saying that she fell down these same stairs. No other injuries.

Golfing apparently agrees with *Mel Schlessel* . . . have you seen him since he returned from his vacation in Maplewood, New Hampshire? He said

that golf was his only interest up there.

Enid Beaupre flew to Rochester for her vacation . . . her pre-vacation description wasn't very detailed. We can surmise that she enjoyed herself . . . but to find out how stop in 416. *Larry Byer* was a little late in taking his vacation . . . just got back from Seaside Park in New Jersey . . . and looks as though he had spent his time healthily.

After seeing "From Here to Eternity" the other day, *Jack Halloran* was sipping cocktails with no less than Burt Lancaster. *Marge Wilcox* has been logging some traveling time this summer—points east to Bermuda and west to Houston, Minnesota to spend her second week's vacation at home.

Muriel Smith is back looking healthy, happy and (AD-LIB) ready for some good hard work.

Calling Dr. Brent . . . Calling Dr. Jim Brent, for medical services rendered collect from *Joan Culette*, *Dorothy Brodine* and *Walter Van Bellen*. We hope they're all back by the time this issue's out.

Broadcast Operations—

If you see anyone skating down Sixth Ave. on ice skates, playing a violin and listening to a clock radio—please stop same—he undoubtedly was the one who burgled *Rita Young's* apartment while she was vacationing in Maine. *Cathy Ungaro* was considering an acting career.

June (Rose) Philipbar has joined studio assignments to pinch-hit for *Harriet Fletcher* for the month of September.

Ed Cosgrove left us to become a production coordinator—he has been replaced by ex-bee-see *Fred Rawlings*. *Bill Dealtry* is leaving the company after two years with us. He will be replaced by *Ed Murphy*, and *Eloyse Gelfer* returns from California to replace Ed. *Mary Cooper* spent her other week down at the Jersey shore. *Bob Schulein* (1600 Broadway) is spending his other week canoeing in the wilds of Canada.

Merchandising—We are chuck full of news this month, so let's go. The first bit of news—and it's a moving story—is that we are now located in Room 200 of what most of you know as the RKO Building although it is now called the Americas Building.

Welcome to *Loy Lee*, who has just arrived in New York as a result of being promoted from Merchandising district supervisor of district number

five to assistant manager of the department and Merchandising district supervisor for district one, which is the New York area.

Congratulations to *Pauline Mantione* who is to be married on September 20th to Ralph Avallone.

Best of luck to *Stafford Mantz* and *Murray Heilweil*, who have finally decided to put a roof over the heads of their families and have just purchased homes in Huntington, Long Island and Port Chester, New York, respectively. Let's hope they can keep the sheriff away from their doors.

Welcome back to *Gordon Lane* who has just returned from a vacation in Vermont looking tanned, fit and ready to go back—to Vermont.

Music—We were proud to register *Bill Paisley's* composition, "Beautiful Dreams," as theme for the Elaine Carrington NBC-TV serial, "Follow Your Heart".

Jimmy Dolan's talented actress wife, *Helen Gerald*, appeared on the Robert Montgomery TV Show, September 7. Helen is currently cast as "Jenny" on the Doctor's Wife radio series on NBC.

Our charming contralto, *Joan de Hart*, has been busy this summer doing church solo work.

We welcome *Margaret Schlumpf*, new member of the record library. Margaret hails from Morristown, New Jersey and is a graduate of Middlebury College, where she majored in psychology.

Public Affairs Department — Not much heard from this corner in quite a while, so here are some additions and changes bringing us up to date. *Doris Lockley* has taken over as one of Mr. Stanley's secretaries for *Joan Wilkens* who is presently in Mr. Barry's office. Doris is a graduate of Fisk University . . . home town's Cincinnati. *Mardy Palmer*, a Wellesley grad, whose home town is Scarsdale, but more recently Havana, Cuba, is Mrs. *Corwith's* new secretary . . . *Mary Eaton's* moved to the Howdy Doodly show. *Flo Reif*, a Syracuse alumna from New York City is secretary to *Miss Kaemmerle* now that *Gloria Goodman* has been promoted to be *Doris Corwith's* assistant. Another new secretary is *Bobbee Edwards*, Moravian College, from Sea Girt, New Jersey, who'll be answering *Bob Graff's* phone.

The familiar voice of *Betty Quinn* could be heard on *Ann Gillis'* extension while *Rhoda Grady* was vacationing.

Anne Launder has recently returned

from a three-month leave of absence during which she participated in the nationally known Oregon Shakespearean Festival at Ashland as the holder of one of the Festival's scholarships. Her activities included jobs in the Business and Promotion Department, and she served as Assistant Director on the production of "The Taming Of The Shrew."

Well, there we were, carrying on as usual a few weeks ago when suddenly we were plunged into darkness. It was only a fuse and was immediately replaced. *Doris Corwith* was meeting with *Ben Grauer* behind closed doors when the fuse blew again. Moments later *Mr. Grauer* appeared . . . "Any comments," he quipped. And the lights went on again!

Research and Planning — Every head turned as *Liz Bernard* returned from the shearers sporting a most becoming short hair-do. *Alice Kane* also had her tresses clipped with results thoroughly in her favor. That was just the beginning of changes in our department . . . no sooner do we get ourselves acquainted with *Joyce Holter* when her hubby gets himself transferred to California and *Joyce* had to leave the many friends she made during her short working period with NBC. We're so glad she'll now be able to realize a life-long wish to visit the coast and we wish her and her husband much happiness there.

Ray Eichmann didn't go quite so far away, just down to the fourth floor to his new job in TV Sales Development but we miss him anyway and hope he'll pop up here every now and then. *Frank Sullivan* succeeded *Ray* as assistant supervisor of the Ratings Section, for which congratulations are in order. From Foote, Cone & Belding came *Nancy Mead* to carry on where *Frank* left off . . . we bid *Nancy* a very big welcome to 517.

Our Circulation Section hardly seems the same without *Radford Stone* but our loss is Network Sales' gain as *Rad* takes up new duties there. . . . *Barry Rumples'* two-week vacation at his summer farm was a rest well earned and when you read this, the incident about his oil burner and bandaged finger will just be a memory. . . . September 10th was a beautiful day weather-wise and otherwise because it was *Sallie Melvin's* happy birthday and we wish her many more of the same. . . . So you think you've got troubles: *Betty Hoffmann* started out with Iritis (now look it up if you don't

know what it is) and also had an impacted wisdom tooth extracted . . . we're with you all the way, *Betty*, eye for an eye and tooth for a tooth. . . . A summary of the Sept. 12 outing could be: "Bear Mountain was never so fuzzy".

Set Up Operations—A pleasant time was had by all our athletes at the NBC Outing. *Bill Bergen* and *Joe Kall* were an unbeatable twosome on the tennis courts. *Tom Baricak* and *Bob Sharpe* did very well on the golf course. *Tom Longnore* took a wrong turn driving up and ended up at a picnic of the Seventh Day Adventists near Newton, New Jersey.

John Welch busy researching his projected book of memoirs. *Sam Grotzky* of the Belasco Theatre being urged to play a scene from his most famous hit (a Dostoevsky play) at the next entertainment of the Square Club. Ask *Al Patkocy* to show you the picture of the blonde he carries in his wallet.

Staging Services — Our championship bowling team—the 5 x 9 Flats—are going to have a little "friendly" competition from their fellow workers in the Shop . . . seems *Bill Swift* and a few of the boys are forming a new "5". Going to call themselves the Solid Corners.

Our Prop Section is pretty much in the news this month—*Ginny* and *Joe Rothenberger* very happy (AND busy) with their new born twins, while *Bill McCauley* and his family are still working to get settled in their new home in Levittown.

And as for the most traveling department, our vote goes hands down to the Drapes Department—*Mary Ellen Raine* went over to Europe on the "Queen" and is going to tour England, France, etc. via ear for 6 wonderful weeks. And as if that isn't big enough news for one department . . . we now hear that *Peggy Herzog* is flying to Germany for a visit. Sigh! Oh, and a hearty congratulations and best of luck to *Nancy Price* who is leaving Drapes and moving on to the Make-Up Department as a coordinator.

Understand that *Tom Virtuoso* is returning from the Army and will take up his old job as a Student Painter in our Paint Section. Welcome back, Tom.

Jim Wynn, of our Trucking Section, and the recent Hurricane "Carol" raced each other to Bermuda. Certainly hope it didn't hang around too long, Jim, and that you were able to enjoy that wonderful Bermuda sun.

And we have a celebrity in our midst—*Bruce Phillips*, of the Shop, along with the other members of the Hawthorne (New Jersey) Drum & Bugle Corps (also known as the Jersey Caballeros) took second place honors in the recent National Drum and Bugle Corps Contest held at St. Louis, Missouri.

Technical Operations—One of the nicest persons we are likely to meet in a long time has left us to go into a profession that few are chosen for: *Bill Fahsing*, formerly with TV Maintenance, covering the Kinescope Recording operation, has given up the engineering profession to become an Episcopal minister. We're glad of course, that someone around here has what it takes, but nevertheless we shall miss him.

Rudolph "Whitey" Tokar is back after a seven-week absence. Four and a half of the seven were spent in-hospital undergoing, and recuperating from, surgery on his left eye. For once, we can believe someone who says he's glad to be back to work. We're glad he's back, too; we worry about things like that, you know.

Janice Abbate has joined our department as *Mr. Thomas Phelan's* secretary. She replaces *Joyce Christian* who has left NBC to return to her home in Utah.

Walt Werner has returned to us from a not-so-brief sojourn in the U. S. Navy. He will resume work not in Studio Operations, as before, but in the Color operation downstairs.

Rosemary Iannuzzi returned, reluctantly, from two weeks in Miami Beach. To quote Rosemary—"It's really the MOST!"

Walt Miller, after months of battling with the builder of his new home in North Bellmore, has finally taken possession. Then, preparing for his first trip into New York, got lost in his home town trying to find the subway! (He is a FILM man!)

Florence O'Grady spent two weeks in Kinescope Recording as a vacation relief for *Pat McMahon*. The former says she loved every minute of her two weeks and the latter is noncommittal about hers. Hmmm!

Art Poppele has returned from four weeks on the Jersey shore. How we missed the pitter-patter of his rubber-soled feet.

Traffic—Trafficites were very sorry to bid farewell to *Wallace Gray*, who resigned to accept an appointment as

Instructor of Speech at Columbia University. Congratulations and continued success, Wally. Also we were just as sorry to say goodbye to *Melva (Bibi) Abril-Lamarque* who left to continue her schooling at the University of Michigan. Don't forget us Bibi, and we're hoping you'll come back after your graduation in June of '54.

The welcome mat was put out for *Viola Hill* who is working with *Steere Mathew*. Everyone interested in modern art should drop by 563 to meet Traffic's great artist, *Charles M. Zucker*. He has a one-man exhibit of seven of his magnificent pictures. The line forms to the right! *Pat McInerney*, *Bob Sammons* and *Charles Zucker* can vouch for Traffic's famous chefs; i.e., *Eleanor Beebe*, *Bibi Lamarque* and *Daphne Pinou*. Their pastry is out of this world, yummy!

Film Division

Administration, Production and Sales—Birthday Dept.: September 8 was *Joyce PraSisto's*, who received a pink rose from each of the 13 people in the sales office, and also *Sue Salter's*, who received the biggest orchid in the world from the men in the publicity office; September 14 was *Fritz Jacob's*. The publicity staff gave him a copy of America's most famous book, also born Sept. 14.

Sports Dept.: *Joyce Harvey* went sailing in a hurricane at Provincetown. *Marilyn Richardson* went water-skiing in the rain at Lake Placid, and *Dottie Schmidt* and *Marge Handman* spent an entire weekend on horseback at a ranch near Warrensburg.

Drama Dept.: Actress *Marian Winters*, in real life *Mrs. Jay Smolin*, won fine reviews for her performance in "Red Sky at Morning," at Olney, Md.

Sales Dept.: *Jacques Liebguth's* patter must be irresistible. He sold an NBC Film Division program to the hotel he was staying in down South, and a few weeks later sold another show to his laundry. One of the more efficient sales secretaries, told there was a rush on a certain letter, sent it via airmail—to 47th Street!

Education Dept.: *Jackie Block* left to enter Bethany College, where she won a scholarship. Welcome to *Pat Kenny*, newcomer in business office.

Transportation Dept.: The streak of lightning seen every afternoon at 5:00 p.m. on the 7th floor is actually *Carolyn Granzow*, a new commuter, trying to make her train to Roslyn, L. I.

Births: Mrs. Jack Sebastian (former Holly Titman), had a son, J. Christopher Sebastian III.

Film Library—*Marilyn Klein* and *Phyllis Albert* left the Film Library on the 15th of September. Best of luck to both.

Edna Paul has just returned from a week's vacation in St. Louis. *Ted Markovic* spent his vacation doing odd jobs around the house. *Hank Ferens* has just returned from two weeks at Atlantic City. *Jim Butler* is now on two weeks' vacation and is headed for California.

Finance and Services

Controllers—A lovely luncheon was arranged at the Hickory House on Sept. 10 in honor of *Ann Buron* and *Arlene Seibert*—new brides-to-be from the Tabulating Department. Ann was married on Sept. 12. Good luck, girls.

Things have settled down once again now that everyone is returning from their vacations. I hope a nice summer was enjoyed by all.

We all wish *Rose D'Amico's* father a speedy recovery.

Legal—The entire department rolled out the welcome mat for *Tina Falcone*, who took over for *Grace Serniak* as *Howard Monderer's* secretary.

The reason for *Jean Schneider's* smile these days is that come next week her Chevrolet Belaire will be all hers. After that I guess Jean's theme and goal will be "Hawaii here I come".

At least *John Shute* will be able to see the World Series on television come October now that he has inherited the TV set from the Legal Library.

Pat Hone has finally found that dream apartment she's been looking for—and it has a balcony too! Right now Pat is in seventh heaven, and who can blame her!

Now to the vacations: *Ed Denning* to the Thousand Islands. *Mary-Ann Schmidt* to Nantucket (I guess it's a toss-up as to whether either *Tom Ervin* or *MaryAnn* has the better suntan!); *Edith Wolf* to Florida; *Palma Bisogno* to Cape Cod; *Paul Lynch* at home painting (don't break that arm again, Mr. Lynch!); *Art Cuddihy* at home and at various golf courses in Westchester; *Marie O'Donohue* to the Catskills; *Pat Hone* to Quebec, and *Ann Romanenko* to Washington, D. C.

Continuity Acceptance—Vacations are over, so fall can't be far behind. *Jane Crowley* returned looking tanned

and healthy after a wonderful motor trip which took her as far as Denver, Colorado. Her traveling took her through no less than 13 states. And to top it all, she missed the heat wave! While the rest of us were sweltering in New York, *Judy Freed* was relaxing at Fire Island. *Arden Hill* pounded the hot pavements looking for an apartment, which she didn't find; *Stockton Helffrich* spent a few days at his son's summer camp; "*Wif*" *Smith's* daughter Georgia is now *Ed Protzman's* secretary; *Joan Giorgi* is keeping house while her mother visits Italy; *Elinor Koss* is still learning the lyrics to all the new songs; *Alys Reese* sent us all beautiful cards from the Cape; *Barbara Mynder* and her husband spent a long week-end at East Hampton.

Staff Engineering—The Engineering Department welcomed two new secretaries recently—*Katherine McCloy* in the Audio-Video Group and *Sally Osborne* in Radio and Allocations.

Keith Mullenger's beautiful wife, *Adrienne Garrett*, is a contestant for the title of Miss Rheingold 1954. Maybe we're prejudiced, but we think she's by far the loveliest.

Hank Gurin came back from vacation, not with a tan, but a delightful added attraction—a moustache!

The crew cuts on *John Schroeder* and *Fred Hatke* are getting shorter and shorter. Cold weather is coming, boys.

Welcome to *Gene Pellicano*, Engineering Development.

Duplicating—*Martin Devine* celebrated his 14th Wedding Anniversary with four of his kids down with the whooping cough. Leave it to the kids. And *John Dee*, who's a few years behind Martin, celebrated two years of Marital Bliss the other day.

Paul Barnwell finally got around to taking his vacation which just about winds up vacations for Duplicating this year except for *Helen Gonzalez*, who will probably go to Cuba.

What do you think of a girl who complains all week about a tooth ache, finally gets around to going to a dentist, then loses her nerve and walks out?

The *Jim Plock Story*, Episode #2 (or "Dream Boy Rides Again"): Last month we told the heartwarming story (?) of how young *Jim Plock* became known as the "Dream Boy of Duplicating". This month we'd like to relate his latest incident in this moving (kinda slow) story. Now we're not saying that G. R. would be affected by such things, but it is a fact that several lays ago a tour paused outside the

door of Room 502. Dream Boy insists that the Guide told him he was looking for the Newsroom and went up one floor too many, but who can tell? For further misadventures of Dream Boy, keep tuned to this same station, same time next month.

General Service—The new bowling season and the equally new captain, *Al La Salle*, have 553 buzzing with excitement. A welcome to the fold to *Tom O'Brien*. It took Washington's 13 runs to finally give *Harry Faulkner* a winner's chance in the baseball pool—net winnings \$1.00. Oh, well, money isn't everything; at least the ice is broken!

Ted Mayer is wearing out the floor, not to mention a pair of shoes, up in 652 waiting for the news of old man stork's arrival. Could be that little precious bundle of joy will arrive in time to celebrate Mom and Pop's wedding anniversary.

Sorry to hear *Marie Finan* has had such a rough time of it and equally happy to hear she's on the mend. The grapevine has it that *Pat Curley* will be back with us before long. Good news—long time no see, Pat! Sympathy is



John Welter, of General Service in N. Y., and his four youngsters in their backyard in Ridgewood, N. J.

extended to *Harold Atwood* and his wife on the passing of his mother-in-law.

Maude Archer had the time of her life on the sunny sands of California. Hear tell she visited our Hollywood office. Hope to hear *Fred Ackerman* and *Anthony D'Ambrosio* are doing better.

Luba Lawrence and *Bob Twomey*, bride and groom-to-be, have had a piece of bad luck—an automobile accident—but Luba is determined to have the ceremony on time, anyway, even if the groom has to limp up the aisle!

Stenographic—The end of the summer season is here and so Stenographic has to say a reluctant good-by to; *Audrie Baker*—who has left us to be a secretary at the Army Air Force Exchange; *Agnes Hunter*—who has gone back to Hunter College to complete her education major so that she may eventually become an elementary school teacher; and *Carol Sabatini*—who is starting her college career this fall at Wheaton College, in Wheaton, Ill.

On vacation and away from New York City, enjoying the heat wave were: *Joann Clements* in the Pocono mountains; *Mary Tallon* in Presque Isle, Maine; and *Mrs. Thompson* at home in New Jersey.

September 1 was the birthday and the second wedding anniversary for *Sally Welch*. Welcome to the antique group, Sally.

In preparation for the heavy winter schedule stenographic welcomes: *Maryann Arnold*, *Mignon Kniskern*, *Charlotte Lawson*, *Joyce O'Conner*, *Elaine Worobey*, *Lois Ann Wyche*, *Janice Abbott*, and *Linda Schmidt*.

Due to some terrible oversight *Ann Lovell* and *Rose Passarelli* have never been welcomed to NBC—you are now officially welcomed via this CHIMES column ladies—R.I.P.

The outing at Bear Mountain inspired a few steno girls to start a dancing class—*Peggy McGrath*, *Rose Passarelli*, and *Carmela Grande* were the chief teachers. The results were quite a contribution to the dance floor.

Personnel Division

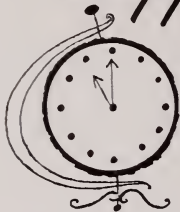
Personnel—*Roberta Graham* had a little tussle with her appendix but we're happy to report that she's back with us—minus, of course, her appendix.

Blond and pretty *Carol Mayer* has joined us as a clerk-typist in the Records Section and farewells are in order for *Judith Legon*, *Electra Slominsky*, *Nancy Jones* and *Marilyn Carroll*. Marilyn is on her way to the Eastman Dental Dispensary in Rochester to study dental hygiene. Good luck to her—she'll make a wonderful dental assistant—brains plus.

Everyone loves brunette *Arline Nelson's* new "Italian Cut" hairdo, including Arline, who assures us that we all should get one (females, that is) because it's "so easy to keep".

Betty Wilcox and *Nell Blatzeim* spent their vacations in New Jersey—Betty at Spring Lake and Nell in East Hampton, while *Grace Anderson* toured Canada. Oh, these smart people who saved their vacations till September.

the Eleventh Hour is the Biggest Hour on Channel 4

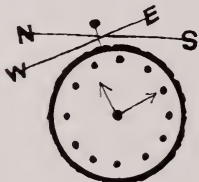


THE 11th HOUR NEWS

with John K. M. McCaffery

11 P.M. • SUN. THRU FRI.

the day's late news in pictures

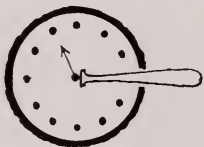


THE 11th HOUR WEATHER

with Uncle Wethbee

11:10 P.M. • MON. THRU FRI.

and his 99% accurate forecasts



THE 11th HOUR SPORTS

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late scores, late news for sports fans



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Monday through Friday

THE MOREY AMSTERDAM SHOW

11:15 P.M. TIL MIDNIGHT

Saturday

music, fun, live-ly 11th HOUR gaiety



yours for the live-liest 11th Hour in all television

WNBT CHANNEL

Stay tuned for the **MIDNIGHT MOVIES**



NBC

CHIMES

November • 1953



ENGINEERING AT THE O&O'S

See pages 11, 12, 13



CHIMES

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General Sarnoff Cited by Jewish Theological Seminary

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, was cited by the Jewish Theological Seminary of America Oct. 22 for vision which has "contributed mightily to religion in all its manifestations, to American democracy, and to civilization itself."

Dr. Louis Finkelstein, Chancellor of the Seminary, presented the citation to General Sarnoff at a luncheon in the latter's honor at the Waldorf-Astoria Hotel in New York City. The citation was made to commemorate 10 years of partnership in religious broadcasting between the Seminary and NBC. October marked the start of the tenth year of the "Eternal Light" radio program, which is presented as a public service by NBC under auspices of the Seminary every Sunday on a coast-to-coast network.

The citation, read by Edgar J. Nathan, Jr., member of the Board of Directors of the Seminary and Chairman of the national "Eternal Light" Committee, lauded General Sarnoff and his NBC associates for envisioning "the potentialities of broadcasting profound ideas in dramatic form." The "Eternal Light," designed to illustrate various phases of Jewish faith and culture, has pioneered in promoting brotherhood and intergroup understanding through the medium of radio drama. In acknowledging the tribute, General Sarnoff said: "The invisible waves of radio, truly a manifestation of an 'Infinite Reason,' recognize no national origin or territorial frontiers. Nor do they discriminate against race, religion or creed. The 'Eternal Light' kindles all of these attributes in the human spirit. It is a beacon of religion that brightens the pathways of democracy and freedom of the individual."

During the anniversary season marking the start of its tenth year, "Eternal Light" is presenting four outstanding scripts dramatized on the program during past years.

Following is the text of the citation presented by the Seminary to General Sarnoff:

"David Sarnoff, Brigadier General. United States Army, Chairman of the Board, Radio Corporation of America and the National Broadcasting Company, on behalf of the Faculties, Board



Dr. Louis Finkelstein (right), Chancellor of the Jewish Theological Seminary, presenting citation to Brig. Gen. Sarnoff, Chairman of the Boards of RCA and NBC, at luncheon at Waldorf-Astoria on Oct. 22.

of Directors and Board of Overseers of the Jewish Theological Seminary of America, we extend to you and your associates in the National Broadcasting Company cordial felicitations at the opening of the tenth year of the Eternal Light radio program. The notable achievements of this instrument for spiritual enlightenment of the whole community are based on the remarkable teamwork developed between the officers and staff of the National Broadcasting Company and their colleagues at the Seminary. On this significant anniversary we are profoundly grateful that it was given you to foresee the potentialities of broadcasting profound ideas in dramatic form, and a decade ago to lead the National Broadcasting Company to donate time for such a program to a committee organized by the Seminary to represent all groups in American Judaism. Your vision has contributed mightily to Judaism as a faith, to religion in all its manifestations, to American democracy, and to civilization itself. We hope and pray that the Eternal Light and all your other endeavors for the general good may long go forward and continue blessed."

NBC News Roundup..

New York News

Radio City will move to New Rochelle Nov. 20 and 21 in a gala two-day celebration staged by WNBC-WNBT. This will be New Rochelle's "Salute to WNBC and WNBT," patterned after the highly successful Irvington, N.J. salute of several weeks ago, when more than 30,000 Irvingtonians turned out for the extravaganza. The November salute will include originations of several WNBC radio shows from New Rochelle on Nov. 20 and a Parade of Stars on Nov. 21.

The former star of the "Broadway Open House" show of several years ago is back at NBC. "Jerry Lester's Late Date," carrying the ebullient comic and singer Jean Martin, bowed on WNBT on Oct. 24, from 11:15 p.m. to Midnight.

Newest husband-wife team to step into the TV limelight is Faye Emerson and Skitch Henderson, who made their debut on a 6:30-6:45 p.m. Monday through Friday program on WNBT Oct. 26. This is the first time Faye and Skitch have performed as a team on television.

ROSAH Plan Set Up for NBC-TV

A revolutionary experiment in television selling, flexible and tailor-made for the client wishing pick-up-the-phone speed in placing national, non-selective advertising, was announced late last month by NBC-TV.

Called "Run-of-Schedule Advertising — Holidays," or ROSAH for short, the plan is designed to attract holiday and specialty advertisers and the many small firms that might not ordinarily use television as an advertising medium.

Here is how ROSAH works: Effective last month and continuing until Dec. 31, 1953, one-minute filmed commercial participations are being offered for sale in certain unsold segments of NBC-TV daytime programs. NBC-TV determines when and where the announcements are placed. After the participation, the purchaser will be notified when the show was run and on what show, and the circulation reached.

Christopher Awards for Two NBC Shows

The Christopher Awards for the third quarter of 1953 in the field of television honored leading representatives of two NBC television programs, "Ding Dong School" and "Assignment Tomorrow."

Dr. Frances Horwich, who conducts "Ding Dong School"; Judith Waller, director of Public Affairs and Education, NBC Central Division; and Reinald Werrenrath, Jr., the program's producer-director, were all cited for "their outstanding contribution in the field of creative ends of literature and entertainment."

For their work with "Assignment Tomorrow," a panorama of top news events recorded on NBC-TV newsfilm during the past eight years, William McAndrew, manager of News and Special Events, and James Fleming were cited as producers, and Art Holch and Charles Christensen as its writer and director, respectively. Incidentally, "Assignment Tomorrow" also is being shown by schools and civic organizations as a public service feature.



At the recent convention of the National Association of Food Chains in Chicago, an NBC Spot Sales task force was sent out by vice president Charles R. Denny to expose the food advertisers to the NBC Spot Sales story. On the job were: Front row, L to R: Frank Downes, Merchandising manager, WMAQ, WNBQ, Chicago; Max E. Buck, director of Merchandising for the O&O Stations; Seymour Vall, AM A&P manager of Spot Sales, Second row, L to R: Bill Dahlman, Merchandising manager, WTAM, WNBK, Cleveland; Rudi Neubauer, WMAQ Radio Sales manager; Bob Flanigan, Central Division Radio Sales manager, Spot Sales; and John Keys, Promotion director, WMAQ-WNBQ, Chicago. In back row is Mort Gaffin, Advertising & Promotion manager of Spot Sales.

Smallest TV Camera Tube Used on NBC-TV Filmed Shows

The smallest TV film camera tube ever developed for broadcast use was introduced on two filmed programs seen on NBC-TV last month.

This Vidicon tube, weighing only two ounces yet possessing three times the sensitivity of the iconoscope tube normally used for film pickup, was developed by the RCA Victor Division of RCA. It is only one inch in diameter and one-quarter inch in length.

Socony-Vacuum Sponsoring NBC Symphony under Toscanini

Big sales news for NBC was made last month when William H. Fineshriber, Jr., vice president in charge of the Radio Network, announced that the NBC Symphony broadcasts conducted by Arturo Toscanini over NBC Radio during the 1953-'54 season would be sponsored by the Socony-Vacuum Oil Company, Inc.

The programs, each a full hour in length, are heard Sundays from 6:30 to 7:30 p.m. Maestro Toscanini is on the podium for most of the concerts, with Guido Cantelli as guest conductor. As in the past, the concerts are originating from Carnegie Hall in New York City.

NBC Radio's 'New Look'

Twenty-Eight New Shows Highlight Network's 1953 Fall Schedule

If you've heard people talking about the new NBC Radio lately, it's with good reason. Almost the entire program structure has a new aspect. Why? Because it's studded with 23 brand new programs which have had critics and public alike across the country hailing their freshness and originality. In fact, even our cue system has changed. After 26 years of no major changes, the network is now identified as "This is the NBC Radio Network."

What has caused these exciting new developments in NBC Radio? First of all, they must be traced back to this past July, when General Sarnoff announced that effective August 3, the program, sales and promotion activities of NBC would be separated into independent operating divisions. At that time, General Sarnoff also announced that William H. Fineshriber, Jr., was to be vice president in charge of the Radio Network, and that Ted Cott was to be operating vice president, reporting to Mr. Fineshriber. Shortly after that Mr. Cott announced three major appointments, as NBC Radio moved quickly to set up its new organization. They were: Fred Horton, as director of Radio Network Sales; John P. Cleary, as director of Radio Network Programs, and Merrill Mueller, as radio news and features executive. Then, in September, Mr. Cott added another member to the team: Ridgway Hughes, heading up the new and independent Advertising and Promotion Department.

The new NBC Radio Network has two major goals, which are, simply stated, to improve programming and to increase sales. The stating of those goals is, indeed, very simple. The accomplishment of them is exceedingly complex and difficult, with a thousand

thorny problems along the way. In fact, the goals are continuing ones, with the job never really ending, at least not in this world of 13-week cancellation clauses.

The new organization was not in action very long when the news began breaking. First, in August, was Mr. Fineshriber's announcement of a total of 13 million dollars in new and renewal business in the preceding 60 days. Of that sum, two million dollars had been realized since radio's separation from television.

The second sales report was made last month and showed seven million dollars in new and renewal business in the preceding six weeks. This brought the total up to twenty-five million dollars since mid-June, with over three and one half million in new business being acquired since NBC Radio's establishment as a separate entity.

Professional onlookers of the industry in the past have been wont to jibe at what they termed radio's lack of imagination, originality and faith in itself. They have changed their tune within the past few weeks.

NBC, believing in radio's future and aware of its still untapped potential, this fall has launched a schedule unprecedented in the history of the medium. Twenty-eight new programs highlighted the schedule, which went into effect on October 4 and through the following week.

NBC Radio's roster of stars includes such famous personalities as Fibber McGee and Molly, Helen Hayes, Frederic March, Senator Ford and Harry Hershfield, Frank Sinatra, Sir Laurence Olivier, Jimmy Stewart, Lawrence Tibbett, Tex and Jinx McCrary, Bud Collyer, Hume Cronyn and Jessica Tandy,



Sir Laurence Olivier is host and star of "Theatre Royal."

Gertrude Berg, and a host of others.

There are brand-new shows, such as "The Marriage," with Hume Cronyn and Jessica Tandy "Theatre Royal," with Sir Laurence Olivier; "Six Shooter," with Jimmy Stewart; "Rocky Fortune," with Frank Sinatra, and Lawrence Tibbett's "Golden Voices."

There are old and established favorites, too, in new settings, such as "Fibber McGee and Molly," with Marian and Jim Jordan, and "Can You Top This?" with Senator Ford and Harry Hershfield.

As you can see in the list below, most of the new entries have been placed across the entire week's schedule. However, some of the changes are of a wholesale nature. Sunday, for instance, features an entirely new schedule from 8:00 to 9:00 a.m. and from 1:00 p.m. until midnight. Saturday is programmed in large blocks, with the "Football Game," "Football Roundup," and "Ask the Sports World" taking up the 2:00 to 6:00 p.m. period and "The Big Preview" giant record program featuring Fred Robbins running for two hours starting at 11:00 a.m.

It is no easy task to single out individual programs from this long list for special comment. However, just to give a sampling, we will take a look at a few that have excited unusual attention.

"Weekend," from 4:00 to 6:00 p.m.

Frank Sinatra (far left) stars in the new NBC Radio series, "Rocky Fortune," the adventure story of a footloose fellow who is jack-of-all-trades and master of trouble. Film star Jimmy Stewart portrays the restless wanderer, Brett Posnet, in the Western dramatic series "Six Shooter."



The NBC's Radio Network's Top Executives:



Left to right: William H. Fineshriber, Jr., vice president in charge of the Radio Network; Ted Cott, operating vice president; Fred Horton, director of Network Sales.



Left to right: John P. Cleary, director of Network Programs; Merrill Mueller, news and features executive; Ridgway Hughes, director of Advertising and Promotion.

a radio's "Sunday Newspaper." This completely unique show is done in a journalistic format from cover story to feature sections, with Mel Allen, Flora-belle Muir, Ed Herlihy, Tex and Jinx, Ferrill Mueller and many others. To read more about the remarkable man who is the keystone of this program, Ferrill Mueller, see page 16.

Another prominent weekend feature is "Theatre Royal," starring Sir Laurence Olivier. This show presents the outstanding plays from the British theatre, with the guest list including such luminaries as Sir Ralph Richardson, Sir John Gielgud, Emyln Williams and Orson Welles. A provocative series is "Stroke of Fate," which presents history rewritten, in dramatic form, to show what might have happened in reversed or changed situations. The noted historians Allan Nevins and Stefan Lorant are consultants for the scripts. Not to devote too much attention to Sunday, but that evening offers another show of special interest—"Last Man Out." This series presents true documentary dramatizations by Richard English in which former Communists tell their stories.

A Saturday night feature which has, rightfully enough, gathered a large amount of publicity is the "NBC Lecture Hall." It presents talks by experts in various fields in an actual lecture hall atmosphere, including an audience. The series was opened by Mme. Pandit, president of the United Nations General Assembly, with a talk on India. Core Schary, vice president of MGM, has lectured on motion pictures. Other speakers on the docket include Leopold Stokowski on music, Ty Cobb on baseball and Carl Sandburg on Lincoln.



Gertrude Berg writes and stars in the situation comedy program "House of Glass."

One of the most important features of the new NBC Radio schedule is the concept of "block programming." Under this idea, programs of similar style are grouped back-to-back on certain nights so that each evening of the week has its own distinctive mood. The listening audience knows, for example, that Monday night is music night on NBC; Tuesday is the time for adventure series; Wednesday calls for audience participation shows; Thursday evening offers variety features, and on Friday night the big comedy programs are broadcast. The Saturday night showcase exhibits an incisive change of pace, with cultural programs in the earlier hours and folk and hillbilly music later on. On Sunday nights is NBC Radio's array of outstanding dramatic shows.

The lead to this story remarked that everyone is talking about NBC Radio. That's not all. They're writing about it, too. Newspapers all over the country are hailing NBC Radio and its \$5,000,000 investment in its dynamic new program series. Just to give you an idea, on the back cover of this issue of CHIMES is a random sampling of the headlines NBC Radio is making.

Presented below, for your ready reference, are highlights of the 28 new shows in NBC Radio's fall schedule:

Every Night

Midnight-12:05 p.m. "Midnight Column"
(Each night features guest columnist, reporting from NBC affiliate in this area. Fifty outstanding newspapermen have been signed to be heard on this show)

Monday through Friday

10:45-11:00 a.m. "Break the Bank"
10:00-10:15 p.m. "Fibber McGee and Molly"
10:15-10:30 p.m. "Can You Top This?"

Tuesdays

9:35-10:00 p.m. "Rocky Fortune"

Fridays

9:35-10:00 p.m. "House of Glass"

Saturdays

10:00-10:30 a.m. "Woman in Love"
11:00 a.m.-1:00 p.m. "The Big Preview"
5:45-6:00 p.m. "Ask the Sports World"
6:30-7:00 p.m. "Know Your NBC's"
7:30-8:00 p.m. "NBC Lecture Hall"
8:00-8:30 p.m. "College Quiz Bowl"
8:30-9:00 p.m. "Theatre Royal"
9:00-9:30 p.m. "The Hollywood Story"

Sundays

8:00-8:05 a.m. "News for Children"
8:30-9:00 a.m. "Egbert & Umily"
1:00-1:15 p.m. "For Better Living"
1:15-1:30 p.m. "Ask Hollywood"
3:00-3:30 p.m. "The Golden Voices"
3:30-4:00 p.m. "The Golden Treasury"
4:00-6:00 p.m. "Weekend"
6:15-6:30 p.m. "Report on America"
7:30-7:55 p.m. "The Marriage"
8:00-8:30 p.m. "The Six Shooter"
8:30-9:25 p.m. "NBC Star Playhouse"
9:30-10:00 p.m. "Stroke of Fate"
10:00-10:25 p.m. "Last Man Out"

Compatible Color Telecast of 'Carmen' Makes TV History

Color television history was made on Saturday, Oct. 31 when the National Broadcasting Company telecast a one-hour production of "Carmen" in compatible color.

The program, telecast under temporary experimental authorization of the FCC, was the first full-hour compatible colorcast, and it was the first time a major operatic production faced the color cameras.

The show was seen on standard black and white sets in high-definition black and white.

For this historic occasion, NBC built an entirely new production of the Bizet classic. "Color-corrected" costumes and sets were designed and executed by NBC's staging services, and the opera was adapted to the more intimate techniques of television.

The staff of the NBC Television Opera Theatre, working with Richard Day, NBC's color consultant, aimed at a "realistic" staging, with the maximum of authenticity in design and color in costumes and sets.

Brought to bear on the production were the techniques of lighting, staging, costuming and make-up developed by NBC's pioneering "color corps" headed by Barry Wood. Latest developments in lighting were used, bringing out the

best in the production's color scheme, as well as heightening the dramatic mood. In the field of make-up, NBC cosmeticians used new materials specially developed for color TV by a famous cosmetics house.

Color planning for this show, as for other NBC colorcasts, presented a dual aspect, since colors must be selected not only for chromatic interest, but for how they will render in black and white. Thus, the interests of owners of black-and-white receivers are fully protected.

The program was televised from NBC's Colonial Theatre, world's first fully-equipped studio for compatible color, where experimental colorcasts have been originating for the past year.

The production marked the opening of the NBC Television Opera Theatre's 1953-54 season. Samuel Chotzinoff was producer, and Peter Herman Adler was music and artistic director.

The three principal parts were taken by Vera Bryner as Carmen, Robert Rounseville as Don Jose and Warren Galjour as Escamillo. Zuniga the officer was played by David Atkinson. Mercedes by Emelina de Vita. Frasquita by Nadja Witkowska, Dancairo the smuggler by A. Winfield Hoeny, and Don Jose's double, by Edward Moor, who narrated the story.

Heffernan, Sarnoff Elected to Board

Two top-ranking officers of the National Broadcasting Company have been elected members of the Board of Directors, it was announced last month by Brig. Gen. David Sarnoff, Chairman of the Board. They are Joseph V. Heffernan, vice president for Finance and Services, and Robert W. Sarnoff, vice president in charge of the Film Division.

Last month's CHIMES carried the announcement that John K. Herbert, vice president in charge of Television Network Sales, had been elected to the Board.

Mr. Heffernan joined NBC April 6, 1951, as financial vice president. Previously he was vice president and general attorney of the Radio Corporation of America, which he joined in 1935. He is also a member of the Board of Directors of RCA Communications. During World War II, Mr. Heffernan was a Lieutenant with the Air Force, Atlantic Fleet, U. S. Navy. Born in Washington, Ind., he is a graduate of St. Louis University and the Indiana University Law School. He holds an LL.M. degree from Columbia University.

Mr. Sarnoff joined NBC as an account executive on the Sales Staff of the Television Network in January, 1948, later becoming production manager, manager of Program Sales, and director of TV Unit Productions. On June 6, 1951, he was elected a vice president of the company. Prior to joining NBC he was assistant to the publisher of *Look* magazine and served in a similar capacity with the *Des Moines Register* and *Tribune* in Des Moines, Iowa. During the early part of World War II, Mr. Sarnoff served in Washington, D.C., with General William Donovan, coordinator of Information, and also with the Naval Communications Service. During the last three years of the war he served in the Pacific as a Lieutenant in the Navy. He is a graduate of Phillips Academy and of Harvard University. For his pioneering achievements with "Victory at Sea," the U. S. Navy recently conferred upon him the Navy Distinguished Public Service Award, which is the highest award given to any civilian by the Navy.



In a scene from the historic full hour compatible color telecast of "Carmen," are, left to right: Robert Rounseville, as Don Jose, Vera Bryner, as Carmen, and Warren Galjour, as Escamillo.

RCA Victor

'His Master's Voice' Is Symbol of Quality the World Over

In last month's CHIMES, we ran Part I of a two-part feature on RCA Victor, the manufacturing arm of the Radio Corporation of America. This feature is part of a CHIMES series on NBC's fellow members of the RCA family.

Part I gave the general history and background, sketched the present organization of the division, and then explained in some detail the functions of a very large and important area of RCA Victor—Technical Products, including its two components, the Tube Department and the Engineering Products Department.

In this issue we will make a whirlwind word and picture tour of the other important operations of the Division—the Consumer Products Department, RCA Estate Appliance Corp., RCA Service Company, RCA Victor Distributing Corp., and the RCA Victor Record Department.

Heading the entire RCA Victor Division is Walter A. Buck, who is vice president and general manager.

Reporting to Mr. Buck are five men—S. E. Ewing, general attorney; R. A. Seidel, vice president and special assistant; J. B. Elliott, vice president in charge of Consumer Products; W. W. Watts, vice president in charge of Technical Products, and Charles M. Odorizzi, operating vice president.

As operating vice president, Mr. Odorizzi is Mr. Buck's "right-hand" man in the Division, and is responsible for the smooth running of the division's vast operations.

This can be realized more fully by the fact that reporting to Mr. Odorizzi are all the staff functions—those which would be found in most manufacturing companies.

These are the men and their respective responsibilities who make up the staff "team" reporting to Mr. Odorizzi:

D. F. Schmit, vice president and director of Engineering; A. F. Watters, vice president in charge of Personnel; V. de P. Goubeau, vice president and director of Materials; P. A. Barkmeier, vice president and director of Regional Operations; J. S. Carter, vice president and director of Finance; H. R. Maag, vice president and Western manager;

Julius Haber, director of Public Relations; Frank Sleeter, director of Plant Engineering; E. D. Foster, vice president and director of Planning; and E. C. Cahill, president of the RCA Service Company.

RCA Victor's manufacturing activities are carried on in 17 plants, spread from New Jersey to California. These plants manufacture electron tubes, television and radio receivers, phonograph records, "Victrola" phonographs and the hundreds of specialized products for use in the fields of broadcasting, communications, theatre, science and the government. Total personnel is about 52,000.

Consumer Products: Home Instruments

The Home Instrument Department, perhaps more than any other of RCA Victor's, is the one best known to John Q. Public. Deceptively simple in title and in first definition, it is one of RCA Victor's most important operations. "Home Instruments" includes radio and television receivers and "Victrola" phonographs. However, the variety of models of each of these instruments is very wide.

Television sets, for instance, include 17, 21 and 27-inch sizes, table and console models, two lines, "regular" and "DeLuxe," and many cabinet and finish styles. "Victrola" 45-rpm and "Victrola" three speed phonographs are available in many models. Radio-phono and TV-radio-phono combinations also are popular features of the line. On the radio side, table models and portables and clock radios are more attractively styled than ever before.

The history of television is one of the most dramatic and exciting sagas in American business, and the part played by RCA in its development of home receivers is one of the most vital. Commercial television had just gotten underway before the war, but the number of sets in circulation was not very great. During the war years, of course, all of RCA's production was devoted to the all-commanding issue, but as materials started to become available after peace came, American industry was on



An RCA Service Co. truck which has an antenna which can be raised up to 70 feet, to test signal strength.

the threshold of a period of unbelievable development.

The full extent of television's phenomenal growth can best be brought into perspective by recalling the situation of seven years ago. The main RCA Victor plant at Camden was geared to produce four types of sets, two of them table models and two consoles. One of the table models, the 630TS, was destined for fame as the most popular post-war TV set. RCA held a preview of these sets for its distributors and then introduced them to the public.

Then, realizing that this new industry offered opportunity for many enterprising manufacturers and actually needed their support in getting the industry off to a proper start, RCA did something regarded as a "first" in American industry.

Frank M. Folsom, new president of the Radio Corporation of America, was responsible for the idea. At his suggestion, all of RCA's licensed competitors were invited to Camden. There they were handed blueprints for the TV receivers RCA was building, together with a complete list of the material for all of the sets, including the celebrated 630TS. The visitors were told they were at liberty to use this information any way they desired, and were taken on a tour of the plant and shown all that RCA was doing.



Radio Corporation of America—

World Leader in Radio — First in Television

Competition immediately sprung into being in a healthy, vigorous American way — and the infant television industry began the strides that were to make it a giant among industries and services. In fact, in a third of the time that it took the automobile industry, television achieved the distinction of being among the ten top industries of America. From less than 10,000 sets in 1945, there are now well over 25,000,000 receivers in circulation in the country.

RCA Victor's preeminence in the AM field has been maintained and strengthened despite the growing popularity of television. Reflecting a new approach to merchandising of radio sets, the division introduced smaller sizes, streamlined styling, and a greater use of color to distinguish its radio line. RCA Victor also entered the clock-radio field and introduced a book-sized portable with much longer battery life.

Another history-making event for Home Instruments was the introduction in 1949 of a completely new record-playing system for reproducing recorded music at home. Featuring an advanced type of record and record changer, it reproduces music at 45-rpm with unexcelled quality and clarity of tone. The instrument is compact and plays light-weight non-breakable records, less than seven inches in diameter.

This new system has become firmly established and at the start of 1953, 26 leading manufacturers were producing instruments with 45-rpm equipment. There now are approximately 10,000,000 such players in use. Acceptance of this system has been so widespread that virtually all manufacturers in the indus-

try are now making and selling 45-rpm records.

As a further advance, RCA Victor introduced a greatly improved 33 $\frac{1}{3}$ LP record and facilities for playing discs of the two new types as well as the conventional 78-rpm records were incorporated into its 1950 line of "Victrolas." This was followed two years later by a unique three-speed automatic phonograph and record-changer line, regarded as a major advance in this field.

Only just within the last few weeks, RCA Victor has entered the High Fidelity field, producing a new line of home instruments and components designed to give the finest reproduction of music for the home. These super-quality products now are available to the public.

At RCA Victor, Consumer Products is under Joseph B. Elliott, vice president, and the Home Instruments Department is headed by H. G. Baker, also a vice president, who reports to Mr. Elliott.

Victor Records

The fifty-odd-year story of RCA Victor Records glows with the names of the greatest artists of our age. The Victor Talking Machine Company came into being in 1901, a year of contention and confusion for the infant industry. Victor moved ahead, giving dignity and stature to the business and a year later an event of great import for recorded music took place — the voice of the great Caruso was first captured on record, for Victor. Since then the story has been one artistic and technical



The RCA Exhibition Hall, so familiar to NBC New York employees.

triumph after another. In 1929 RCA acquired the Victor Talking-Machine Co., with all its plants and facilities in Camden.

Through those years, the greats of the music world have performed for Victor — Schumann-Heink, Farrar, McCormack, Melba, Tetrassini, Chalabian, Pinza, Kreisler, Galli-Curci. Now, under Manie Sacks, RCA and NBC vice president who is in charge of the RCA Victor Record Department, it is making greater musical history than ever. Top artists of today, classical—Landowska, Flagstad, Horowitz — and popular—Como, Shore, Fisher — to name just a few, perform for RCA Victor. And, of course, perhaps the most illustrious name of all, the conductor of the NBC Symphony, Maestro Arturo Toscanini.

RCA Service Co.

One of these areas which is completely unique and well-known to the public is the RCA Service Company. Perhaps we know it personally through an RCA Victor Factory Service Contract which we might have. All of us certainly have seen the Service Company trucks, buzzing about every community where TV programs can be received.

This company is a nation-wide organization of technical specialists devoted to the installation, maintenance



Cabinets undergo final inspection on RCA Victor's TV assembly lines.



An RCA Victor engineer working on a tape recording at the recording studios in New York. On right, Maestro Arturo Toscanini, conductor of the NBC Symphony, listens to a playback of a recording he has just made.

and servicing of electronic products and equipment. We know it mostly from its work on home television receivers, but it also operates widely in technical, industrial and government fields.

In fact, the company is divided into three major service groups—Consumer Products, Technical Products and Government. The Consumer Product Service Division first began to take shape in 1939 when a pilot shop and service branch was set up in New York to make test installations and to train technicians for distributors and dealers.

With the phenomenal expansion of post-war television, RCA realized that the future of the new medium was dependent upon continued good reception. The job of offering factory service to every RCA Victor television owner was delegated to the RCA Service Company, which created service and maintenance contracts that provided quality service on a fixed annual cost or demand basis. RCA Service Company Factory Branches also offer contracts covering installation and service for RCA Room Air-Conditioners.

The Technical Products Service Division of the Service Company was created more than a quarter-century ago to install and service sound motion picture equipment. This is the nucleus around which the Service Company of today has grown. Now, the Technical Products Service Division provides installation, service, preventive maintenance, and parts and tube replacement plans to motion picture exhibitors, industrial and scientific electronics equipment users and to the broadcasting industry.

Since the beginning of "talkies," RCA Service Company has maintained pre-eminence in the field of motion picture equipment installation and service. Theatre television has expanded

substantially and already the Service Company has established itself in this field. Facilities of the Industrial Products Service Section are available to users of RCA electron microscopes, beverage and ampulse inspection machines, metal detectors, sound systems, radio frequency generators, industrial television and television film projectors.

AM, FM and TV broadcasters regard the Service Company's Broadcast Engineering Section as foremost in the field. The Technical Products Division also services products made by other manufacturers.

The Government Service Division has hundreds of field engineers working with the Armed Forces and government agencies all over the world to assist and instruct personnel in the use of radio-electronic equipment. Often these engineers accompany our troops and equipment right up to the front line.

RCA Estate

Under Robert A. Seidel, vice president and special assistant to Mr. Buck, are two companies, the RCA Estate Appliance Corporation and the RCA Victor Distributing Corporation. The operation of Estate is a relatively new one for RCA. The RCA Victor Division entered the gas and electric range business in November 1952, when it acquired from the Noma Electric Corporation its Estate Stove Division at Hamilton, Ohio, and transferred this business to the newly-formed RCA Estate Appliance Corporation. A new line of gas and electric home kitchen ranges and space heaters, under the brand name of "RCA Estate" was introduced to the public in January of this year and has met wide customer acceptance. Cecil M. Dunn is president of RCA Estate.

RCA Victor Distributing Corp.

The RCA Victor Distributing Corporation has its headquarters in Chicago and has branch offices in six other cities—Davenport, Ia., Wichita, Kan., Buffalo, N.Y., Detroit, Mich., Kansas City, Mo., and Rochester, N.Y. This company was set up, as the name would indicate, to supplement independent distributors and distribute products through dealers in the territories it serves. An interesting point is that it not only distributes all of RCA Victor's products, but also other lines of "white goods"—washing machines and similar appliances. RCA Victor Distributing Corporation operates as a completely independent distributing company and can decide for itself which of these other lines it will or will not carry. The president of this company is Walter M. Norton.

RCA Exhibition Hall

Of particular interest to employees of NBC, especially those in the New York office, is the RCA Exhibition Hall, which is an operation of RCA Victor Public Relations and whose director is Julius Haber. It is familiar to NBC-ites first of all because it is located in Rockefeller Plaza in New York, right across the street from NBC's headquarters in the RCA Building, and secondly because it is the origination point for the revolutionary and highly popular NBC television show, "Today."

The Exhibition Hall was opened in 1947 and since then has attracted millions of visitors. It is a "World's Fair" of radio, television and electronics and is on view daily and Sundays, free to the public.

This article is the second of two features on another member of the RCA Family, the RCA Victor Division of RCA.

New 25-Year Clubbers Feted at KNBC Picnic



After a swim, Phil Ryder, left, president of the KNBC AA, relaxes with NBC vice president John K. West; KNBC chief engineer Curtis Peck and KNBC general manager George Greaves.

Charles R. Denny wired personal congratulations to the ten new 25-year club members honored at KNBC's annual picnic near San Francisco September 13. The vice president of NBC's O & O stations expressed disappointment for not being there personally, then paid tribute to the following new 25-year club members: Bill Andrews, Curtis Peck, Joe Baker, Edgar Parkhurst, Janet Sligh, Wanda Watson, Charles Kilgore, Byron Mills, Ed Manning and Vic Paradis. Mr. Denny also sent warm congratulations to Al Crapsey, new 20-year club member, and to Clarence Leisure, Jessie Bunnell, Elaine Picetti, and Jack Van Wart—who became members of the 10-year club.

Mr. Denny's wire of congratulations was read at the picnic by John West, vice president in charge of NBC's Western Division. Mr. West flew to San Francisco from Hollywood to rep-

resent Mr. Denny personally. Mr. West also had high praise for the unusually high loyalty among the KNBC staff. Fifty per cent of the staff have over ten years' service. Twenty-two per cent have over twenty years' service. And thirteen per cent have over twenty five years' service. KNBC has a total of twenty-eight 10 year members, nine 20 year members and thirteen 25 year members. Mr. West presented wrist watches to the new 25 year members.

KNBC's general manager George Greaves presented other new club members with certificates for service. Mr. Greaves himself, who recently succeeded Lloyd Yoder as general manager, is a 25 year club member.

KNBC's outing was held at the Pink Horse, a guest ranch some thirty miles south of San Francisco on the slopes of the wooded coast range. Staffers began gathering before noon to participate in

the various sports and games—swimming, softball, horse shoe pitching, etc. Games were played near two tremendous barrels of iced beer—also very popular. Dinner—featuring thick, long and juicy steaks was barbecue style and eaten outside.

After dinner, the staffers gathered in the Pink Horse lobby for award presenting, entertainment and dancing. More than sixty per cent of those at the picnic got rewards of some kind—thanks to the many door prizes.

Vice president Denny's telegram—which arrived early in the afternoon—closed with the expressed hope that the sun was shining in California that day—and that there was plenty of soda pop for everybody. Staffers splashing in the sun-drenched pool assured him there was plenty of sunshine . . . and as for soda pop . . . well, there was plenty of pop to the bottles . . . but little soda.

KNBC'ers warm up for a ping pong tournament at the station's annual outing at the Pink Horse Ranch on the San Francisco peninsula. Left to right: Howard Ritscher, Con Murray; Peggy and John Bowles, and Dud and Patty Manlove. Left, a dip in the pool started the afternoon of sports and games for KNBC staffers.



Engineering at the O&O's



Looking over blueprints for the new WNBK, Cleveland, transmitter are Fred Everitt, project engineer from NBC-New York (left) and S. E. (Eddie) Leonard, chief engineer at NBC Cleveland. The man with light meter and camera is a TV feature newsreel man.

Several issues ago CHIMES ran a two-part series on Engineering and on Technical Operations here at NBC. These articles dealt, however, solely with those functions as they are at NBC's New York headquarters. Now, in this issue, CHIMES will make a brief examination of Engineering at the company's Owned and Operated Stations.

NBC's O&O Stations are, of course, separate and near-autonomous entities. They manage much of their own affairs, do a great deal of their own programming, for local and for network use, and have their own technical staffs to operate and maintain each station's engineering equipment.

Each station has its own engineering staff, but they all are tied in to a Technical Operations office for the Owned and Operated Stations, headed by Charles Colledge as director. Mr. Colledge, who completes his 20th year with NBC this month, came to this new

post in January of this year. The function of his office is to coordinate and plan technical operations at the O&O's which all have the same basic functions, but differ from each other in peculiar local engineering problems. Mr. Colledge serves as the link between the stations and NBC Staff Engineering, being "chief engineer" for the O&O Division as well as Technical Operations head.

Tech Ops at Chicago

Howard C. Luttgens, chief engineer, has the longest service record of any Chicago employee. He came to Chicago in 1927, after working for NBC in New York. Second to Mr. Luttgens in service years and top man in WMAQ engineering is Theodore E. Schreyer, who also arrived in Chicago from New York in 1927.

Paul Moore, engineer in charge for WNBQ, came to NBC in 1930.

As with the other O&O's one of the major technical operations activities at Chicago centers around the transmitters. A square brick building located in Bloomington township, 21 miles west of Chicago's bustling loop, is headquarters for the WMAQ transmitter. There are two towers there—the 750-foot master antenna tower and its 450-foot auxiliary tower. Al Schroder, who has been working here since 1929, and the other engineers are the men who hold the final responsibility for keeping WMAQ on the airwaves.

On the top floor of Chicago's 550-foot high Civic Opera Building is the working headquarters of WNBQ and WMAQ-FM's transmitter. The tower itself reaches another 190 feet skyward.

The engineers who work here, under supervisor Walter Lanterman, are on constant 'round-the-clock duty. Two men work together. One is assigned to monitoring the pictures and sound emanating from a trio of monitors. The other engineer handles the maintenance work of the transmitter sound system and video input gear.



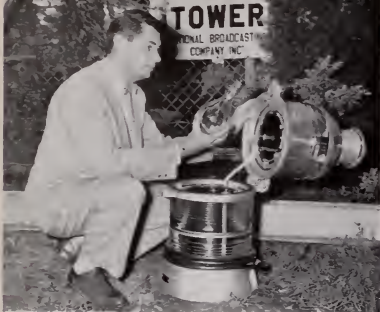
Here is Charles Colledge, director of Technical Operations at the O&O Stations (with earphones) at Blackbusch Airport in London, where he was in charge of operations and engineering for NBC Coronation coverage.

R. D. Wehrheim's maintenance engineers are constantly on the lookout for trouble. In fact, their maintaining, repairing and checking goes on 24 hours

WNBK, New York's twin towers at Port Washington, L.I.



KEEP
OFF
TOWER
GENERAL BROADCAST
COMPANY INC.



WNBW, Washington, technical director Sherman Hildreth examining the beacon light that is now atop the station's new transmitting tower.

a day. Highly technical training is required to enable them to cope with failures and breakdowns.

Technical Operations in Chicago includes a large studio and field group, because in addition to its local shows, Chicago programs up to ten hours a week for the network. There are five TV studio and field crews, one film studio crew and one AM combined studio and field crew. In addition to that, the Central Division has a large radio recording operation, for local, network and commercial use. Moreover, during the summer months, Chicago is the key point for delayed daylight savings operations, making tapes of shows being broadcast on daylight savings time, for presentation at their regular hour in areas that do not set their clocks ahead.

We've all heard of the "Chicago School of Television," and the original, easygoing shows that typify it. This emphasis on uniqueness and versatility permeates the engineering operations as well as programming and advances made in both fields there have been widely copied all over the country.

The Chicago engineering crews are set to handle every possible type of operation, ranging from shows from the Lincoln Park Zoo, to studio programs, to the spectacular type of pick-

The Cover

On the cover of CHIMES this month is Curt Pierce, who started with NBC Chicago 23 years ago as a page boy. He's been in Master Control since 1950. Curt's "workbench" is an 18-foot long wall on which are mounted eight panels of highly technical equipment.

up demonstrated a couple of years ago, when they put on the air, live, a disastrous fire raging near the studios.

The News Center of the World

Washington engineers don't have to read Darwin to learn how to adapt to their environment. They know that they are working in the news center of the world, and that all their operations must be geared for fast-breaking news stories, which may come from various locations—the White House, the Capitol, the House or Senate Office Buildings, just to mention a few.

The Washington stations keep a crew in constant readiness, able to rush to any of the possible origination points on a moment's notice. This preparedness has paid off many times for these news-wise engineers—and for NBC. To specify: On June 25, 1950, within 20 minutes after the news of the Korean War broke, a crew got to the White House and was on the air with an official statement. . . . Last January, within 45 minutes after a Pennsylvania Railroad train plowed into Washington's Union Station, WNBW was sending out live pictures. . . . About three years ago, when an airliner crashed into the Potomac, a WNBW crew got to the scene and was on the air 50 minutes later.

Notable engineering firsts for our station in the Capital are: first TV pickup from the White House; first TV pickup from the Capitol; first network TV pickup from an airplane in flight. It also was the first TV station fed over an extended micro-wave relay, in the days of limited coaxial cable facilities between New York and Washington. Another distinction WNBW has is that the first two years of RCA compatible color television came from there. At that time, they were operating up to ten hours a week of compatible color programs in the regular schedule. WNBW was the seventh TV



This building houses the transmitter. San Francisco and the

station in the United States, and the second one for NBC. Other noteworthy accomplishments were the pickup of the Inauguration Parade this year, using the specially designed Cadillac mobile unit; and the coverage of the famous Kefauver Committee hearings.

WNBW's older brother, WRC, celebrated its 30th birthday last August and for those three decades its technical staff has exhibited the same sense of news vital to a station located in the most newsworthy city in the world.

Big engineering news at Washington recently was the installation of a new 25 kilowatt transmitter, and addition of 184 feet of tower height and a new antenna.

The construction took place in record time this past summer. It boosted the transmitting power to the maximum 100 kilowatts permitted on Channel 4 by the FCC and extended WNBW's coverage by 58 per cent to a land area of 15,800 square miles. The tower is located at the Sheraton Park Hotel, site of all WRC and WNBW studios.

The tower now is one of the highest points in the District of Columbia.

In its location on tourist spot Mt. Wilson, the KNBH, Hollywood, transmitter attracts many visitors. Pictured here is chief engineer John Knight demonstrating transmitter equipment to two of the more handsome tourists.





It is situated atop San Bruno Mountain and the hills in the background.

At the present time, Mr. Colledge is working with the Washington stations and NBC Staff Engineering on plans for a completely new and up-to-date technical plant, which will be designed to encompass color operations.

John G. Rogers, engineer in charge at Washington, Robert Terrell, AM and TV Technical Operations supervisor, S. E. Newman, WNBW station engineer, and Barton Stahl, WRC station engineer, are all long-term NBC veterans. Two prominent alumni of NBC Washington engineering are Mr. Colledge and L. A. McClelland, now director of Operations there.

San Francisco

A unique feature of technical operations at KNBC, San Francisco, is that the station provides master control facilities and personnel not only for network and local programs for NBC, but also for the ABC stations there. KGO, KGO-FM and KGO-TV are still located in the NBC Building and use certain of NBC's facilities. ABC will move to new quarters next spring.

The KNBC transmitter is situated at Belmont, on the San Francisco peninsula, some 15 to 20 miles south of the city. The FM transmitter is atop San Bruno Mountain on the southern end of the city, overlooking the entire Bay Area. Additionally, at Dixon, California, approximately 80 miles north-east of the Golden Gate, NBC operates several shortwave transmitters for the "Voice of America," including one powerful 200,000 watt.

NBC does not have an O&O television station in San Francisco, but we share the San Bruno site with our affiliate KROM, which is managed by Harold See, one of NBC's pioneer television engineers.

KNBC is currently operating six studios: one large audience studio; two medium-sized general purpose ones; one medium-sized "VIP" studio; a small local announcer studio and another small one in the newsroom.

Another aspect of KNBC's engineering work is the overseas news setup, which is duplicated only at NBC headquarters in New York. KNBC has the responsibility for all overseas broadcasts from the Pacific area, including Alaska, Hawaii, the Philippines, Australia-New Zealand, and the Far East. Naturally, they have been especially busy throughout the Korean War and its aftermath.

KNBC's top engineers are Curtis Peck, manager of Technical Operations and Integrated Services, who has been with NBC since 1932; Joseph W. Baker, KNBC station engineer, and George McElwain, KNBC-FM station engineer, both of whom came to NBC in 1929, and Edgar Parkhurst, station engineer at Dixon, who has been with NBC 14 years.

On Top of Mt. Wilson

The transmitter for KNBH, Hollywood, is situated atop the famous Mt. Wilson at an elevation of 5,710 feet and is one of the most scenic areas in the United States. Headed by chief engineer John Knight—an NBC 20-year man—a crew of 10 men keep the operation going 24 hours a day five days a week, and from 6:30 a.m. to closing on Saturdays and Sundays.

Mt. Wilson, which boasts a hotel, also has one of the world's finest observatories and has for many years been a top tourist attraction in Southern California. Sections of the transmitter are open to visitors and up to 20,000 persons per year have seen it.

An unusual facet of the NBC contract with the Mt. Wilson Hotel Company provides that the wild life that visits this property must be fed by NBC, so John Knight and his associates have become baby feeders to a considerable herd of deer that frequents the transmitter grounds. Other animals that are often seen by NBC people there are foxes, quail, wildcats, rattlesnakes and an occasional mountain lion.

The transmitter, which was completed in 1943, is approximately 30 air miles from the NBC studios in Hollywood. NBC maintains station wagons at the foot of Mt. Wilson for the employees' use up the winding road.

At the Flagship Stations

A technical operations setup all of its own is a relatively new thing for WNBC, WNBC-FM and WNBTV, New York. It was just a year ago last September that it was organized as an integral function of the stations. This was part of a general expansion and development of the Flagship Stations, which made them a semi-autonomous activity, the same as the other O&Os.

Before that time, the New York stations relied on the network to supply them with facilities and personnel. Now, under Alfred Jackson, a veteran of 22 years of NBC service who is manager of Technical Operations, it has its own staff of approximately 34 technical directors, cameramen, control room engineers, boom operators and maintenance personnel.

Besides them there are the personnel who operate the three transmitters: WNBTV and WNBC-FM atop the Empire State Building, and WNBC out at Port Washington, Long Island.

The Empire State location is a historic site in the history of television. An original experimental TV transmitter went up there in 1931 and an old scanning disc type was sending out signals from the Empire State as early as 1932. Now, a 215-foot antenna, 1465 feet above the street level, is fixed on the tower of the world's tallest building, serving as transmitting tower for four other TV stations besides WNBTV, and for two other FM stations besides WNBC-FM. WNBTV, however, has topmost position on the tower. Approximately December 15, WNBTV will go to the maximum highest power permissible by the FCC, which will provide a signal to cover the Metropolitan New York area more effectively. The latest transmitting equipment, completely checked out for color

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Gene Cartwright is a television cameraman at NBC Chicago.



What Do You Know About NBC's Information Department?



Rita Morey is mail reader. All mail here for distribution to the proper office in the department.



Alice Kennell, senior mail analyst, checking the "program bible."

DO YOU KNOW THAT — 208,927 communications were received in this Department in 1952? 97,377 of these required answers: 50,195 were direct telephone calls.

DO YOU KNOW THAT—17 members of NBC Management made new friends for NBC — by going out on 39 speaking assignments through the Speakers' Bureau? If you know of an organization or group that would be interested in hearing about any phase of our operation, please contact us.

HOW CAN YOU HELP US? By giving us direct information quickly when we call. By sending us advance information about anything and everything you think we may need.

HOW CAN WE HELP YOU? You tell us!

We are here to serve the public — to be sure, but also to facilitate your operations at NBC. Call on us!

We may not know ALL the answers — but we do know where to get them.



Mail analyst Stanley Appenzeller analyzing mail for NBC offices.



David Eddy, as junior correspondent, does research for the correspondents.

Information's three correspondents dictating answers to letters, which will be sent to Stenographic for transcribing. They are, front to rear: Rosemary Pfaff, George Duebel and Eileen Tobin.

Kathryn Cole (left) manager of the Information Department joined NBC as a receptionist in 1942. She is seen here in the RCA Bldg. office with her secretary, Melba Thoma.



Operation Norfolk

One of Our Newest Affiliates, WVEC-TV, Has Gala Opening with Many from NBC There

On September 19 one of NBC's newest TV affiliates, the UHF station WVEC-TV in Hampton, Virginia, was auspiciously launched with a special program participated in by NBC stars and executives and prominent military and civilian personnel.

This grand opening was the culmination of many weeks of feverish activity.

Originally scheduled to go on the air October 1, the date was stepped up to September 19 in order to coincide with the opening of the General Motors' NCAA football schedule.

Transmitter installations were speeded and it was necessary to make certain that the audience that was needed for the station was available by means of new set sales and conversions.

Along about the middle of June it was recognized that the opening of this station presented many problems, not only for the station itself but for the dealers. They had the problem of increasing their installation capacity, organizing for the demand and financing these new sets and installations. They also had to be shown how they were to capitalize on the campaign conducted by the station in conjunction with NBC to alert the population to the need for UHF conversion.

Early examination dictated the fact that the whole operation would have to be organized in order to best utilize and coordinate the facilities of WVEC, NBC and the various service groups.

NBC Merchandising director, Fred N. Dodge, was placed in charge.

It was necessary to organize the dealers and to overcome the difficulties of the Tidewater terrain which made



NBC stars and executives were feted by WVEC-TV prior to opening day. left to right: Fred N. Dodge, director of NBC Merchandising Department; Margaret Truman; Tom Chisman, president of WVEC-TV; Caroline Burke, producer of WVEC-TV's first telecast; Faye Emerson and Skitch Henderson.

many areas difficult of access. In addition, a difficult task was providing between 40 and 50,000 conversions in time for the September 19 inaugural. Many complicating factors needed to be resolved including the fact that there were many service technicians who were making free-lance installations which were difficult to account for in the final analysis.

The Norfolk area is also the home of what is probably the world's largest Naval installation. Besides, there are the Army's Fort Story, Fort Monroe and Fort Eustis, the Air Force's Lang-

ley Field, a Marine base and Newport News, the world's largest shipyard.

Many heartbreaking delays were encountered in getting station test pattern on the air. Labor troubles, equipment failures and, of course, nature interfered with Hurricane Barbara. There was also a rumor campaign initiated by competition which included stories about the color situation, what happened in Roanoke, all of which were designed to confuse people and slow the rate of conversion.

Despite all of these delays and obstacles, WVEC-TV went on the air at 10:40 P.M. on Saturday, August 15, and Operation Norfolk was on its way to success. The rate of conversions was stepped up, the dealer organizations were alerted and their cooperation stimulated, so much so that the certified accountant's report set the number of new UHF equipped sets, conversions made by dealers and master antenna systems at some 30,000. This, of course, made no allowance for the thousands of free-lance installations.

Mr. Tom Chisman, president of WVEC-TV, and Mr. Dodge, after many field checks and spot surveys, are fully convinced that the goal has been attained and that by Dec. 1 there will be better than 60,000 UHF sets in use.

On the official welcoming committee for WVEC-TV's first telecast were, left to right: Mayor J. G. Crenshaw of Hampton, Va.; Mr. Dodge; FCC Commissioner Robert Bartley; Mr. Chisman; Rear Admiral T. V. Brittain; Brig. Gen. L. B. Cresswell, and Brig. Gen. Frank S. Bresson.



NBC Newsmen:

Ace Reporter Merrill Mueller Is Producer of NBC's "Weekend"

By
Arthur Settler

Merrill "Red" Mueller, noted war and diplomatic correspondent for the National Broadcasting Company, veteran of the major campaigns of World War II in Europe, Asia and Africa, and the Korean War, has received a new assignment — production and direction of NBC's new "Sunday newspaper of the airwaves," "Weekend," representing a new technique in radio journalism.

Mueller, news and features executive for NBC Radio, is eminently well qualified for his new chore. He brings to his new appointment 22 years of top-flight experience in the business. At the age of 37, Red has covered most of the major stories of World War II. He has literally been riding in the cockpit of history, from the Munich crisis in 1937, through the great civil war which shook Spain; through the big battles of Europe, Africa and the Far East, and the post-war upheavals.

Once, while in Italy, Red Mueller, licensed pilot as well as wordsmith, had occasion to fly with Mussolini in the latter's own aircraft. Result: exclusive interview with the Duce.

It was on the eve of great events in Europe that Red Mueller was ordered to Paris by the Hearst organization to set up a war operations staff of newsmen and photographers. He had decided to take a little vacation with Ambassador J. Anthony Drexel Biddle in Warsaw.

While in that fortified city, Mueller learned of the planned invasion of Poland by the Nazi legions of Hitler. He filed his story hours before any other agency had learned of the event. His New York editors cabled back their amazement and consternation — they simply didn't believe him. But they soon learned that Red had won a world beat on a world-shaking story.

The rout of the French and Allied armies in Belgium and the fall of Paris were reported by Mueller, who made the trip to the Brittany coast in a beaten-up old Ford which was bombed and strafed during its doubtful journey. In Bordeaux, Mueller found an old transmitter which somehow had escaped destruction or confiscation. Using this, he filed an eyewitness story of the fall of the French Republic, scoring another major "beat." Then came the Battle of Britain during which Mueller was bombed out of two apartments.

In November, 1941, Mueller was on his way to the Land of the Pharaohs. From Cairo, he covered the Battle of the Mediterranean. He wound up in Ceylon, then Sumatra, and then Java, and then Batavia, and then Darwin. Mueller's adventures in the Pacific are too crowded for a brief biography. He had been reported missing in action, was believed dead, but was very much alive, filing his stories from any station which could handle copy to the U.S.A.

In the Spring of 1942, Red Mueller returned to the U.S.A. but did not remain long. *Newsweek* was looking for

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WNBC-WNBT star Gene Rayburn (l) congratulating NBC page Walter Thompson on winning the Rayburn Scholarship.

NBC Page Wins Gene Rayburn Scholarship

Walter N. Thompson, a page in the NBC Guest Relations Department in New York, has been awarded the "Gene Rayburn Scholarship" at Columbia University for courses in television and the dramatic arts. This was the first presentation of this honor, which was set up earlier this year by the star.

Institution of this unique scholarship by Gene Rayburn, exclusively for NBC pages and guides was no accidental choice. You see, back before World War II the present WNBT star himself was an NBC guide. He's now back at NBC as a former member of the uniformed ranks of Guest Relations who "made good." On his return last year, the pages and guides lined up to give him a roaring welcome, as one of their more distinguished alumni. Remembering his start in broadcasting, he decided the best way to help young pages and guides now would be to establish a scholarship.

"This couldn't have come at a better time," said scholarship winner Thompson, "because I just got married in July, and of course that meant a lot of expenses, and I was really doubtful whether I could continue my schooling. I can't tell you how grateful I am to Mr. Rayburn for establishing it, and happy that I was lucky enough to win."

Walt is studying for his master's degree in fine arts at Columbia, so these courses fit in perfectly. He works as his page's job during the day and attends school three nights a week. Walt spends his other nights and weekends writing TV scripts and a play and also finds time to pursue a hobby of refinishing antique furniture.

A graduate of the University of Vermont and a veteran of three years service in the Infantry, Walt joined NBC in August, 1952. He hopes to carve a career in television production work.



Arthur Wakelee, (standing) assistant producer, and Merrill Mueller, producer, of NBC Radio's widely hailed show "Weekend."

The Cold—Just What Is It?

NBC's Company Physician Discusses This Common Ailment,
Whose Prevention and Cure Are Still Puzzling

By
Dr. B. J. Handler

The season of the common cold is upon us again, and we can expect in the next six months to have repeated epidemics of this most distressing but not serious illness.

While the common cold is never fatal and only on occasion is followed by serious complications, in terms of discomfort and loss of earning capacity it is a greater offender than any other condition that afflicts us.

A great deal of superstition and folklore has arisen about the cold largely because until relatively recent times, little was known about the cause, and even today much less is known about its prevention or cure.

The common cold is caused by one of the unfilterable viruses, a living organism so small that it will pass through the finest filter and could not be seen until the invention of the electronic microscope in the RCA laboratories. There are undoubtedly several strains of these viruses with variable degrees of virulence. Furthermore, as the virus passes from one person to another, it increases in virulence, or strength, so that when an epidemic starts in a community, the first few cases are sporadic and mild, but after a few days of transfer from person to person, more and more people come down with it in a more violent form. After a couple of weeks, when nearly everyone has been exposed and all susceptible people have become infected, the epidemic subsides. The community is now immune for a period of several weeks to this particular strain of the virus. By and by, another strain is introduced into the community by perhaps a visitor, and the whole process is repeated. Usually several epidemics of different strains of the cold virus are going on simultaneously.

Temperature and climate undoubtedly have something to do with cold epidemics. Just why this is so is not quite clear. It is true that during the summer months most of us obtain more fresh air, sunshine and have more opportunity for outdoor physical activities, and therefore we tend to build up our resistance to infection.

What happens when we meet up with a virus when our general body resist-

ance is lowered? The easiest way to meet a virus is on a minute droplet of secretions that has been sent out into the air by someone careless about where and how he sneezes and coughs; or kissing someone with the virus; or just getting the minute tiny spray from someone just talking to us. In less than 24 hours after the little virus has entered our bodies, it has taken hold. We feel chilly; our body temperature rises slightly so that we are sensitive to cool breezes and draughts. Hence the superstition that colds are caused by draughts. Then follows an allergic type reaction with sneezing, watering of the eyes, running nose, which you will recognize as the symptoms of hay fever. During this stage, the anti-histamine drugs can be of great help in relieving these symptoms. Notice that I said *relieve*, because the anti-histamines do not cure.

If properly treated, most colds will subside in four or five days. However, many colds enter a secondary stage when bacteria that are normally present in the nose and throat take over because the virus has lowered the person's resistance to them. The throat becomes sore, the nasal discharges become thick and yellow. The sinuses may then become inflamed and cause pain in the face or over the eyes; the trachea and bronchial tubes may become involved, and the person develops a severe cough; or if the infection enters the lung, pneumonia may result.

How can a cold be prevented? First it is important to try to keep oneself in topnotch physical condition. This means a balanced and adequate diet, plenty of rest, and some recreational exercise, preferably outdoors when possible. Secondly, one must try to avoid exposure to the virus. In our crowded cities with congested trains, crowded elevators and bustling restaurants, it is practically impossible to avoid some exposure. People should, but frequently don't, cover their coughs and sneezes, and sometimes talk to us so closely that we are unavoidably showered by a fine spray of nose and throat secretions.

However, wherever possible, we should avoid crowds, and perhaps more of us do when we stay home and watch TV rather than sit in a theater where the audience below is bombarded by an invisible mist fired by the people behind and above. We should wash our hands frequently and avoid carrying the virus to our mouths after handling contaminated objects such as money, or newspapers.



The author at work, checking the blood pressure of an apprehensive employee.

If we have caught cold, what can we do? Certainly the first thing is to seek sound professional advice. If you have any fever, stay home in a warm dry place. It is better for your co-workers because in this "running" stage you are most infective. Aspirin can give comfort, and antihistamine can give considerable relief. Drink plenty of fluids to wash away the toxic products of the cold, which contribute to that feeling of being sick.

When the bacterial stage begins, the anti-histamine is no longer helpful. At this time the anti-bacterial drugs are of value. These are the antibiotics such

Continued on page 23

People and Places

KNBH, Hollywood

Golfer *Donald Norman* followed in the footsteps of *Ham Nelson* and had his first hole-in-one week before last at the Lakeside Country Club.

Travel Notes: *Dean Craig*, executive producer, spent two weeks in the New York offices. Director *Tom Belcher* made a quick four-day trip to the same city. *Bob Ogden* visited Denver and San Francisco. *Marvin Biers* and *George Burke* returned from 17 days in Mexico City and Acapulco.

John Wehrheim, controller, finally settled his house affairs and welcomed his wife, Jo, and children, Joan and Patty Jo, to North Hollywood from Chicago.

News Notes from the NBC-KNBH Annual Outing: *Naomi Hallum*, secretary to *Ted Rick's* Facilities Department, was crowned beauty queen, and *Marge Clark* jitterbug queen. *Jim Damon* kept up his record as "last man home from the outing." *Rouen Westcott* was a close second in the sack race while *Jim Parks* placed third in the straw-blowing event.

WTAM, WNBK, Cleveland

People aren't as much on the move as far as vacations are concerned this month, but apartment hunting and home-shifts seems to be the vogue of late. Happy hunting to *Jean Strobel* who hails from San Francisco and is *Mr. Yoder's* secretary. Also looking for an apartment, or two new roommates, is the TV Traffic manager, *Pat Babb*, secretary to the "Idea Shop" has recently moved to another flat. Operations manager *George Cyr* and executive director *Charles Dargan* are just getting settled in their new place. Our staff singer, *Jackie Lynn*, found a cute little abode on Clifton Boulevard and is still in the market for more new furniture. *Johnny Andrews* of "Bandwagon" fame, wife *Bette*, son *Jonathan*, dog "Buttons" have moved into their new five bathroom home. *Johnny Wellman*, AM production, swamped with parakeets at a recent remote.

Congratulations to *Fran Dougherty*, secretary to *Bill Dix* in AM Sales, for the best news story of September. Fran won the award for her coverage of the recent explosion on Cleveland's west side.

A hearty welcome to *Margaret Sands*, who replaces *Anita Lefkort* in the AM Engineering office. *Margaret* will be *Mr. Leonard* and *Mr. Disbro's* secretary. Also, a big hello to *Carolyn Beriko*, a new traffic clerk in programming. *Carolyn* replaces *Teela Stofsky* who is starting a singing career.

Chalk up another one for the engineers. By the time this is printed, we hope that *Al Smith* has won in the race for Councilman in Mayfield Heights.

George Cyr, operations manager of TV, enjoys the jockey whip tacked on his wall by irate talent so much that he's decided to keep it there. Let's hope he never has occasion to use it. The entire staff sorry to see *Jake Hines* and *Russ Carter* leave. Lots of luck in your new endeavors.

Bob Miller has also left Cleveland's ranks, having been transferred to Detroit Spot Sales. Before leaving, Bob had both eyes blackened in an airplane crash while on maneuvers for the Air National Guard.

Peggy Amsden, former secretary to *Ham Shea*, is now working for *Charlie Hutaff*, who heads up Promotion, Advertising & Publicity. *Joan Illingworth* who was *Charlie's* secretary, is working as a promotion assistant.

Alice Soula of Accounting got a big kick out of a French postcard enclosed in an envelope from *Paul Newall*, TV engineer vacationing in Sunny California.

Bill McGaw, assistant TV director, tried his hand out at being a newsreel photographer. He took some film of coastguard maneuvers including a coastguard rescue in Lake Erie giving the Newsroom an exclusive.

Everyone at the switchboard awaiting the arrival of *Bill Prunty's* young 'un. Sorry to see *Frank Jay* go back to straight free-lance after being a temporary announcer here. *Mary Lou Barnum*—"Miss Processing"—represents the station as the chief salesman for the Charity Football tickets.

Charlie Philips, TV Sales director, looking for a top-notch secretary as *Shirley Frye* takes over in Sales Traffic. Word of acknowledgment to *Dave Lamareaux*, who always has a nice smile for everyone and a few kind words.

Sanford Markey, Newsroom, has loads to tell about his recent jaunt to Europe. Special points of interest with

"Sandy" are Greece, Turkey and Israel. *Ed Wallace* can also be cornered for an interesting conversation. Ed covered about 18 western states on his vacation. Also traveled down to the southernmost section of Mexico—"Todos Santos".

Bernadette Prescott, secretary in the Film Department, enjoyed New York very much. "Bernie" stayed clear of NBC-N.Y.

WMAQ, WNBQ, Chicago

Congratulations to the *John Olenders* on the birth of their daughter, *Teresa Marie*. The mother is the former secretary to *Chet Campbell*, manager of the Press Department.

Welcome to new staffers: *David Barnhizer*, TV associate director, who has just returned from military leave, *Barbara Parker*, secretary in AM Engineering Recording; *Elaine Kolka* and *Anne McCannon*, Network Sales secretaries; *Diane Young* and *Sarita Nunez*, Spot Sales secretaries; *Martha Jewell*, chief accounting clerk; *Fred Pinkard*, TV prop procurement. Congratulations also to *David Gray* on his promotion to associate TV director.

Charles Crum, master control engineer, recently racked up a bowling score of 278. That's almost as good as getting married or having a baby, don'tcha think?

WRC, WNBW, Washington

On Wednesday, September 30, *Stanley Bell*, WRC Sales Department, completed 26 years of radio in Washington.

Telephone operator *Marie Whitehead* was married on September 15 to *Leonard Irvin*. *Sue-Eileen Walker*, Radio Traffic, will be married to *Richard Humbert Moseley* of the U. S. Marine Corps, in January. *Dick* is stationed at Quantico, and they will live in Virginia after their marriage.

New addition to the announcing staff is cowboy *Joe Campbell*. He was previously associated with WMAJ, Washington and WTON, Staunton, Virginia.

Several additions to the page group: *John Tullis*, new page in the vice-president's office, a graduate student at American University, and a graduate of Southern Methodist University; *Joseph Slade*, graduate of Georgetown School of Foreign Service and an ex-Marine; *Lee Hasselban*, student at American University.

Pat Wynn, secretary to *Bob Reed*, WRC's "Timekeeper" is teaching a swimming class at American Univer-

city this fall. *Mary Lois Dramm*, of the Traffic Department, has turned out to be pupil number 1.

Joe Goodfellow, director of Sales, has joined the growing Washington fraternity of golf players. He says he has been shooting a remarkable score . . . although no one seems to know just exactly what it is.

Mary Ostromann, TV Sales, is leading the parade of back-to-schoolers. She'll be spending free evenings at the Berlitz School of Languages.

Washington played host to *Hank Shepard*, *Mort Gaffin*, *Bill Kreitner* and *Ray Johnson*, all of N.Y. Spot Sales Promotion Division. *Bob Adams*, director of promotion and advertising, and *Curt Prior*, Merchandising supervisor, took them on a specially conducted tour of the White House, courtesy of *Rav Scherer*, NBC White House correspondent.

Willard Scott has joined the staff as a regular announcer after serving as a weekend page for three years, and summer relief announcer this past summer.

Georgine Salay, new secretary to *George Wheeler*, assistant to the vice president, was born and brought up in Hungary and went to school in Budapest. She was graduated from Vassar College with a degree in art.

John Lavan, formerly associated with NBC New York, has joined the staff as controller.

Curt Prior has been appointed Merchandising supervisor for WRC and WNBW. He has been with NBC since 1951, first in the Communications Department and then in the Promotion and Advertising Department. Mr. Prior is a graduate of American University.

Jack Ghilain, former Washington NBC'er, now with News and Special Events in New York, was down to cheer on the Maryland Terps.

Harry Karr, who joined NBC in 1947 as a salesman, has been named Sales manager of radio station WRC, to succeed *James C. Hirsch*.

Donald "Smockey" Stover, studio engineer, and *Ralph Hamill*, also Master Control, split a box of cigars recently. Smokey for the birth of his son, and Ralph for his new grandson.

Frank Shingland, TV director, returned to the studio after a hectic vacation commuting between New York and Chicago.

Arthur Barriault has returned from a vacation with his parents in Massachusetts and ten days in the Maine woods. *Rex Goad* is vacationing in the mid-west. *Bill Corrigan*, leaving TV News to join another network, was

presented with a four foot plaster model of Nipper, the RCA Victor dog, to make sure he remembers NBC. *Stanford Sheldon* has been transferred from New York to become Washington leg man for the new *Tex and Jinx* show.

René Marechal of Continuity Acceptance has joined the ranks of the theater. He is appearing in the next production of the Arena Theater, "The Bad Angel," by *Joel Hammit*, who was formerly associated with the Program Department at NBC, New York.

NBC, New York

Networks

Music—*Muriel Kishkill* and *Phebe Haas* celebrated their second wedding anniversaries in September. Paying no heed to waist-lines, the girls enjoyed a selection of cakes, on *George Zevitas* treated us to with his baseball pool winnings and one *Mary Turner* brought us from her home in Utica, her birthday cake. *Dave Hendry* has been doing small bits on television shows, one recently on the "Kraft Theatre".

News and Special Events—Kudos: *Pauline Frederick*, NBC commentator, gets congratulations from across the country—for the new 9:30 AM network show, "Home Edition of the News", featuring *Miss Frederick*, *Leon Pearson* and *Ben Grauer*—and for her address on October 7 in Atlantic City at the Biennial Assembly of United Churchwomen. Appearing on the same program with President Eisenhower, *Miss Frederick* spoke on Communication and Freedom of Thought.

Visitors: *George Thomas Folster*, bureau chief, NBC, Tokyo; *Bob Doyle*, Washington, here with auditions for new shows: *Stanford Gluck* and *Lionel Hudson*, Singapore stringers.

Get Well Quick: *Rose Homa* — and we hope you're back at your desk when you read this!

Sellout: "Weekend's" review edition of "Variety" . . . in which the journal labelled the new 2-hour Sunday news package "an epochal event . . . a spectacular achievement". And what was producer "Red" Mueller doing in his "spare time" the day before the premier? Moving into his new house in Greenwich!

New Faces: *Cornelius "Connie" Moynihan*, who comes to us from Albany, where he was an editor for the *Albany Times-Union*, and had his own radio news show over a local station. He joins us as overnight editor. —And a trio of new copy clerks: *Josh Darsa*, *Al Contento* and *Bob Waite*.

Press—We had a coffee party at 10:00 Friday morning Oct. 2nd to say goodbye and good luck to *Helene Janssen*, one of the sweetest gals ever to grace the Press staff. Helene, who had been with us for six years, is going to become a "Mama" around Dec. 2nd. Mr. Eiges presented her with a gift from the department. *Art Selby* also received a gift from the staff commemorating the birth of his baby girl in September.

On Sept. 25 we sang Happy Birthday to the girl with the pretty clothes, *Nancy Herbert*. This occurred during the practice air raid, and must have startled the other tenants on our floor. We heartily welcome two newcomers to the staff: *Grace Lynch* and *Larry Hofstetter*. Grace comes to us from the O & O Stations division, and will have *Helene Janssen's* job. Larry is from the mail room, and replaces *Steve Sultan*, who left us to study Law at Cornell University. We received a letter from Steve and are glad to learn that all is going well with him.

It's good to see *Millie Bracco* back at her desk after being home ill for a week. The same goes for *Harriet Demos* and *Jack Tracy* who both were on a week's vacation. Rumor has it that *Barbara Simpson* rides a motorcycle. She has, on a number of occasions, arrived at work clad in leather.

Production Operations—There are new and sparkling personalities in the halls of 633 these days. Recent additions to our staff include *Joan Bartlett*, *Emmett Wright*, *Bob Andruss*, and *Ed Kammer*. *Irving Oshman* arrived back from Military Leave on September 28.

Congratulations are in order to our newly promoted broadcast coordinators, *Don Ellis* and *Jack Weir*. Kudos, too, for *Perry Massey* and *Doug Skene*. Perry is now a floor manager, and Doug is an associate director with the local station.

Though we are sorry that *Anthony Medile* has left us, we're glad that he won an RCA scholarship. Best of luck to *Ed Murphy* and *Jack Faren*, who are also leaving our staff.

Research and Planning—Our favorite librarian, *Ming Chen*, was dined out Friday the 9th of October, which was the eve of her marriage to *Richard Fucheng Hsu*, a member of Voice of America staff. All best wishes go to her from all of us.

You know, the second day *Doris Michelson* was with us, it felt as though we knew her ten years. Consequently, your reporter failed to pay her due



Last month the Press Department in New York held a party for Helene Janssen, budget clerk for the department, who was leaving after five years there. Sydney H. Eiges, vice president in charge of Press, left, gave Helene a present on behalf of everyone in the department. Press photographer Art Selby also raked in a gift by virtue of becoming a father recently.

homage with a big welcome kiss and hug in CHIMES. And since Miss Michelson is an avid fan of this house organ, let me here and now introduce her to all of you and say we're mighty happy she's on board our ship.

Welcome, also to *Sandra Boley*, the very latest addition to our department who recently succeeded *Joyce Holter* on *Tom Coffin's* staff. Sandra's a Brooklyn girl presently (of course, previous existence doesn't matter) and one of the most informed baseball fans to come our way. Since I already mentioned that "touchy" subject may I add, tomorrow is another series. Happy birthday to *Allan Cooper* and *Jim Cornell*, both October fetes.

Set-Up—*Jim Cashion* a sadder and wiser man since the recent World Series. Lost a bundle to the sensible backers of the Yankees. *Bill Bergen* to the south for a delayed honeymoon. *John Welch* a recent speaker at a PTA meeting at Warwick, New York. *Joe Kall* made his TV debut on "Kraft Theatre" last month. Numerous telegrams and phone calls of congratulation testified to the public's recognition of real talent when it sees it. *Tony Fasolina* has been chosen as "Mayor of 46th Street" by his co-workers.

Special Effects—Now that the sum-

mer clothes, spear guns, fishing rods, cameras and assorted gear have been packed away till next spring, a run down of special effects activities during the summer months reveals quite a bit of territory covered! A total of over 15,000 miles was covered by all during the three months, an average of better than 2,000 miles per person.

Kathy Fannan started the ball rolling with an air trip to London and Paris. Get her to tell you the story about her train trip from Calais to Paris. *Austin Huhn* covered the Southwest heading for Texas to look over some family property. On the way back, via Florida, he did a bit of spear fishing off the coast and had quite a few tales about the ones that got away. *Ray Lyon* went "vagabonding" heading North from his Jersey home as far as Canada. He got some wonderful shots of the falls! *Dick Aimone* "commuted" almost daily with his family to Lake Sebago, often times rounding up the neighborhood children as well. *Helen Seykora* and *Jim Hawley* both spent their vacations on Nantucket. Helen went a bit earlier in the season. It was her first trip by air and she loved it. *Jim Hawley* joined the ranks of the spear fishers or "skin divers". His rubber suit startled more than one native on the beaches at Nantucket when he emerged from the deep!

Staging Services—Up here at the Shop the feeling is unanimous that the Outing was pretty fine, indeed — in spite of the weather and the confusion it caused. So, here's to next fall and the '54 Outing and may the day be a sunny one!

Speaking of Fall, a few of the folks took advantage of its colorful beauty and saved their vacations so as to enjoy it all the more — *Bill Schelberg* and his family spent a good deal of their three weeks down in Florida, and then, since Maine was just a hop, skip and a jump from Florida (???), they decided to spend a few days in that fair state; *Kathy* and *Charlie Voucavitch* were down Bermuda way for two weeks, and *Herb* and *Lillian Lager* enjoyed touring New England and Canada via car (camped, cooked out, and all that and had a wonderful time).

Fall is "return to school time" too, and quite a few of the fellows and gals are doing just that — *John Sullivan*, for instance, is learning all about technical equipment for radio and TV via the NBC-Columbia University program, and *Mary Steuber* has taken on quite a combo for herself — TV Programming for the Local Station and *Fencing!* (The latter, of course, *not* sponsored by NBC.)

Welcome back to *Bill Riva* of the Design Department, and a "best of luck and all that" to *Gunther Speltoessner*, new paint boy for Design.

TV Network Sales — Hearty welcomes to *Conant Sawyer*, *Bill Totten*, *Joel Stivers* and *Lee Voyce* in our Sales Traffic Operations, and to *Bill Ziegler*, who so recently joined us as TV Network salesman. The Welcome Mat is also out for *Ray Eichmann*, who has joined our Sales Development Division, replacing *Lew Marcy*. Lew has recently been promoted to TV Network salesman.

Sorry to see you go department: Sales Traffic Operations losing *Randy Clarke* the end of November. Randy is retiring (temporarily, we hope) to have her first baby. And we are going to miss little *Alice Reichgott* who left the States October 19 to go to Korea with the American Red Cross. This is a wonderful thing she is doing and should be quite an adventure, too. All our best wishes go with her.

Sports Fans: Some happy faces — some sad, after the World Series — but the ones with the biggest smiles were *Ann Eldred*, *Louise Esposito*, *Anne Arkenau* and *Lee Shoebridge* who won

the daily pools. They just know the right combination, I guess. *Bill Martin*, TV Network salesman and golf enthusiast, enjoyed golfing success while on vacation in New England. Bill finished 2nd in a field of 128 golfers in the New Bedford Country Club Invitation Tournament and, shortly thereafter was runner-up in the annual Boston Advertising Golf Championship. Earlier this year Bill placed first in the NBC "Today" Tourney. Congratulations, Bill.

Finance and Services

Stenographic — Summer vacations and activities are over and Stenographic is buckling down to greet the new fall setup. To help us follow through we wish to welcome: *Irene Halpern, Joan Kelley, and Rose Krapohl*.

Louise Cobb has just become engaged to Robert Moore of Burlington, Vermont. Their wedding bells will ring Dec. 12. We of Stenographic extend to them our very best wishes for a long and happy married life.

Traffic—*Daphne Pinou* and *Steere Mathew* both treated Trafficites to candies on the same day (who cares about calories)!! Daphne's "sweets" were a gift for having been godmother to a new nephew and Mr. Mathew's was sharing part of his "loot." The Yankees were so good to him in that he won the baseball pool five times so he treated everyone! It all was yummy!

Traffic put out the welcome mat for *Warren J. Conklin*, a new Communications operator and *Harry R. Larson*, transferred from Duplicating to Communications. *Bob Sammons* enjoyed a fall vacation.

Air Conditioning—The talk is still going on about the wonderful time that was had by all at the annual NBC outing.

If someone had taken a picture of *Bill Conboy* sitting in Hessian Lake, it surely would have taken the photo contest prize. It seems that ex-sailor Bill was gallantly helping one of the ladies from a rowboat, when he lost his footing and splash!

We formed a softball team and challenged any of the winners at Dunderberg Field. As it turned out, we should have challenged the losers. We might have won if *Joe Ferrara* hadn't kept staggering out on the field, unnerving all of the players.

When *Jimmy Schlag* got up to bat,

he swung so weakly that two of the fellows had to help him. But, as they say in Brooklyn "Wait 'till next year".

Jack Caragliano's pigeons recently came in first in a \$200 race, but when Jack tried to punch the pigeon's tag in his special clock, he found that the tag wouldn't fit. His tears could have filled a bucket.

Glad to hear that *Ken Sullivan's* wife is doing so well after her recent illness.

Congratulations to *Helen and Bill Hess* on the arrival of a newcomer to the family, *Cindy*, born September 5th.

Welcome to newcomers in the department, *Arthur Maurich, Tom Leonard* and *Barney O'Neil*.

Controllors — *Ann Buron Pedersen* has returned from her honeymoon — just aglowin'. Our sincere congratulations to *Arlene Seibert* upon her recent marriage. She was presented with lovely linens. Use them in the best of health, dear —.

You! You! should really come and feast your eyes on all the new office equipment in the Payroll Division. New desks, chairs, desk trays, wastebaskets, and file cabinets — all in matching mist green. Incidentally, the posturepedic chairs are just terrific. *Josephine Smith* of the Tabulating Department is leaving for California on Nov. 1st. Here's hoping you strike it rich there. *Dorothy Alexander* is the outdoor type in our Division. She and her husband went camping and from what I gather — loved every minute of it. So glad you got the gas stove working again, Dotty!

Congratulations to *Maria Niles* for having won the Baseball Pool recently. Comes in handy. It should happen to me! *Joan Bacco* and *Maria Niles* celebrated their birthdays this month, and lovely luncheons were held for both girls. Congratulations and best wishes to both of them from all of us.

Duplicating—During the past month, the Draft has again reached into the folds of Duplicating, this time to claim *Mike Minotti*. Hope he too finds a home in the Army, at least for two years. Also missing from Duplicating is *Harry Larsen*, who is now making his 9 to 5 home in Communications. Replacing Harry and Mike are *Ray Ryback* and *Joe Lazaro*. Hope they enjoy their stay with NBC.

Duplicating was well represented at the Outing and a good time was had by all. (At least they seemed to get wetter

than anyone else!) Duplicating was also represented in the prizes for the games in the person of *Jim Plock* who won the Sack Race for an NBC Pin. Of course he had to run in the race three times before winning once and for all, but Jim always did like to do things the hard way anyhow!

P.S. — Ever hear of *Craig Taylor*? That's *Wally Boden's* other name. Don't laugh, it may be famous some day!

General Service — Your regular CHIMES correspondent, *Mary Heller*, is on the sick list at the time of this writing. Out with a bad case of the gripe. Should be back as fit as ever by the time this is published.

Congratulations to the *Ted Mayers* (he's with Supply), on the birth of their son, *Theodore George*, on October 4. All our best wishes also to *Gus Johnson*, of the Executive Kitchen, who was given a surprise birthday party on October 13.

Maude Archer, chief telephone operator in New York, flew west on her recent vacation, covering Nevada, and Hollywood and San Francisco in California. In those two cities Maude saw all the NBC people—just a wonderful bunch of folks, says Maude — shook hands with *Eddie Cantor*, and generally had a great time.

Guest Relations—Many changes in GR over the past month as ex-pages and guides add to the tradition of the long Blue line by moving up in the ranks of the Company. Fatter wallets, for instance, for the following: *Townsend "Townie" Coleman*, former supervisor of Tour Operations, into Radio Recording; *Bill Totten*, guide trainer, and *Lee Voyce*, 6th floor Key Man, into Sales Service; *Bob Andruss* and *Ed Manser*, page supervisors, moving up. *Bob* into Broadcast Operations and *Ed* to Production Costs. Fine, competent fellows, all of them, who did a great job for GR and will be assets to NBC.

Within the Department, too, many changes — *Joe Taferner* ably filling "Townie's" shoes as supervisor of Tour Operations, for example; also in the Tour Division, *Eleanor Michael* to guide trainer, *Walt Zervas* and *Bob Ostburg* to tour cashier, and *Hal Kirn* to night desk. From the page staff, *Herb Granath* moves to night supervisor.

A 21-ticket salute to the four new girls in the Broadcast Ticket Division, *Ann "A. J." Jones, Joan Gifford, Sue*

Flood and Maria Latarullo. Along with Catherine "Mickey" Sullivan, holdover from last year's squad, they give fatherly Jimmy Gaines as pretty a team as ever shoveled pasteboards through the grilled windows of the Ticket Division.

"Bon Voyage" to Marie Baxa of the Tour Division, who leaves soon for a singing tour of Israel, the Middle East and Europe. A wonderful break for a talented and pretty girl, and the whole department wishes her "Good Luck!"

One Liners: "Welcome Home" to John Falk, back in the Ticket Division after a two-year stint as sergeant in the Marine Corps. Jack has a good sense of humor, and he'll need it at that ticket window. Bugles for Charles "Chuck" Grinker who has left the GR Blue for the Olive Drab. Chuck was a good page and he'll be a good soldier. GR party season in full swing, and several over-enthusiastic party givers are already decorating new apartments — a couple of the guidettes report that landladies are getting touchier every year. Hugh Teaney, Jim Gaines and Charles "Chuckles" Dempsey back from a late-summer vacation trip to California, and singing the praises of the land of silk and money. They'll probably never be the same, and this may be an improvement. Congrats to Walt Thompson of the Day page staff for winning the first annual award of the Gene Rayburn Scholarship Fund for pages and guides, and thax from all of GR to the WNBC star for a fine gesture. Add "Welcome Homes:" to Tom O'Keefe, back to reception after a hitch with the Marines in Korea, and to Lois Zierk, returning to the guidette staff after a summer of stock.

Legal—Our welcome mat has been getting a good workout lately. This month the department welcomed Joy DeMarinis, who is taking over Ann Debus's duties in Tom Ervin's office, while Ann has an added duty, that of Legal Department receptionist.

Tam Behrens reports that she became "Aunt Tam" for the first time recently when her brother Ken became the proud father of a baby girl. Our heartiest congratulations to mother, father and, of course, Aunt Tam.

We are all happy to hear that John Shute's daughter Lin is now well on the mend and back at home from Children's Hospital after a siege of illness.

Doris Crooker, is now back with us after a wonderful week at Lake Mohonk in the Catskills.

Owned and Operated Stations

Spot Sales—Biggest news of the year for Spot Sales was its Two-and-a-Half-Million-Dollar-Week. Sept. 14-18.

In celebration of the group's phenomenal sales week, Charles Denny, NBC vice president in charge of O & O, invited Spot Sales director Tom McFadden and his entire staff to have a drink with him Oct. 1 at the Dorset.

The ensuing party turned out to be a get-acquainted affair for all of Spot Sales' new personnel and the O & O persons who have recently moved into quarters on the third floor.

The new Spot Sales employees include: Ted Walworth, TV salesman; Ed Jameson, Radio salesman; Ray Johnson, TV promotion supervisor; Herb Meyer, sales presentation writer; Carol Kynoch, assistant to the office manager; Shirley Joblove and Carol Kane, secretaries, respectively, to the Radio and TV promotion units; Ann Hunt, secretary to the Radio and TV research supervisors; Ann Morris and Lillian Lang, TV sales secretaries; Rosemarie Birner, Radio sales secretary; Evelyn Happel, Sales Service contract assistant; Marilyn (Lynn) Schroeder, traffic clerk; Marie Tarquino, Sales Service clerk; Joyce A. Wotke, Sales Service file clerk; and Dennis DeSousa, messenger.

Reorganization of the Sales Development, Advertising, Promotion and Research Department resulted in these new title changes and promotions: Hank Shepard, new business and promotion manager; Mort Gaffin, advertising and research manager; Dick Golden, sales development and research manager; Ellen Lurie, coordinator; Eileen Killilea, (cq) secretary to Shepard; Diane Massey, secretary to Mr. Gaffin; Barbara (Bruns) Nothel, secretary to Mr. Golden.

Other Spot Sales promotions and title changes: Robert Barron, TV salesman; Maria Crafa, national traffic supervisor; Elna Steinmann, assistant to the commercial requirement supervisor; Lillian Martinez, Eastern traffic supervisor, and Jane Bower, secretary to the Eastern TV sales manager.

Engagement of Arlene Dodge, secretary to the sales service manager, to Bill Walpole, was announced last month by her brother. They'll be married Nov. 7 in St. Patrick's Cathedral Chapel. . . . Barbara Bruns was married Sept. 26 to Jack Nothel, Jr., in Forest Hills. They honeymooned in Sea Island, Ga. . . . Traffic clerk Mary

Brain, who was married in mid-September in Jersey City to Navyman Marvin Hoscheid, is to leave NBC on the 16th to work closer to her Jersey home. . . . TV sales secretary Anne (Tucker) and Towner Coleman, wed in July in Westport, Conn., have an apartment on East 87th Street.

Two TV salesmen, Ted Walworth and Jack Ryan, became fathers the same day at the same hospital. Both had sons, born in Greenwich Hospital Sept. 29. Tommy Clancy, former Spot Sales messenger, is recuperating from an emergency appendectomy. Jane Lewis, TV sales secretary, is back at her desk after three weeks' sick leave. Off on a motor trip through the West, Jack Reber and Mrs. Reber will pay a visit to the West Coast stations before returning in mid-month.

O&O Administration—Sad to report that all vacations are over and we must sit back to relive the last one and look forward to the next. We of O&O are mighty proud of our record of travel — from Maine to California and from Canada to Colombia. When Mildred Barr returned to 309 from her West Indies cruise on the *Ocean Monarch*, everyone, including Rocky, the parakeet, was lined up to greet her and hear all about the best trip yet.

Now let's see what's been going on around the office lately. Bob Ciasca reports that his new car is coming in very handy now that the weather is so nice. Despite the week-end traffic, he enjoys driving all over the island. Dick Templeton and Jane are beginning to show the strain of raising Howie. He's quite a boy — and where does he ever think up all the things to get into, they would like to know. Howie doesn't realize it, but he keeps us laughing at his antics. Nick Gordon has learned that we baptize all new employees in NBC under fire. He has been one busy boy lately, having just returned from a week's trip to our stations in Chicago.

Tom O'Brien is spending all his free time taking leaves these days. Now that he's moved into his new home in Hackensack, he claims that every leaf in New Jersey comes to rest on his lawn. Anyway, Tom, congratulations on your new home!

The distaff side of the office has been busy lately too. Jo Bucaria spends all her free time commuting, it seems. It's either a trip out to Patchogue or a battle to get back to her residence downtown. Ever since Sarah Wilner's family has acquired a French poodle

named Fluffy, we have been hearing about her. Last week she appeared in the office and we were all ready to adopt her as our mascot. Incidentally, the next time you run into *Ann Winers*, ask about the picture *Bob Ciasca* has of her.

Anyone notice the bags under *Jim Chandler's* eyes lately? Well, let me hasten to say that there are two causes. The other night he broke his glasses and has been trying to see all the budgets through a make-shift pair. But even worse than that is the fact that both of the Chandler offsprings, *Bobbie* and *Tommy*, have the whooping cough.

Personnel Division

Personnel—*Dave Broadfoot* is sitting up nights lately with his new dog — a beautiful setter pup, *Milt Williams*, another dog fancier, has a new acquisition, but this time it's a gleaming ivory and green '53 Pontiac. Hear tell it features every possible accessory except foxtails.

Jean Collins is spending a late vacation at home. Rather we should use the plural, for *Jean* hopes to move into her new apartment in Peter Cooper Village during that time.

Dunc Wood took a trip up Connecticut way recently to attend a meeting of the Board of Trustees of the Pomfret prep school, of which he is a member.

Our deepest sympathies are extended to *B. Lovell Jacobsen*, director of Personnel, on the death of his sister.

The welcome mat is out for new records clerks: *Kathleen MacLeod*, *Berry Campbell* and *Adrienne Hughes*.

By the time this issue is out we will have bid goodbye to *Barbara Cheel* of Employee Services, who has left to go back to her home in Rhode Island.

Grace Anderson is back from a bout with pneumonia to assume her new duties as secretary to *Mr. Jacobsen*.

The Common Cold

Continued from page 17

as penicillin, aureomycin, terramycin, and the "sulfas". These are prescribed only by your doctor.

What about cold vaccines? So far there is no vaccine potent against the virus of the common cold. The influenza virus vaccine is of doubtful value even for protection against influenza or grippe. Vaccines against the secondary bacterial invaders are available. Those that are taken by mouth are of very questionable value; but those that are

given by hypodermic can be helpful for those who suffer from attacks of sinusitis or bronchitis. However, to be effective, the vaccine must be given at regular intervals all through the winter.

O & O Engineering

Continued from page 13

transmission, will be installed. *Thomas Buzalski*, another NBC longtermer, with an employment date of 1929, and his staff of ten engineers and a porter, run operations there.

WNBC's 50,000 transmitter moved to Port Washington peninsula in 1940, after many years at Bellmore, Long Island. The antenna is 325 feet above the ground and 445 feet above sea level. Located in the distinctly suburban Port Washington area, the two towers are set in director array, pushing a more powerful signal westward than eastward, in order to give greater coverage to Metropolitan New York. Station engineer *John Flynn*, a 26-year man, nine transmitter engineers and a porter operate the Port Washington transmitter.

New TV Plant for Cleveland

In Cleveland, the big attention-getter, engineering-wise, is the new television plant going up in Parma, and WNBC's switch from Channel 4 to Channel 3. All of NBC Cleveland's three transmitters, for WTAM, WTAM-FM and WNBK, have been at Brecksville, Ohio. In order to provide better television coverage for the Cleveland area, the new TV site at Parma was selected. Construction has been under way for some months, and the new plant should go into operation approximately December 1. The WTAM and WTAM-FM transmitters will remain at Brecksville.

The offices and studios of NBC Cleveland are located at 815 Superior Ave., in the heart of the city. Although it is now known as the NBC Building, that structure once was a bank. The nature of that earlier tenant has caused some unique engineering problems. No, no troubles with old bags of money lying around, but the first time our engineers tried to run a conduit through the walls in the basement, where some of the equipment is housed, they were somewhat dismayed. The walls of those old vaults are up to three feet in thickness.

An interesting note is that three of NBC Cleveland's top engineers—*S. E.*

Leonard, engineer in charge; *John Disbrow*, AM Technical Operations supervisor; and *C. C. Russell*—all have the same date of NBC employment, October 16, 1930. *Mr. Russell*, incidentally, is retiring on the first of the year. The fourth member of Cleveland's top engineering team is *Bill Howard*, is TV Technical Operations supervisor.

Merrill Mueller

Continued from page 16

a European manager. It hired *Mueller*, and back to London he went, this time with the additional job as special reporter for NBC.

He was in North Africa when our troops landed, once was called upon to serve as a French interpreter for the American high command. He covered the Sicily campaign, the Battle of Italy, D-Day in 1944, the thrust into Normandy, and the Battle of the Rhine.

Following VE-Day, *Mueller* was reassigned by NBC to the Pacific Theatre where he followed the war to its conclusion, covering the dropping of the A-bomb on Hiroshima, and the surrender of Japan aboard the *Missouri*.

At the conclusion of the war in the Pacific, as though he had not yet had his fill of overseas travel, and by all the rules of logic now deserving of "a long rest," *Merrill Mueller* received a query from network officials. He was asked whether he would be interested in managing NBC's London bureau. His answer was in the affirmative, and he found himself projected once more into the international scene.

There is always a lighter side, and this came in the form of some big stories he personally handled for NBC while on "Assignment Europe"—stories such as the marriage of *Princess Elizabeth*, the rehabilitation of the economy of war-weary Europe through the Marshall Plan and, best of all, his own marriage to the former *Edith Nicholson*, whom he met in London.

In 1952, *Mueller* received a domestic assignment, his first in many years: the Presidential campaign of *General Eisenhower*.

Many honors have been conferred upon *Mueller*: the Purple Heart, the Order of the British Empire, signed commendations from *President Eisenhower* and royal representatives of the British Empire, the French Legion of Honor, a Sigma Delta Chi award, an Overseas Press Club award, and two *Headliners'* awards.

NBC RADIO MAKES NEWS

NBC'S \$5,000,000
 NBC Tosses Genuine Radio 'Blockbuster'
 28 New Radio Shows Scheduled
 Many New Shows Scheduled In Sweep By NBC Radio

Better Programs On the Way for Radio Listeners
 Dozen New NBC Shows To Be Premiered Today
 Drama Bulks Large In Offerings Arranged To Bolster Radio Net

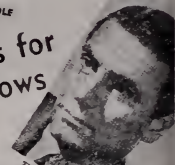
On The Air—
28 NBC Radio Shows To Bow

Revolution Shakes NBC Radio Setup; Sarnoff Introduces 'Vertical' Program

BET ON RADIO
 28 NEW SHOWS IN OCT. KICKOFF

Galaxy of Stars for NBC Radio Shows

Radio Revue Program Lineup Best Ever



NBC'S BLUE-RIBBON BUNDLE

On the Air
 Radio Is Rediscovered... N. B. C. to Introduce 28 New Programs Next Week

Launched on NBC

NBC To Revamp Radio Schedules
 28 New Radio Shows Next Week



JUST A FEW OF THE BRILLIANT STARS ON KPRC THIS SEASON
 Frank Sinatra, Helen Hayes, Claire Bloom and Sir Laurence Olivier

Innovations and New Radio Programs Arriving on KPRC in Record Numbers

Has Video Killed Radio? Not at NBC!



Radio Is Bolstering Schedules

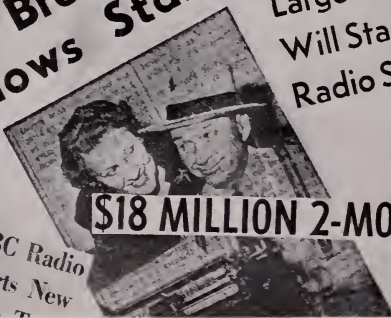
Sarnoff Has New Idea To Boom Broadcasting
 Many New Features Scheduled

Breaks the Sound Barrier with Dial 1320

'Magic 28' New Shows To Be Launched This Week by NBC

KDYL Radio
 28 New Shows Starting Today

Large Group Of New Programs Will Start This Week Over Radio Sta. **WMC**
 NBC Revamps Radio Show



NBC Radio Is Planning "New Look" for Autumn

\$18 MILLION 2-MO. NBC RADIO TAKE

Web Racks Up Large Billing In Period Since TV Separation \$2,000,000 In New Order.

Drama—News—Music Highlight KDYL Shows For Your New Radio Enjoyment
 NBC Radio Starts New Push

NBC

CHIMES

December • 1953



"AMAHL AND THE NIGHT VISITORS"
— An NBC Christmas Tradition

See page 15



CHIMES

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Betty McLoughlin, *Film Library*
Suzanne Salter, *Admin., Prod. & Sales*

A Christmas Message

To All NBC Employees:

On this, my first Christmas as the President of NBC, I would like to take this means of expressing on behalf of the management our sincere gratitude for your efforts during the past year. It has been through the devotion, enthusiasm and hard work of all NBC employees that in 1953 we have been able to strengthen NBC's position as the leader in the broadcasting field.

I would like to add my own personal wishes to all of you and your families for a very Merry Christmas and a New Year filled with health and happiness.

Sylvester L. Weaver, Jr.

'King Richard II' on NBC-TV With Maurice Evans Jan. 24

Maurice Evans, who won national acclaim in his television debut as "Hamlet" on NBC-TV last April, will re-create the role that won him stardom in this country when he presents his two-hour production of Shakespeare's "King Richard II" on "Hallmark Hall of Fame" Sunday, Jan. 24.

This will mark the first television version of Shakespeare's historical tragedy, and Evans' second appearance on TV.

Sarah Churchill, hostess, narrator and star of "Hallmark Hall of Fame" in its regular one-hour format seen each Sunday, will be reunited with Evans for "King Richard II," enacting the role of his Queen. Miss Churchill was Ophelia in Evans' TV production of "Hamlet."

The production will be sponsored by Hall Brothers, Inc., in behalf of Hallmark greeting cards. Hall Brothers also sponsored Evans' video "Hamlet." Maurice Evans has virtually retained

intact the unit associated with him on "Hamlet." Albert McCleery will be NBC executive producer and director. George Scheafer will direct for the Evans office. Emmett Rogers and Mildred Freed Alberg will be associate producers. Once more Richard Sylbert will design the scenery and Noel Taylor will be in charge of costumes.

Maurice Evans took Broadway by storm when he first presented "King Richard II" in New York in February, 1937. Always considered one of the Bard's more difficult plays to present, it had not been given in this country for 60 years. No actor in the history of the American theatre has ever received more lavish praise than that heaped upon Evans by critics and public alike immediately following his appearance as Richard. It is generally conceded to be his greatest role.

An outstanding cast is being assembled by Evans for the other leading roles in the play.

Weaver New NBC President

Robert W. Sarnoff Elected Executive Vice President;

Gen. Sarnoff Continues Active as Board Chairman

Sylvester L. Weaver, Jr., has been elected president of the National Broadcasting Company, it was announced on Dec. 4 by Brig. General David Sarnoff, chairman of the board of RCA and NBC, following a regular meeting of the Board of Directors.



Sylvester L. Weaver
President of NBC.

Mr. Weaver joined NBC in 1949 as head of its television operations after 23 years in the broadcasting and advertising business, including service as vice president in charge of broadcasting for Young & Rubicam and advertising manager for the American Tobacco Company. He was put in charge of both radio and television networks for NBC in the summer of 1952, and became vice chairman of the board in December of that year.

The election of Robert W. Sarnoff as executive vice president was also announced. Mr. Sarnoff, who joined NBC in 1943 after several years with

the Cowles publications, has been serving as vice president in charge of the NBC Film Division and as Mr. Weaver's executive officer.

General Sarnoff said that in his capacity as board chairman he would continue to take an active interest in the company, and that Mr. Weaver would report directly to him.

"All these months that I have been acting as president, as well as chairman of NBC, have confirmed my belief that basic to the broadcasting business is the quality and character of its program structure—the play's the thing," General Sarnoff said. "Before and above all else, we have a responsibility to build not only the best individual programs, but a complete schedule of good programs that will satisfy the varied needs and interests of the vast public we serve. Only in this way can a network continue to hold its great audience. Moreover, this is the surest way to serve the public interest, the interest of our stockholders and the interest of advertisers who use and support the facilities of NBC and its affiliates.

"So, I concluded that the president of NBC should have an awareness of high purpose, a sincere regard for public service, a proven capacity for showmanship, a thorough understanding of the advertisers' needs and problems, and an appreciation of the economic facts of life in the broadcasting industry."

Sating that Mr. Weaver "has a happy combination of the attitudes, talents and experience needed for the job," General Sarnoff said, "he will have my full support in his efforts to keep our network first in programming, first in audience, first in sales and first in public service."

General Sarnoff said that the election of Robert Sarnoff as executive vice president would relieve Weaver of the burden of administrative details.

"The years of understanding and effective relationship between Pat Weaver and Bob Sarnoff, working for the same goals, assure for the company a continuation of their harmonious and

productive teamwork," General Sarnoff said. "Since we have chosen for these key executive positions young men of proven ability—Pat Weaver is 44 and Bob Sarnoff 35—we are all set for many years to come. Now we can concentrate all our efforts on strengthening our position as the nation's number one broadcaster."

In a closed-circuit broadcast to NBC affiliated stations, Mr. Weaver expressed his determination to "make NBC the greatest social force and the greatest selling force in the nation," and paid tribute to General Sarnoff for his "vision and courage in pioneering radio, then television, and now color television.

"You, more than any other man, are responsible not only for the creation and growth of this great company, but for the existence and strength of broadcasting itself," Mr. Weaver said. "In my efforts to build on what has gone before, it will be a great source of strength to me to have your guidance and support."

Mr. Weaver expressed his gratification that the Board of Directors had followed his recommendation that Mr. Sarnoff be elected executive vice president.

"Bob and I make a good team," he said. "We respect each other. We both have a genuine desire to advance NBC's interests because we are convinced that's the best way we can advance the interests of our audience, our sponsors and our affiliates. And we have the same fundamental concept of our job.

"As broadcasting men, we believe that NBC must program for all segments of our population—must serve the entire public with useful, entertaining, informing and inspiring programs.

"As advertising men, we believe in building this great national medium to serve American business as the most efficient means by which it can sell its goods and services; and we intend to make it possible for any advertiser who can afford any national advertising

(Continued on next page)

(Continued from preceding page)

medium at all to afford our facilities, too.

"Not only can we act together from years of experience in acting together, but Bob has been working, as I have, with most of the active department heads of NBC; and we know we have a winning combination."

Mr. Weaver commented on the "plus" that NBC enjoys in being associated with RCA. "Our nation's entire broadcasting service rests on a broad foundation of scientific research and engineering accomplishment. We broadcasters are only the part of the iceberg that shows above the surface," he said. "In my work with the entire RCA organization on color in these last months, I have come to an entirely new realization of the strength and extent of RCA's leadership in the areas of research, engineering and sales, on which our own broadcasting service is so dependent.

"We look forward eagerly to the new tools our scientists will give us to increase the effectiveness of our broadcasting service to the public.

"And when I speak of our broadcasting service I most certainly refer to radio, as well as to television. I firmly believe in the value and permanency of radio. NBC is the pioneer in radio and led the way in developing this medium. We are determined to meet the challenge of changing conditions and to take advantage of every opportunity to create new services and to increase business for sound broadcasting."

A native of Los Angeles, and a Phi Beta Kappa graduate of Dartmouth in 1930, Weaver entered broadcasting in 1932 as a writer for KHJ. He became program manager of Don Lee in San Francisco in 1934, and a year later joined Young & Rubicam in New York where he became manager of the radio division. In 1933, before he was thirty, he became advertising manager of the American Tobacco Company, and a member of the top management group. On leave of absence in 1941, he headed radio for the Coordinator of Inter-American Affairs. He next spent two years in the Navy in command of an escort vessel, and nine months pro-



Robert W. Sarnoff, Executive Vice President.

Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, shown (left) greeting Sylvester L. Weaver, Jr., (center) newly-elected President of the National Broadcasting Company, and Robert W. Sarnoff, newly-elected Executive Vice President. Following the meeting of the Board of Directors at which Mr. Weaver and Mr. Sarnoff were elevated to their new posts, Gen. Sarnoff and Mr. Weaver addressed the radio and television affiliates of NBC over a closed circuit.



ducing "Command Performance," the great wartime radio show for men overseas. After the war Weaver rejoined American Tobacco, and in 1947 returned to Young & Rubicam as vice president in charge of radio and television, again serving on the agency's plans board and executive committee. In 1949 he joined NBC.

Robert Sarnoff, son of Brig. General David Sarnoff, a native of New York City, graduated from Harvard in 1939. After a year at Columbia Law School, a year in the office of U. S. Coordinator of Information and three years as a naval officer, he became assistant in 1945 to Gardner Cowles, Jr., publisher of the Des Moines *Register & Tribune*. In 1946 he joined the staff of *Look* magazine, and in 1948 moved to NBC where he served in a variety of executive capacities, and launched "Victory at Sea," the famous NBC-Navy documentary, for which he received the Navy's Distinguished Public Service Award. He was elected a vice president in 1951, named head of the NBC Film Division a year later, became Mr. Weaver's executive officer this September, and was elected to the Board of Directors in October.

TV Affiliates Reaffirm Confidence in NBC

Hail Network's Progress at Chicago Meeting

NBC's television affiliates gave the network a unanimous reaffirmation of confidence in Chicago Nov. 18 when they adopted a resolution hailing NBC-TV's "outstanding progress" and accomplishments.

The resolution, envisioning NBC "on the threshold of the greatest period of achievement in its history," was adopted at the close of a two-day meeting of representatives of 120 NBC-TV affiliates. Sessions were held at the Drake Hotel.

The resolution read:

"Whereas: We, the television affiliates of the National Broadcasting Company have had our first general meeting with NBC representatives since the Princeton, N. J., meeting in May, 1953, and have considered the progress of the NBC Television Network since that time.

"Be it resolved: That we reaffirm the resolution adopted at Princeton expressing our confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by General Sarnoff.

"In the short space of six months, this program of action has been carried fully into effect. Under the direction of General Sarnoff, and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertisers.

"While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and enlargement of its pre-eminence in creative programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations.

"NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history.

"We unanimously endorse the presentations of the NBC representatives as reports of outstanding progress, and with this expression of confidence in

General Sarnoff and the organization he heads, we adjourn our meeting."

Walter Damm, vice president and

general manager of WTMJ-TV, Milwaukee, and chairman of the affiliates' group, presided at the meetings.

Gen. Sarnoff Turns Over Largest Radio Transmitter to U.S. Navy

Brig. Gen. David Sarnoff tapped out in wireless code the first message sent out over the world's most powerful radio transmitter at its dedication Nov. 18. Located at Jim Creek Valley, Washington, the 1,200,000 watt plant was built for the U. S. Navy by RCA.

The message General Sarnoff sent out was from Admiral Robert B. Carney, Chief of Naval Operations, and was directed to U. S. Naval units on land, in the air and under the surface of the sea. For the first time in the nation's history the Navy was able to flash instantaneously a wireless mes-

sage around the world to all of its ships and naval units.

The giant radio station, a six-year project of RCA and the Navy, was constructed to provide the Navy with instantaneous world-wide communication with its fleets. Its output is more than twice that of any existing military transmitter and 22 times greater than any U. S. commercial station.

Before the first message left Jim Creek Valley, the transmitter was officially turned over to Admiral Carney by General Sarnoff on behalf of the Radio Corporation of America.

WTAM Honors Cleveland Press on 75th Anniversary:



WTAM, Cleveland, honored the Cleveland Press recently on the paper's 75th anniversary. Louis B. Seltzer of the Press is seen here cutting the birthday cake presented to him on a special two-hour WTAM "Bandwagon" show. Looking on, left to right, are Lloyd Yoder, general manager, WTAM, WNBK; Mr. Seltzer; emcee Johnny Andrews; bandmaster Henry Levine, and vocalist Jackie Lynn.

Hollywood Sees Color TV

First Coast-to-Coast Compatible Color TV Demonstration Is Climaxed by Gen. Sarnoff's Announcement of TV Tape Recording

Climaxing the first coast-to-coast demonstration of the RCA compatible color television system, which took place in Hollywood on Nov. 3, Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, announced that RCA has achieved magnetic tape recording of color television programs as well as in black-and-white.

The demonstration of a color show featured live talent performing in the NBC color television studios at the Colonial Theatre in New York City. The color program traveled over a 4,000-mile radio relay circuit of the Bell System and was viewed on RCA color receivers located in NBC studios in Burbank, Calif. The program also demonstrated the first transcontinental transmission of color film for television.

The RCA compatible color television system operates on the signal specifications which have been recommended by RCA and others in the industry for approval by the Federal Communications Commission as the government standards for commercial color television.

In announcing the achievement of video tape recording in color as well as in black-and-white, General Sarnoff said that electronic motion pictures and home video recordings are future possibilities that will stem from this development. He described it as holding great promise for the motion picture industry, as well as for the television industry, and declared: "Here is an electronic development endowed with a far wider horizon than its immediate purpose in TV broadcasting. It is a method that records and reproduces pictures in motion in black-and-white and in color, with no intermediate steps such as film processing. It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the 'rushes.'"

General Sarnoff announced that on Dec. 1st, RCA would demonstrate at

its Princeton, N. J., Laboratories the present status of tape-recording of television pictures both in black-and-white and in color.

'wiped off' and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribution to



Seen with one of the experimental color receivers at the historic demonstration are, left to right: Dr. Charles B. Jolliffe, vice president and technical director, RCA; Brig Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; O. B. Hanson, NBC vice president and chief engineer; Frank Folsom, president of RCA, and Emanuel Sacks, NBC and RCA staff vice president.

He said the RCA development of tape recording was part of a request he made at RCA Laboratories in September, 1951, at a party commemorating his 45th year of service in radio. The request, he related, was that the scientists and research men would give him three presents to mark his 50th anniversary in 1956: (1) a television picture tape recorder; (2) an inexpensive electronic air-conditioner without moving parts; and (3) a true amplifier of light. He did not catch the RCA scientists and research men by surprise, he remarked, for they had already been exploring in those fields.

"Our men already have achieved recording of color as well as black-and-white television programs on magnetic tape," said General Sarnoff. "When I watched a demonstration a week or two ago in our Laboratories, I was amazed at the results. The process is electronic for the camera, for the making of the tape record, and for playing the tape. And there is the added advantage that the tape may be

television stations throughout the country and eventually throughout the world.

"I believe that further technical progress, which is certain to continue, will make the magnetic tape-recording process inexpensive and economical. This new development obviously holds great promise for the motion picture industry as well as for the television industry.

"Magnetic tape recording of video signals should make possible simple means by which a TV set owner can make recordings of television pictures in the home. And they can then be 'performed' over and over through the television receiver just as a phonograph record is played at will. It may also be possible to make video tape home movies with no need to send the tape away for processing.

"We consider it vital for the future of the television art to move rapidly toward perfection of video tape-recording in order to provide the television industry with a practical, low-cost so-

lution of program recording, immediate playback and rapid distribution," continued General Sarnoff. "Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital."

"In my lifetime I have witnessed many advances in radio, television and electronics," said General Sarnoff, "but few have stirred my imagination more in recent years than color television and video tape-recording."

"Electronic motion pictures—in black-and-white and in color—for television, for the theatre and for the home will stem from this remarkable development. Today we are only on the threshold. But the electronic door has been opened wide and gives us a fascinating vista of the future."

General Sarnoff was introduced by Sylvester L. Weaver, Jr., who has since been elected NBC President. Reviewing NBC's timetable for the advancement of color television, Mr. Weaver reported that the network is planning to convert its studios in Burbank, Calif., and Brooklyn, N. Y., to color. In addition to the Colonial Theatre, NBC has in New York another color studio, a color film studio and a remote color unit for outside pickups, he added, and has on order with the RCA Victor Division 20 color cameras, 20 camera chains, remote gear and associated equipment.

Subject to FCC approval of standards, Mr. Weaver said, NBC is planning for the remainder of the year to colorcast "Mr. Peepers," Bob Hope, Donald O'Connor, Dave Garroway, "Your Show of Shows," the "Kraft Television Theatre," "This Is Your

Life," "Amahl and The Night Visitors" and, on New Year's Day, the Tournament of Roses Parade, eventually giving each major show on its schedule a "color premiere" under NBC's introductory year plan.

Color television, Mr. Weaver asserted, will increase the number of hours American families spend with their television sets, increase the scope of programs and improve their quality. Color programs, he continued, will mean better programs for present set owners while they continue to see the better service in black-and-white.

"Color will bring a new stimulation to the creative groups because they can present entertainment as they see it naturally with their own eyes," Mr. Weaver said. "In the coverage of the world of reality—which is the great faculty of television—color will be an added dimension and give the people a completely accurate picture of the event as and when it happens."

In marketing, Mr. Weaver predicted, color television will change present advertising patterns by advancing shared-sponsorships; giving small as well as large advertisers a chance to participate; gathering a larger share of the nation's \$7,000,000,000 annual advertising expenditure; and serving as an upward thrust to improve the standard of living.

The equipment used for transmitting the color film was a 16 mm fast pull-down projector with a flying spot scanner, an RCA development. This system, now in commercial production, was one of three methods of telecasting film which were demonstrated for the first time on Oct. 29, to broadcast engineering consultants at a color television seminar sponsored by the RCA Victor Division in Camden, N. J.

The color receivers used in the Hollywood demonstration were in-



Sylvester L. Weaver, Jr., now president of NBC, left, and General Sarnoff are pictured a few minutes before the first trans-continental color telecast.

stalled by the local staff of the RCA Service Company, the same personnel who install and service the standard black-and-white receiving sets now in the area.

Host for the showing was John West, Vice President in charge of NBC's Pacific Division.

Accompanying General Sarnoff for the West Coast showings, besides Mr. Weaver, were: Frank Folsom, President of RCA; Robert W. Sarnoff, now Executive Vice President; Emanuel Sacks, Staff Vice President; Dr. Charles B. Jolliffe, Vice President and Technical Director of RCA; and O. B. Hanson, Vice President and Chief Engineer of NBC.

Immediately following the showing members of the nation's press began calling in their stories on special phones set up for their use. While their techniques varied, their stories were essentially the same. . . . "It was the greatest thing they'd ever seen." When a beautiful flower bedecked hat changed from the conventional black-and-white picture into radiant hues, reds and yellows, a gasp went up from the assembled throng and one syndicated news reporter later said, "It knocked me right on the seat of my pants."

Writing in the Los Angeles *Mirror*, Hal Humphrey, described by his newspaper as the "usually reserved television and radio editor," said: "It's so beautiful, it knocks you right out of your seat. . . . There's no doubt about it, this is it. . . . I couldn't keep my eyes from the colorcast. . . . The public is going to love it. . . . A new and bigger boom in the television industry is just around the corner."

Among those attending a special luncheon immediately following the color telecast were, left to right: Robert W. Sarnoff, now NBC executive vice president; Jack Webb, star of NBC's top-rated radio and TV show, "Dragnet"; General Sarnoff, and John K. West, vice president in charge of NBC's Pacific Division



Social Security Rates Going Up

The OASI Tax Contribution for You and for NBC Rising One Half Per Cent Each on January 1

An automatic increase in the tax contributions of employees and employers to the Old Age and Survivors Insurance program—better known to us as Social Security—will go into effect on January 1.

It will mean an increase of one half of one per cent over what we—and NBC—are paying now.

For the past two years we have been contributing one and one half per cent of \$3,600 of annual wages, up to a maximum contribution a year of \$54. NBC has been paying an equal amount. Under the new rates, the contribution goes up to two per cent of \$3,600 of annual wages, with a maximum of \$74 a year, both for the individual employee and for NBC.

These changes are the result of the amendments to the original law, which were passed in 1950. These amendments brought about other changes, too, most of which have gone into effect during the past year, such as extending the time for wage credits for military service; increasing monthly benefits, and increasing the amount an individual can earn after retirement without losing Social Security benefits.

Social Security is the family insurance plan provided by the Social Security law and operated by the government. Under this law, employees and employers contribute during the individual's working years to provide an

In case the increase in Social Security contributions has you worried, don't forget that personal income taxes are scheduled to be reduced by ten per cent, also effective on January 1 of this coming year.

income for the employee and/or his family when the usual income from employment is cut off by old age or death.

Through contributions based on the amount of wages, rights to future benefits are established. The amount of the insured person's average monthly earnings and the number of other members of the family who are entitled to payments as dependents determine the monthly benefits to a family.

There are four kinds of payments:

1. Monthly retirement payments to insured persons 65 or over and their families.

2. Monthly payments to insured persons and their families if the insured person is 75 or over even if he is still working.

3. Monthly survivors payments to the families of insured persons who die.

4. Lump-sum payments to an insured person's widow or widower, or to the person who paid the employee's

burial expenses. The lump sum will be paid even when there is a survivor who is immediately eligible for monthly insurance payments.

Present Benefits

The maximum benefit payment for a retired individual today is \$85 a month. A man and wife at age 65 could receive \$127.50, and the maximum payment to a family group including children under 18, is \$168.75 a month. The minimum monthly benefit is \$25.

Survivors protection, so important in family planning, is provided by monthly benefits on behalf of children under 18, the widow at any age with minor children in her care, and to the widow at 65, for the rest of her life. The maximum survivors monthly payment to a family is \$168.75. A lump-sum death payment is also payable to the widow, widower, or person who paid the burial expenses. The maximum lump-sum is \$255. In some cases benefits are also payable to dependent husbands or parents.

Check Your Records

There are just two steps a wage-earner must take to make sure that his Social Security records are correct, in order to protect his investment in future benefits:

1. Always make sure that your employer has a permanent record of your name and Social Security number exactly as it appears on your card. This simple rule will protect the completeness of your wage record, that in turn governs the amount of benefits payable to you and your family.

2. Check the completeness of your posted wage record at least once every three years by securing the wage inquiry card "7001" from Employee Services in NBC New York, your personnel representative, or the nearest Social Security Field Office.

There are two times for prompt action: following retirement at age 65, or at the death of an insured person. On retirement be guided by NBC's advice and visit the nearest Social Security office without delay.

**Maximum
Social Security Payments
Based on Earnings After 1950**

Average Monthly Earnings After 1950	Retired Employee	Retired Employee And Spouse at 65	Retired Employee, Spouse, One Child
\$300.00	\$85.00	\$127.50	\$168.80
280.00	82.00	123.00	164.00
260.00	79.00	118.50	158.00
240.00	76.00	114.00	152.00
220.00	73.00	109.50	146.00
200.00	70.00	105.00	140.00
190.00	68.50	102.80	137.10
180.00	67.00	100.50	134.00

NBC Sponsors:

P. LORILLARD COMPANY

**"Old Gold Cures Just One Thing –
The World's Finest Tobacco"**

On May 27, 1789, two New York tobaccoists, the brothers Peter and George Lorillard, published an advertisement. It was of an Indian smoking a long clay pipe while leaning against a hoghead marked "Best Virginia," and recommends Lorillard products—cut tobacco, plug, snuff and ladies' twist. All are stated to be "sold reasonable," and a money-back-if-not-satisfied guarantee is offered.

This is the earliest known American advertisement of tobacco, and the money-back guarantee is surely one of the first in American business.

Judging from their evidenced faith in advertising, the brothers Lorillard probably would have predicted that 164 years later, their company would still be strongly convinced of the value of telling its story to the public through advertisements. It's unlikely, however, that they could have foreseen that every Tuesday night, in millions of homes across the country, lights would go on in box-like pieces of furniture with glass screens, upon which would appear a baggy-eyed face, imparting in nasal tones the story of P. Lorillard products.

Happily for the National Broadcasting Company and for the American public, the P. Lorillard Company has seen fit to present each week over our facilities the television show, "Judge for Yourself," starring Fred Allen, the man who is generally acknowledged to be one of the greatest of contemporary humorists. This is not the first video effort for Fred, but according to critics, it is the first one in which he has "found himself." The show's unique format offers two panels, one made up of three showbusiness experts and the other of three amateurs. Each rates three top-flight acts in order of excellence, the amateurs choosing singly and the experts as a group. The amateur whose choice coincides with that of the experts takes home a \$1,000 cash

prize. The bounty is divided if more than one amateur agrees with the professional trio. All this is presided over by the artful master of the ad-lib, Mr. Allen, who has ample opportunity during the show to get off his hilarious and often barbed comments on just about anything that interests him.

Our associations with P. Lorillard and with Fred Allen have been longstanding ones, and it's no secret that the union of the two into a highly successful combination on our network is a source of great satisfaction to NBC.

The 164 years since that pioneer advertisement appeared is a long time, but even then, the Lorillard firm already had been in existence for 29 years and was a well-established New York tobacco house.

It was in 1760 that Pierre Lorillard, a young French immigrant, opened a tobacco factory and store at Chatham Street near Tryon Row in New York City. How the company he founded and passed on to his sons Peter and George, grew from a small family firm into a great corporation with more than 26,000 owners, its stockholders, and with four manufacturing plants, leaf handling facilities at eight sites, and over 100 division offices across the nation, is more than a history of a business. In a striking sense it is part of the annals of the United States. For nearly two centuries Lorillard has contributed to the wealth of the country's economy and standards of living by enterprise and ingenuity in the best American tradition. Lorillard "firsts" and pioneering practices stud the company's history. From its beginning to the present day, they enhance its brilliant record in the manufacture and merchandising of tobacco, in research and advertising, and in the field of good citizenship.

Since American Indians were the first to grow and smoke tobacco, it is fitting that P. Lorillard, as the country's



*Tobacco & Snuff of the best quality & flavor,
At the Manufactory, No. 4, Chatham Street, near the Canal
By Peter and George Lorillard,*

Where may be had as follows:

- | | |
|-----------------------------|----------------------------|
| Cut tobacco, | Prig or carrot do. |
| Common kitefoot do. | Maccuba snuff, |
| Common smoaking do. | Rappee do. |
| Segars do. | Straiburgh do. |
| Ladies twist do. | Common rappee do. |
| Hogtail do. in small rolls, | Scented rappee do. of dif- |
| Plug do. | ferent kinds, |
| Hogtail do. | Scotch do. |

The above Tobacco and Snuff will be sold reasonable, and warranted as good as any on the continent. If not found to prove good, any part of it may be returned, if not damaged.

N. B. Proper allowance will be made to those that purchase a quantity. May 27—1789.

The earliest known advertisement of the oldest tobacco company in the United States. P. Lorillard, was dated May 27, 1789.



And here is one of Lorillard's most prominent present-day means of bringing its story to the public—Fred Allen, star of NBC-TV's "Judge for Yourself."

oldest tobacco firm, acknowledge tobacco's debt to the red man. Lorillard always has done so, beginning with that first ad and continuing with those of recent years. Some of its brands bore Indian names, and wooden Indians stood in front of the shops of Lorillard

The Top Officers of America's Oldest Tobacco Company



Left to right, Herbert A. Kent, Chairman of the Board; William J. Halley, President; Frank Hopewell, Executive Vice President; Lewis Gruber, Vice President and Director of Sales, and Alden James, Vice President and Director of Advertising.

dealers. The company's own trademark is an enduring tribute. Two Indians are pictured on this emblem beneath the inscription "Established 1760."

Fame crowns Roderigo de Jerez, one of Columbus's sailors, as the first white man to appreciate tobacco. Jerez took tobacco with him back to Spain and was the first to light up and puff in Europe. Frightened townsmen, seeing smoke pouring from his nose and mouth, called the police. The fumes smelled much better than brimstone, but this sailor was smoking like the devil, so the Inquisition arrested and imprisoned him for a time. Sir Walter Raleigh, who learned to smoke in Virginia, also met an unappreciative welcome when he introduced the custom back home. The story goes that his English servant poured a pitcher of water or beer over him, thinking he was on fire.

Eras in Tobacco Use

Pipe, snuff, tobacco, cigar and the cigarette—these mark successive eras in American history and in the fortunes of the House of Lorillard, whose products always have met the popular tastes of the time. One period overlaps another, and every use of tobacco has its devotees now as it did in the eighteenth century. But each had its heyday, and the pipe's was our great age of exploration and settlement.

As the pipe went west with American frontiersmen, Peter and George Lorillard hit upon the idea of sending lists of their products to postmasters all over the country, and these officials started handling Lorillard tobacco. Here was a stroke of genius in American commerce; in effect, a forerunner of direct mail advertising and a sort of

mail order business. This was the origin or at least a prime stimulus of the country store. This was a great blessing to frontiersmen such as Daniel Boone, who could buy in settlement stores the mixture to fill the pipe he is credited with inventing—the corncob. This cheap and handy pipe, incidentally, gained much prestige when the wives of two Presidents—Mrs. Andrew Jackson and Mrs. Zachary Taylor—smoked it in the White House. The pipe has always been a favorite with writers, Mark Twain, who declared he smoked only once a day—"all day long"—hired a man to break in his pipes.

The pipe, of course, remains a popular smoke to this day. *India House*, *Briggs*, *Friends*, *Union Leader* and other fine smoking tobaccos are still an important part of Lorillard's business.

Snuff, described by a poet as "the final cause for the human nose," began to come into fashion about 1700 and claimed that century and some of the next for its own. Devotees of snuff tendered each other a pinch from their boxes with more ceremony than graced the handing about of a peace pipe. Sniffing it up their nostrils, they sneezed with satisfaction and eclat. Snuff was a specialty of Pierre Lorillard and a foundation of his successful venture in the tobacco business. Lorillard snuff was shipped throughout the country and some of its brands filled the handsome boxes which to this day flank the rostrum in the Senate Chamber in Washington, one box for Republicans, the other for Democrats. Ultimately as public tastes changed, P. Lorillard Company discontinued its snuff line.

The United States, and with it the house of Lorillard, was growing and prospering when Americans took another leaf from the Indian's book of tobacco uses and began to chew. Quids bulged cheeks all over the nation when the plug was in its prime. Explained a happy farmer with bulging cheek in a Lorillard ad, "It ain't toothache—it's *Climax*." Charles Dickens and other foreign visitors objected vehemently to the profuse and careless spitting they encountered, and the novelist declared that he could never understand how Americans had won their reputation as riflemen, judging by their poor aim when they spit. Apparently Dickens never saw such a marksman as the cowboy chews who, sighting on a cuspidor 20 feet away, lived up to his word when he reassured a man seated between him and his target, "Sit still, stranger, I'll clear you."

Plug slowly faded as a favorite form of tobacco, and the ashtray supplanted the cuspidor, once an essential piece of furniture everywhere from the halls of Congress to Pullman cars. Particularly in demand by present-day chewers is Lorillard's *Beech-Nut* loose-leaf tobacco, now favored over plug.

The Mexican War brought cigars to the fore when our troops began smoking *cigarros* and *cigarillos* south of the Rio Grande. Imported from Cuba or manufactured here with Havana fillers, the cigar gained social standing and became a symbol of prosperity. *Sweet Moments*, *Two Orphans* and *Old Virginia Cheroots* were early Lorillard brands. Later came *Muriel* and *Van Bibber*, the latter a slender cigar named after the debonair hero of stories by Richard Harding Davis. For the needs of theatre patrons, annoyed at having

to abandon a good cigar, half smoked during intermission. Lorillard introduced *Between the Acts* little cigars. Lorillard makes *Fan Bibbers*. *Headline, Between the Acts*, and, of course, *Muriel*, today.

Paper had long played a part in tobacco and its smoking. But the epic idea of paper-rolled cigarettes never dawned until three and a half centuries after the Indians had made theirs with worn husks—and then it came about only by accident.

An Egyptian army was besieging the old stronghold of Acre, which was held by the Turks, in the year 1832. A clever Egyptian artilleryman hit upon the device of rolling the gunpowder in handy paper spills, to speed up the rate of fire. The delighted Egyptian general sent the efficient crew a gift of tobacco, which they enjoyed until a Turkish battery lobbed in a cannonball that battered their one and only pipe. They would have been smokeless had not that same bright gunner picked up some of his paper spills, rolled tobacco in them instead of powder and offered his fellow soldiers the first cigarettes.

British soldiers picked up the fashion in the Crimean War and carried it back to England, where it was adopted by American visitors, who brought it to these shores. Cigarette smokers began rolling their own, and Lorillard provided them with the makings in tobaccos such as *Ante*, *Caboose*, *Golden Floss*, *Comet* and *Heartsease*. Though rolling one's own became a skill of which a man could be justly proud, the average smoker welcomed the advent of factory- or tailor-mades. Domestic fillings were blended with Turkish and Lorillard brands went oriental in name as well: *Murad*, *Egyptian Deities*, *Mogul*, *Turkish Trophies*.

When Lorillard entered the blended cigarette field in 1926, the brand name, *Old Gold*, was chosen. This embarked the company upon a truly phenomenal merchandising and advertising campaign, which is not only still continuing, but is today stronger than ever. In the face of aggressive product claims and medical "mumbo-jumbo," *Old Gold* consistently wins new public respect and customers with such now-famous statements as "For a Treat Instead of a Treatment — Smoke Old Golds," "We're Tobacco Men, Not Medicine Men," and "Old Gold Cures Just One Thing — the World's Best Tobacco." These now take their place with such famous Lorillard slogans as

"Be Nonchalant — Light a Murad," "Why Be Irritated?" and "Something New Has Been Added." In 1953, an important event for Lorillard took place when *Old Golds* were offered in king-size, in addition to the regular length.

Other big news in the tobacco field has been made by Lorillard within the past couple of years. First, there was the introduction of *Embassy* cigarettes, a king-size length, followed up with the launching of *Kent*, in the premium price filter field, in 1952. This latter brand, with its exclusive "Miconite" filter, has had a tremendous impact on the cigarette business, recording extraordinary sales gains for a brand-new smoke in the premium price category.

"Keep Making It Better"

P. Lorillard's formula for success is found in three basic principles which have always governed the company's operations: "Keep making the product better so that everybody will like it." "Advertise the product so that everybody will know it's available." "Distribute the product everywhere so that everybody can get it."

Those watchwords guide all of Lorillard's actions, from the buying of tobacco at the auction warehouses to the presentation of "Judge for Yourself" on NBC Television, and the company's top management team continually strives to insure their realization.

Chairman of the Board of P. Lorillard is Herbert A. Kent, a tobacco pioneer who has been with the company for 42 years. Mr. Kent rose through positions of increasing responsibility to the presidency, and last year moved up to the post of Chairman of the Board.

William J. Halley, President, also is a Lorillard veteran, having joined the organization in 1923. A financial expert, Mr. Halley was Vice President, Treasurer and a Director until his appointment as Executive Vice President in 1952. This past year he was elected President of P. Lorillard Company. Executive Vice President now is Frank Hopewell, another Lorillard veteran of many years, and one of the country's outstanding tobacco men. Sales chief for the company is Lewis Gruber. As Vice President and Director of Sales, he is responsible for all Lorillard's cigarettes, tobaccos and little cigars. The executive behind P. Lorillard's dynamic advertising campaigns is Alden James, Vice President and Advertising Director.

A business honorably and efficiently conducted contributes to a nation's greatness and welfare in pioneering ideas, by the taxes it pays, in the work and service it gives, and by enjoyment of its goods. Such a business is P. Lorillard Company, maker and seller of the best tobacco for nearly two hundred years.

P. Lorillard's Jersey City Laboratory conducts research by analysis of everything that goes into, on, or around Lorillard products, and continually tests quality of finished products to make sure they meet the company's rigorous standards. The smoking machine seen above smokes four cigarettes, taking alternate puffs every 15 seconds and inhales the smoke into bottle traps for analysis. Among the facts it furnishes is whether a tobacco is free-burning.





One of the best-known of Special Effects's devices was the movable shaving mirror, which bedeviled Wally Cox on the Peepers' show. It's a normal mirror (left), but moves until Peepers must climb atop a desk to see (center): the stage operating the effect (right).

'Neither Snow Nor Rain'

Nor Flowers That Will Wilt on Cue Are Unusual Requests For NBC's Experts in TV Sorcery — the Staff of Special Effects

Are you looking for a radiator that steams in time to music? How about an exploding camera, or just a neutron cannon, or overhead panoramic periscope?

Such strange quests might confound anyone else, but not the staff of NBC's Special Effects Department. They fill orders like that every day. You quickly discover after a very short time in the "SFX" office, listening to

normal conversations, the conversations are not normal at all.

"I'd like a cellar full of dust and cobwebs!"

"Yes, send Montgomery the fog for outside the Statute of Liberty . . . and don't forget the R.P. clouds!"

"The star must be seen in a stall taking a shower . . . but keep him dry for the next scene!"

Fun? Sometimes . . . Problems? . . . Sometimes. But dull? Never! At any rate, their jobs are always interesting to the Special Effects staff, who are used to being kept on their toes all of the time.

Functioning as a creative and supervising unit in its own area, the department reports directly to James A. Glenn, director of Plant Operations, who himself is an expert in special effects. The department came into being as a separate entity within NBC in June 1951, when it was first organized by Mr. Glenn.

Special Effects is not new to the entertainment industry, having been brought to high development in motion pictures. For NBC, however, it is a child of television. It was created when NBC-TV found it needed devices too specialized for the regular shops to supply, and so a special unit was set up within NBC to develop these.

Television special effects do acknowledge a debt to the movies, for such devices as rear projection were developed originally for films. However, in video there is a consideration



Operations man Jim Hawley rigging vice for one of NBC's television shows

that is all its own. In the movies, if a special effect, such as a flower that will wilt on cue, doesn't come off just right, you can always shoot the scene over again. You don't have that second chance in television. When you are on-the-air, it's got to go right . . . or else!

The people of Special Effects in New York include Ray Lyon, supervisor of Design; Austin O. Huhn, supervisor of Special Effects Operations, who is aided by operations men Dick Aimone and Jim Hawley; Helen Seykora, scheduling clerk, and Fred Corwey,

Veteran showman Fred Corwey is consultant to the department. He is seen here conjuring up a miniature geyser.





Austin Huhn, supervisor of Special Effects Operations.

veteran showman who serves as special consultant. Each member of the department not only understands the field as a whole, but also specializes in one or more aspect of engineering or stagecraft.

Other NBC departments, such as Staging Services, Plant Operations and Technical Operations, work in close cooperation with Special Effects, and provide working personnel to maintain and operate the various special devices and equipment. Engineering Development also works closely with the department on various projects, when the end result may be a new special effects device. Here again is one of the examples of the fine teamwork at NBC that makes a job rewarding



as simple a substance as dry ice can create weird effects. Operations manager Jim Aimore is observing the gases pouring out of a bucket.

both to the individual and to the company.

Flying Typewriter Carriages

You have seen the fruits of Special Effects' work on many NBC shows. "Mr. Peepers," especially, is famous for them. Sometimes the devices are used for comic effect, such as Peepers' moving shaving mirror, pictured above, or the typewriter whose carriage will take off like a F-84 when you depress the tab key. Weather effects are prominent, too. Fog, snow, rain, and even clouds swirling around an airplane in flight, can be summoned quickly to play a key part in dramatic shows.

Special Effects' catalog of devices would fill this entire issue, but to name just a few of the most noted—there was the unsealable envelope, which despite constant lickings wouldn't stay closed, and even lifted a large dictionary placed on top of it. For Harpo Marx, a special table was constructed, which supported a platter on which Harpo's head apparently rested. Milton Berle makes use of their work, notably a flash camera which explodes when the shutter is tripped. For "Your Show of Shows," a radiator that would steam in time to music was rigged up. Speaking of steaming, the commercials for Morton's Meat Pie on "Today" features a pie that really comes out of the oven steaming hot—thanks to NBC's Special Effects Department.

Flame effects get special handling. Fireplaces, campfires and the like are often essential to a story but Special Effects must use great care to make sure they conform to the strict Fire Department regulations governing fires of any sort inside a building.

Cobwebs are spun with speed that would outpace a battalion of spiders. The effect of bullets kicking up puffs of dirt around an escaping hero is another example of the department's work. You will note that all of these devices are visual. Aural effects are, of course, handled by the Sound Effects Department.

From Waikiki to Mt. Kenya

Another important operation of Special Effects is rear projection. The department maintains all such equipment for NBC. This technique is generally credited with being that which, more than anything else, has enabled a produced, instantly to associate actors with varied geographic locations or



Ray Lyon, supervisor of Design for Special Effects.

climates. The scene can change in a flash from a beach at Oahu to a mountain top in Africa. This background for the players in a show can be either still or moving. You've seen the latter many times—the face-on shot of people in a car, with the road and the landscape slipping away behind them.

In case you were thinking of stopping in at the Special Effects office in room 694 of the RCA Building, don't be apprehensive. The chairs you'll sit on are not of the "break-away" variety and the typewriter carriages stay securely on their moorings. Special Effects reserves its gadgeteering for the shows.



Scheduling clerk for Special Effects is Helen Seykora.

In This Corner

Fred Knopfke

NBC is justifiably proud of its long record of pioneering, its "firsts," and its leadership in the broadcasting field. There is another cause, too, for some understandable chest-swelling by NBC. That's the great number of employees who journey home after their busy days at the office or studios to assume roles as civic leaders in their communities. These public-minded citizens spend many hours of their evening and weekend spare time working with civic, church and civil defense groups, without any compensation. No compensation, that is, except the great satisfaction of knowing they are contributing to the welfare of their families and communities.

The first such NBC employee CHIMES will cover is Fred Knopfke, manager of Sound Effects in New York, who for the past dozen years has devoted the majority of his away-from-office time to the cause of fire prevention in his town of New Hyde Park, L. I. Fred, who joined NBC 20 years ago this year, moved to New Hyde Park in '37, and shortly thereafter interested himself in community work. It was at the outbreak of World War II, however, that he really jumped in with both feet.

Anxious to do something that would help protect his community in the event of an enemy attack, Fred joined the town's Fire Department, a volunteer group. Working enthusiastically, Fred progressed through the various line officer positions and in five years was made assistant chief. Named chief of the Fire Department in 1950, he served the customary one year term, and retired. That didn't mean the end of activity, though. He then ran for and was elected to public office as Fire Commissioner, and is still serving.

During Fred's tenure, he has worked steadily to modernize the department, bringing an ambulance into the fire district and introducing radio equip-



Photo by Stu McQuade

ment for the trucks. He is an enthusiastic joiner, and is now a member of 13 local, county, state and national fire organizations. One of his most important posts is that of financial secretary of the Nassau County Fire Chiefs Council.

"A lot of city dwellers have the idea that all volunteer fire departments are little more than bucket brigades," says Fred. "Some very small towns may have rather limited equipment, but most communities of any size have departments that are really big enterprises. In New Hyde Park, for instance, we have 225 men, three fire houses and five fire companies. Our eight vehicles—and they're expensive pieces of equipment, you know—serve a population of 30,000. Another thing that may surprise big city people is that volunteer fire groups are almost always way ahead of paid city departments. Our equipment is on the average much newer, and almost all new fire fighting developments have been tried out and tested first in volunteer fire departments."

Fred was born in Germany and already had amassed quite an extensive background in broadcasting when he came to this country—and NBC—in 1933. Actually, he had spent some time with NBC in New York before this. In 1926, he worked here as a sort of informal trainee in various departments, before returning to Europe.

Before that he was graduated as a lawyer from the University of Breslau.

As far as anyone knows, he received for the first time anywhere a full-fledged doctors' degree for a thesis on broadcasting. This was in 1926. He worked for the BBC in London for a year and then paid his visit to New York. Back in Germany in 1929, he first went to work as assistant to a motion picture producer, concentrating on sound pictures, and then took a job as assistant to the program manager of the Berlin Broadcasting Company.

He worked there for three and a half years, often producing his own shows. One of the most important was the "Recorded Review of the Month," for which Fred would go all over, making discs of important news events and stringing them together for a complete show—a program idea which many years later found great favor in the U. S. Ultimately Fred was placed in charge of all recording activities for Reichsrundfunk, the parent company of all German broadcasting concerns. One of the top features of the "Recorded Review" was the recording and broadcasting of Reichstag sessions. Fred got permission to do this in 1930, when the Social Democrats were in control.

But the atmosphere in Germany was darkening. The Nazis seized power, and Fred, not being a party member, found that his hold on his job was very much in danger. On Sept. 8, 1932—Fred remembers the date because it was the day his daughter was born—he went in to see one Hermann Goering, who was the new president of the Reichstag, to secure permission to continue his recording of the legislature's sessions. Fred argued with him for well over an hour, the porcine Goering cleaning his fingernails the entire time. To Fred's astonishment, at the end of it all Goering gave his O.K., apparently seeing possible propaganda uses to which broadcasts—such as the one Fred had done of the riotous Nazi exodus from the Reichstag—could be put. This permission enabled Fred to cover an historic event—the famous burning of the Reichstag.

This freedom was not to last long. In April, 1933, Goebbel's Propaganda Ministry took over the broadcasting company and Fred was out of a job.

"Then I did something," relates Fred, "which now I can only ascribe to youthful rashness. I foolishly tried to sue the government to get my job

(Continued on page 16)



ere two gals who can give you the best
ngest line in Hollywood or New York.
elieve it or not, it has taken over 15
r for them to meet in person. Up until
onth when Maude Archer, chief PBX
or in New York, made her first trip
West Coast, she had only a speaking
tance with her Hollywood counter-
art Billie Clevenger. Billie is listening in
a Maude makes a good connection.

N.Y. Yule Party For Kids Dec. 24

December 24 this year is not only
the day of the Night before Christ-
mas; it's also the day of the big an-
nual Christmas party for the chil-
dren of NBC employees in New
York.

Judging from last year, there's
sure to be a capacity crowd attend-
ing, so when the ticket request
forms are distributed, make sure
you fill yours out accurately and
promptly. Please don't, in any event,
order any more tickets than you
need. A ticket you don't use could
have gone to the child of another
employee.

Your tads will really enjoy see-
ing their TV favorites in person, and
also getting candy and gifts before
they leave, so circle the date on
your calendar now.

Third Christmas on NBC-TV for 'Amahl and the Night Visitors'

On the cover of this, the Christ-
mas issue of CHIMES, is a scene from
"Amahl and the Night Visitors," Gian
Carlo Menotti's "miracle" opera, which
is becoming a Christmas tradition for
NBC Television. This year will be its
third successive Christmas presenta-
tion, and will be seen Sunday, Dec. 20,
on the "Hallmark Hall of Fame." The
opera was especially written for televi-
sion by Menotti at the commission of
NBC.

Seen on the cover are the five players
who will sing the main roles: Bill Mc-
Iver, as the boy, Amahl; Rosemary
Kuhlmann, as his mother; Andrew
McKinley, David Aiken and Leon
Lisher, as the Three Kings, and
Francis Monachino as the page.

The story of "Amahl and the Night
Visitors" is best told in the composer's
own words:

"Somewhere in the world lives a
crippled little shepherd called Amahl,
and his mother, an impoverished
widow. Nothing is left to them of the
little they ever had, and they are now
left to face hunger and cold in their
empty home.

"On their way to Bethlehem, the
Three Wise Men stop at the hut and
ask to be taken in for the night.
Amahl and his mother welcome them
as well as they can. They are much
astonished at the splendor of their robes
and the wealth of the gifts they are
carrying with them. When Amahl's
mother realizes that the Three Kings
are looking for a newborn babe and
that the rich gifts are all destined for
him, she becomes bitter and envious.
She cannot understand why at least
some of these gifts are not to be be-
stowed on her own child, who is so
poor and sickly.

"Under cover of darkness, while
the Three Kings are asleep, she steals
some of the gold from them. She is
caught red-handed. When she explains
to the Three Kings that she needs this
gold to feed her starving child, she is
readily forgiven.

"With great tenderness they try to
explain to her who this newborn child
is and how much he needs the love
of every human being to build his
coming kingdom. Touched by their

words, the poor widow not only gives
back the stolen gold but wishes she
could add a gift of her own. Little
Amahl comes to her rescue. He impu-
sively hands to the Three Kings his
wooden crutch, his most precious pos-
session, and in doing so is miraculously
cured of his lameness.

"As dawn appears in the sky, the
Three Kings make ready to resume
their journey. Amahl begs his mother
to let him join them, and he is finally
allowed to follow them to Bethlehem
to adore and give thanks to the Christ
child."

According to Menotti the work is
staged "without any attempt at his-
torical validity but rather with poetical
anachronism as it were—seen by a Dutch
or Italian primitive."

The idea for the opera first came to
Menotti when he saw a Hieronymus
Bosch painting of the Three Kings
visiting the Christ child.

This year "Amahl and the Night
Visitors" will be telecast in compatible
color and will originate in NBC's color
studios in the Colonial Theatre in New
York. It will be NBC-TV's second
colorcast of an operatic work this year.
On Oct. 31, Bizet's "Carmen" was pre-
sented before the color cameras and
was received with high critical praise.

Miss Frances Solves Problem

Dr. Frances Horwick, NBC-TV's
"Ding Dong School" mistress, received
a letter recently from a parent of one
of her young viewers stating a strange
problem. "My five-year-old daughter
seems to have difficulty with her num-
bers," the woman wrote. "She can
count up to 20, but always says, 'One,
two, three, four, six, five,' and then
goes on correctly. She insists this is
the way you do it."

Miss Frances hit on the solution
quite by chance as she thumbed
through the pile of mail on her desk.
The "Ding Dong School" mailing ad-
dress, repeated on each day's program
and illustrated with a slide, is "Box
3-4-6-5."

The box number will be changed
soon.

Robert Sherwood's First Play for TV On NBC Dec. 29

Miller Brewing Company, of Milwaukee, Wis., brewer of Miller High Life Beer, will sponsor the broadcast of the first play to be written for television by Robert E. Sherwood, the distinguished author and winner of four Pulitzer Prizes. The broadcast will be presented over the NBC television network Tuesday evening, Dec. 29, from 8 to 9 p.m., EST.

Announcement of Miller's sponsorship of this epochal "first" in the history of broadcasting was made jointly by Frederick C. Miller, president of Miller Brewing Company and noted national civic, sports and business leader, and John K. Herbert, vice president for Television Network Sales of the National Broadcasting Company.

Sherwood's first drama for television is a comedy and is titled "The Backbone of America." Miller Brewing has ordered a network of more than 151 stations, the largest yet for a major one-hour dramatic presentation on NBC-TV.

The play has for its theme the contrast of the high pressure operations of a group of big-city promoters seeking the average American family and the basic and firm ideas of the family they find.

Adrain Samish, executive producer for NBC television and possessor of a long record of achievement in the broadcasting industry, will produce Sherwood's first television play. The production will be staged in Hollywood in order to make available NBC's vast new television studios in Burbank, Calif., and the large pool of top acting talent available there. Big names stars of outstanding accomplishment will be chosen for the top roles in the play.

The famous writer signed his contract with NBC on Nov. 24, 1952. It was a document unprecedented in the annals of broadcasting for the freedom it gave in the exercise of his work. The agreement calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time with a further option to continue the rights for five additional yearly periods.

KNBH's Skin Diving Club Enjoys Unusual Sport All Year 'Round

It may be snowing in New York, but the water temperature in Southern California seldom goes below fifty degrees, which enables members of KNBH's skin diving club to enjoy their unusual sport all year 'round. Every other weekend Hollywood staffers Tommy Blecher, Norm Hopps, Ray Connors, Jack Kulman, Bob Smith, Joe Viera, Jay Harris and Art Schneider gather at Malibu, Laguna, Palos Verdes or Point Dume to try their luck on the sea bottom.

The sport, which has long been popular in Southern California and the south of France, has, during the last two years, become increasingly important in other sections of the world.

Their catch includes, besides the various Pacific Ocean fishes — bass, sheephead, corbina, etc. — numerous

types of shark, abalone, lobster and occasionally the dangerous moray eel. Biggest catch at present is a six-foot shark and a 90-pound bat ray. Equipment used consists of underwater breathing units permitting descents to 70 feet, arbalette guns, harpoons, sling-type spears, face masks and swim fins. The breathing units were made by Joe Viera and allow them to stay under water up to thirty minutes. During the winter they generally wear rubber suits designed to keep out the cold and which were developed by the Navy for their underwater demolition groups during the last war.

Hopps and Belcher are planning a trip next summer to Guaymas, Mexico, and hope to record on film the spearing of a giant garopa, which weighs up to 500 pounds.



KNBH Hollywood "frogmen" are, L to R, top: Tommy Belcher, Norm Hopps, Ray Connors, Jack Kulman and Bob Smith; bottom, Joe Viera, Jay Harris and Art Schneider.

Fred Knopfke

(Continued from page 14)

back. That really went over big with the Nazis. Some friends tipped me off to get out of the country, so I did—immediately. Good thing—the day after I left Nazi police arrived at my house to arrest me."

Fred got over to this country, his wife and daughter following shortly thereafter. He joined NBC in September 1933, as a Sound Effects technician. Seven years later, in 1940, he was made assistant manager of Sound Effects, and in 1942 he was appointed manager of the department.

NBC Hollywood's Employee Outing



KNBH secretary Naomi Hallum was judged "Miss NBC Hollywood Outing of 1953."

The annual NBC Western Division employees' outing was held this year at the beautiful San Fernando Valley Country Club. Complete with a fine competitive golf course, swimming pool, game area and all around facilities for dancing, wineing and dining, the club afforded the employees a wonderful setting for their annual get-together.

Highlighting the day's activities was the introduction of Earl Zeigler, Press & Publicity, as the new head for the NBC-AA through 1954. Ted Switzer, retiring president, also introduced Jan King, vice president-elect; and Ted Regler, treasurer-elect. Outgoing officials included Maggie Schaffert, vice president, Ruth Wells, secretary and Louis Martinez, treasurer.

Twenty-nine intrepid golfers teed off

in 104 degrees of heat that took its toll of five players who gave up after less than the regulation eighteen holes. The balance of the golf ball set finished the round but were conspicuously absent from the dance floor later in the evening and could be found draped about the chairs on the sidelines.

John Derrah, Guest Relations staff, walked off with the low gross score for the golfing day (79) and was presented with the Gordon MacRae trophy by John West. Jim Munsey, Guest Relations staff, carded a neat below par net to annex handicap honors and was awarded the "Great Gildersleeve" trophy, also awarded by John West.

While the golfers "sweltered", the rest of the NBC gang were cavorting about the pool and enjoying sack races, egg tosses, and swimming events that

produced prizes ranging from record players to ball-point pens.

Glamour became the order of the day when Miss Naomi Hallum, KNBH, secretary, was crowned "Miss NBC Outing of 1953". Runners-up were Suzanne Twomey, Accounting, and Juanita Loveless, secretary, in the contest judged by John West, vice president in charge of The Pacific Division; Lew Frost, director, Public Relations; Frank (Bud) Berend, of the Executive Department; Richard Graham, Legal and Elmer Holloway, Press.

Dinner and dancing around the pool capped the day's activities and provided a wonderful finale to a well remembered day which was enjoyed by all.



Left to right, Hollywood Outing beauty contest winner Naomi Hallum, with runners-up Suzanne Twomey, Accounting, and Juanita Loveless, secretary. On right, a bevy of beauties line up for the inevitable sack race but you would have thought it was the Kentucky Derby the way the men cheered them on.

People and Places

NBC, Hollywood

Frank King, one of our staff newscameramen in Hollywood, is recuperating from a heart attack he suffered at work a few weeks ago. Location: now at St. Joseph's Hospital, Burbank. Soon-to-be at home, but not due back to work for at least two months! Best wishes for a complete recovery. Frank! Jack Leppert and Dexter Alley, remainder of the TV-Newsreel camera staff in Hollywood, will be happy to welcome Frank back to the operation. Seems this news coverage business booms whenever there's a manpower shortage. Incidentally, Jack and Dexter took late vacations this year. . . . Jack spent his in Old Mexico and Dex wandered north of the border into western Canada. Just one extreme to another? ? ?

Frank Volpe, soundman, joined our staff on the 23rd of November. He's married, girls, so don't rush! Nice to have you with us, Frank. Hope you like the surroundings here. Dorothy Seaton, transferred over from KNBH Film Operations, joined our network TV-Newsreel staff last July. Previously unreported, Dottie adds a real bright spot in our local scenery. Don't know how she ever managed to be overlooked in CHIMES. We're happy to report she isn't overlooked by anyone in the Hollywood area! Anyone else in NBC-TV news operations match us with a good-lookin' gal film editor?

Rafe Neuhouse, previously reported as one of our film editors, has been busily picking up our Hollywood-version of American slang. Man, oh, man! is there a difference of interpretation between the American and British use of the English language! And we're all adding a few British items to our own vocabularies!

Roy Neal, supervisor of the TV Newsreel operations on the west coast, is up in Seattle with Joe Rucker (cameraman) covering the dedication ceremonies of the new world-wide radio transmitter at Jim Creek Valley. Latest reports from the Neal-Rucker combination state that the weather up thataway in Seattle is totally unrelated to our California climate . . . they'll be glad to get back home.

Denise Farrell's been among the missing faces, lately. With her husband just returned from an assignment on Eniwetok, she took in the

lovely Indian summer atmosphere of the Chicago area.

WMAQ, WNBQ, Chicago

We've welcomed the following new NBC-Chicago staffers: Kay Southwood, TV Spot Sales secretary; Rebecca Kunch, Central Steno typist; Delores Bond, Central Steno varitypist; Evangeline Collis, Guest Relations receptionist; Frank Cimarrusti, Guest Relations guide; Raymond Dreus, cost accountant; Elaine Kolka and Anne McCammon, TV Network Sales secretaries; Barbara Parker, Radio Engineering secretary; Donald Folsom, Mailroom, and William Peters, Building Maintenance.

Two NBC-Chicago employees who have just returned from two years with the Marines are David Barnhizer, TV associate director, and Roy Holm, TV engineer.

William J. Yonan, a member of the NBC Chicago Network Advertising and Promotion staff, has been promoted to the position of Radio Network account executive, it has been announced by George Diefenderfer, NBC Central Division Radio Network Sales manager.

Mr. Diefenderfer also announced the appointment of Charles Linzer as NBC Central Division Radio Network Sales Service manager.

Mr. Yonan joined NBC Chicago in August 1952 as coordinator of Sales Service and later became Radio and TV Network Promotion and Research assistant, a position held until the present. Prior to his NBC employment, Mr. Yonan was assistant manager of Advertising and Promotion and a network radio account executive for ABC Chicago.

Mr. Linzer began his NBC career in April 1951 as an accounting assistant, later becoming senior assistant chief accountant.

WRC, WNBW, Washington

WNBW's Joe Campbell, cowboy star of Circle 4 Ranch, really lives on a ranch in Maryland. During the surprise snowfall in early November, Joe's car conked out. He made it on time for his Saturday afternoon "round-up" on WNBW by riding his

horse two miles to a main highway, where he was picked up by a friend with an unfrozen auto.

Noisiest show of the month: Sylvia Devey, producer of WNBW's "Standby For Talent" amateur show on Sundays, had the Marine Corps Drum and Bugle Corps perform on November 8. Studio soundproofing notwithstanding, the outfit could be heard outside the building! Glamorous Inga Rundvold, WNBW beauty expert and mistress of ceremonies, is sporting one of those new Italian haircuts. Looks fine on a Norwegian girl too! Members of WRC-WNBW Ten, Twenty, and Twenty-Five Year Club will be honored at a dinner at the Carleton Hotel in Washington on December 4. Thirty-eight staffers qualify for invitations.

WNBW salesman Bill Grayson is wearing a larger grin than usual these days. Mrs. Grayson presented Bill with a seven pound son, their first, on November 4th. WNBW-WRC director of Sales Joe Goodfellow took a well deserved two week vacation in Florida in early November. . . . right after the report was issued by general manager Carleton D. Smith that both WRC and WNBW sales hit an all-time high in October. Joan King, former secretary to WNBW-WRC Press Department manager Jay Royen, has been appointed assistant to Advertising-Promotion manager Bob Adams. Virginia Martino is new Press Department secretary, joining NBC after nine years with the Clarksburg News as assistant to the publisher.

Wayward Siddons leaves Washington and such TV directing chores as "The American Forum of the Air." at the end of November. He will take up new duties Dec. 1 at KOA-TV, Denver. George Dorsey, now installed as Production manager as well as Film director, had all the boys' attention with his tale of lunch with Denise Darcel recently—until he admitted under precise questioning that they were seated at separate tables.

WTAM, WNBK, Cleveland

Office-wise, NBC Cleveland seems to have settled down. We're no longer playing musical chairs—now it's musical telephones. John Disbro, AM Technical Operators supervisor, going wild trying to keep up to date on a phone directory. Rumor has it that he is about to come out with a new, bigger, better unexpurgated volume that is sure to be banned in Boston.

Our station was well-represented by *Mary Lou Barnum* of TV Processing encouraging the sale of Charity Game tickets on various TV and radio shows.

We're proud of our WTAM bowling team who are now one-half point out of first place. This team includes *George Cyr*, TV Operations manager; *Frank Derry*, Publicity manager; *Cy Kelly*, talent; *Bill Yahnert* of the Staging Crew, and the brilliant performer *Howard Cook*, also of the Staging Crew. This same team has two new records—high team game and high team series.

Johnny Wellman, AM producer, robbed when he was winterizing his car to the tune of \$38.00. Welcome to *Jean Holzmilller*, Traffic clerk, who replaced *Ruth Koberna*. Ruth is taking a short leave of absence for health reasons.

Our new lights out policy is in effect, and old *Cy Kelly* is using three seeing eye dogs to lead him around the studio. *Jackie Roberts*, assistant on the "Captain Glenn" show, moved into an apartment with *Bob Horan*, of the News Department, and *Mort Fleishman*, until he finds his own abode. He's like the man who came to dinner.

Charlie Philips, TV Sales director, has a long face because the local trucks have now closed. *Ed Wallace* reports that the Newsroom had an exclusive with pictures, position map and on-the-spot report of the recent elevator fall during the rush hours in downtown Cleveland. Also reports that the NBC Newsroom in Cleveland was 45 minutes ahead of all TV stations with the announcement that the runner-up for mayor of Cleveland conceded the recent election.

Rita Bates of AM Programming has been selected as the feminine lead in Lakewood Little Theatre's "Detective Story". *Alice Soula*, bookkeeper, whooping it up on her birthday.

Morty Fleishman, personal producer to Johnny Andrews, produced Cleveland's "Page One Ball" and did such a nice job he has been asked to encore next year. *Johnny Andrews* opened the Community Chest Drive in Cleveland as narrator on the program, "Song of a City." This was a three-station pick-up.

Henry Levine, NBC Cleveland Musical director, conducted the Junior League production November 4, 5 and 6. *Jackie Lynn*, staff singer, is now starring in her own show for one-half hour every Tuesday evening. Jackie

is loaded with club dates these days. Three gals in Continuity wild over ballet lessons—*Carolyn Bertko*, *Jean Holzmilller* and *Alexandria Muzilla*.

KNBH, Hollywood

Jim Damon off to Los Vegas on a delayed vacation with a new "system." His friends expect him to return in a new Cadillac—or possibly wire home for funds. Another late vacationer, *Dean Craig*, leaves with his wife for Mexico City and Taxco this weekend.

Court Kenaston, eleven-year-old son of *Jack Kenaston*, accompanied his father recently on a duck hunt near Santa Barbara. Their bag for the day included two blue jays, one crow, one mudhen and assorted bottles and tin cans. *Jack McElroy*, however, had better luck in another area. He returned with a limit of mallards . . . and redheads (ducks, that is).

Ralph Edwards needed an organist for some background music in a hurry recently on his "Truth or Consequences" program. All staff men were busy on other programs and *Bob Packham*, KNBH director, filled in.

Billie Allgood was welcomed back to the station, replacing *Marge Kenworth* in the Sales Department. *Verne House* is leaving to join the Maritime Service and he will be replaced by *Dorothy Winard Davis*.

The KNBH T-M-G-P-G-A is now in full swing. For the uninitiated this stands for KNBH Thursday Morning Griffith Park Golf Association. The group includes *Marc Breslow*, *Ham Nelson*, *John Wehrheim*, *Jim Damon*, *Bob Pelgram*, *Jim Turner*. The boys start off at seven a.m., play nine holes, and the winner keeps the perpetual trophy for a week. However, a recent by-law of the organization states that anyone winning thirty consecutive times gains permanent possession of the ninety-eight cent trophy.

NBC, New York

Finance and Services

Continuity Acceptance—We have a "Weight Club" in Continuity Acceptance, and its charter members include *Barbara Myneder*, *Alys Reese*, *Joan Battaglia* and *Joan Giorgi*. *Joan Giorgi* won the coveted gold medal and a pair of gloves for being the first to reach her desired weight. Congratulations, Joan. One person who doesn't have to worry about going on a diet is *Arden*

Hill, who lost a lot of weight during her bout with whooping cough. We're sure glad to have you back, Arden.

Elinor Koss has started her fall season singing with dance bands in and around Bayonne, New Jersey. *Edna Turner* returned from a restful vacation which took her through the Smokies and Williamsburg. *Dottie McBride* and *Arden Hill* had a tough time mushing through the snow to reach their respective homes in Conshohocken and Oxford, Pennsylvania, during the freak storm we had recently. The weather man's ears must have been burning!

Controllers—*Rose D'Amico* is on a leave of absence for one month due to ill health. The girls in the Payroll Division had a farewell luncheon in her honor at the Taft Hotel. Our sincere wishes to Rose for a speedy recovery. *Joan Rivera* is getting betrothed (get me!) on Nov. 26. All the luck in the world to you and Frank. Welcome to *Delores Messina*—new addition in the Tabulating Dept. You should see *Gertrude Gilroy* sporting her new Mink earrings. Real Hoi Pol-oi, but oh so chic!! I understand *Irwin Cohan* is a walking "Gum, chicle and charms counter". Good boy. We girls get hungry during the day. So where's my quota?

We wish to welcome *Louise Ippedico* and *Art Topal* to our group. *Catherine Daimler* is sporting a beautiful tan from her Florida vacation. *Ray Porrier* vacationed in Washington and while there he visited our "one and only" *Jack Lavan*. Congratulations to *Marilyn Haas*, *Vickie Massei*, *Tom Turner* and *Hank Shensky* on taking that important step. Advice to *Warren Gherman*:

Warren, Warren do you recall

When you had your last downfall?

You came along and stopped to chat
And on your chair, you thought you
sat

There came such a rumbling and terrible noise

And the office found out—you just haven't got poise.

So Warren, my boy, when you sit on a chair

Turn around, double check and make sure that it's there.

General Service—Sorry to hear *Justine Goetz* underwent surgery last month. Good reports from *Jeanette*

Price, home from Hanneman Hospital, Philadelphia, recuperating from her surgical ordeal.

Baby girl arrived at *George Ritchie's* home Nov. 1, tipping the scales at six pounds, four and a half ounces—name is *Barbara Jean*. Old Man Stork flapping his wings over *Bob Kaible's* abode. Better set another place at that Thanksgiving dinner, Bob.

Carol Bayer bubbling over. Reason: Cozy new apartment which she, all by herself, artistically decorated and furnished. Quite a project! Another brand new apartment-conscious gal, *Lydia McCardell*, is still a happy bride even though she celebrated her first wedding anniversary and birthday last month, which her many friends joined in making a gala affair with all the festive trimmings.

Finn Christopherson's wife presented him with a bouncing baby boy in October.

Welcome to the fold: *Veronica Devoy*, *Pat Sensibaugh*, *Dick Baker* and *Edith Galloway*, and welcome back to *Joseph Phelan*.

Farewells were said to *Agnes McGovern*, who left PBX in November to give more attention to her family.

Airman S/C Rudolph Thomas, formerly of Central Files, paid us a very pleasant and unexpected visit in October. He is quite an enthused young man, who is doing radio transmission work in the Air Force. He hopes to continue along these lines when he gets out of service. He has a definite goal in mind—RCA Institutes, for advanced radio and TV training. Starting with Geneva, N. Y., he has covered practically every state in the Union. It appears now that he will spend his holidays in Japan.

Guest Relations—Hold the 'phone, Fenwick—more GR people shucking the Blue for the multi of civilian jobs in assorted NBC departments: *Art Topol* and *Warren Bill*, for example, into Network Controllers; *Charlie Bornstein* into News and Special Events, a break he richly deserves; "*Chuck*" *Johnson* to the 46th St. Film Exchange; *Richard "Perry" Pease* to Night Operations; *Bob Bischoff*, just back from military service, into WNBT props, and *Enno Ercklentz* to the Night Exec Office as messenger. These are all good men (I know them personally, you know) and they'll do a good job for NBC. Good luck, fellows, and drop in and see us once in a while.

New faces in old jobs in Guest Relations, too, as *Marty Biesch* moves into

tour supervisor, and *Bill Traber* takes day desk. "*Gerry*" *DeMayo*, with a bright new yellow braid, completes the tour lineup as cashier. In the Reception Division, *Charles Dempsey* is the new page supervisor, and *Ken Foster* moves to the mezz ticket desk. The new face on the GR desk is worn by *Jack Miller*, a former GR man who has just returned from service. Congrats to *Gerry Moring*, who enters the select company of NBC key-men, wearing the white braid on the eighth floor.

Welcome to *Helene Tress*, newest addition to the Ticket Division. And welcome, too, to all the pages and guides who've joined the ranks over the past month.

One Liners: Speaking of tickets (and almost everyone speaks of tickets sooner or later), *Bill "Maestro" Feeny* is being snowed under by your requests for NBC Symphony tickets. Bill hasn't seen any blizzards like this since he left Maine. *George Broomfield* on the mezz ticket desk a papa for the third time on Oct. 29—vital statistics will be found in the CHIMES "Births" column—I mention it here only because I haven't gotten my cigar yet. *Walt Thompson* of the day page staff, winner of the Gene Rayburn Scholarship Award for guides and pages, appeared on the Tex and Jinx TV show recently, with Gene. Gene put in a great plug for GR—gave us a good build-up. Thanks, Gene—nice to hear of a guy who hasn't forgotten the old Alma Mater. More GR people on camera, too, when *Maryls Johnson*, *Noreen Conlon* and *Mary High* appeared at the Bob Hope Color exhibition at the RCA Exhibition Hall. The Blue was lucky for Blue-eyed *Maryls* when she appeared in her uniform, and worked her way to the finals.

Legal—The department extended a hearty welcome to its new lawyer, *Gerald Adler*, who joined us December 1, and to *Charlotte Lawson*, who is transferring from Stenographic to be Mr. Adler's new secretary. Mr. Adler is using the former Legal Library as his base of operations.

Rita Paolucci Vassallo, a former member of the department (she was *Ben Raub's* secretary) and also a former CHIMES correspondent, paid us all a surprise visit in early November. Rita, who is heir-conditioned and expects Sir Stork just about the time you will be reading this, looks grand, and it was wonderful to see her again.

We have a new father in the department. Congratulations are in order for

Harry Olsson and his wife, who became the proud parents of a baby boy November 3rd. Mr. Olsson passed out cigars to the lawyers and the girls got chocolates (umm, dee-licious!) in honor of the occasion.

Our sole vacationist in November is *Howard Monderer*, who, as of this writing, plans to visit Florida and Cuba.

Stenographic—We wish to welcome to the department: *Vinnie Koho*, *Mary Winters*, *Barbara Wendt* and *Selma Aaronson* and say goodbye to: *Sally Welsh*, *Helen Wilson* and *Lois Ann Wyche*.

Peggy McGrath spent the last week of her vacation in Washington, D. C. and *Margaret Leonard* spent her vacation at home.

We extend best wishes to *Louise Cobb* on her recent engagement to *Robert Moore* of Burlington, Vt.

Betty Roman gave a Halloween party which most of Stenographic attended, and a good time was had by all.

Camille Grande is hiring *Rose Krapohl* to write music for her poetic lyrics.

Happy Birthday to *Ellen Krieger* and *Mary Ann Arnold*.

All of Stenographic bid a fond farewell to *Joan Camacho*, who left us on Nov. 12.

Welcome to *Mary Kay Green*, *Donna Percy* and *Vivian Boyd*. Farewell to *Celia McCann*, who married *Traffic's Leonard Brown* on November 7th. A temporary goodbye to *Billye Dotson* now on maternity leave.

Joy reigns supreme now that *Daisy Goodson's* husband is back from the wilds of Alaska.

Congratulations to *Edith Rapley*, transferred to Kinescope Recording.

Gretta Titus off for her second week of vacation.

Carol McGahan getting settled in her new apartment, when she can take time off from watching her new TV set. Doesn't she get enough of that at work?

Traffic—*Joyce Hsu*, a newcomer in Traffic's Station Reports Section, made a big hit with her co-workers by treating them to some of her mom's homemade "brownies." Everyone said they were delish! "*Michael Angelo*" *Mangano* will be looking for models soon as he finishes his Mt. Vernon Art School course. Confidentially, girls, his preference is brunettes! *Charley Kelly* is basking in Florida's sun while he vaca-

tions in Miami Beach. *Russ Strelbel* is spending his free time giving his wife, already an expert driver, a few pointers in driving their new Buick convertible. Overheard the other day as tourists were passing Room 563: "Look at the cartoons in there," and all the time poor *Charles Zucker* considered his work as "art." He can't always be unlucky, however. He just passed his driver's test, so is consoling himself by enjoying his new Pontiac. Traffic-fites in 563 have a beautiful loving cup which is presented each week to their best bowler! *Pat McInerney* is the lucky holder of this coveted prize at present time and is striving to retain it. Everyone happy to see former NBCite *Joan Duggan Tierney* when she recently paid us a visit, but terribly disappointed that she didn't even bring in pictures of her new daughter! We did enjoy seeing latest photos of *Alice Weyrauther Jacob's* new daughter and she's adorable!

Duplicating—They say that "no news is good news." If this is so, Duplicating is full of good news this month because it seems that just about nothing happened at all except the departure of *Sheldon Pivnik* to the Film Exchange and the welcoming to the Department of *Dave Goble*, *Richard Crawford* and *Walter Ferguson*. So to Shelly—Good luck! To Dave, Walt and Richie—Welcome!

Radio Networks

AM News and Special Events—KUDOS: Our biggest boast this month: Messrs. *William R. McAndrew*, *James Fleming*, *Arthur Holch* and *Charles Christensen* received this quarter's Christopher Award for their film documentary, "Assignment Tomorrow". Forty-five of our NBC affiliates are showing the film, as well as the Washington Board of Education, who exhibited the show in their local high schools.

Another News Department documentary garners high praise—"Window On Fear", the feature on Berlin, will be used by the U. S. Army in orientation training for newly assigned troops in Germany. The documentary was written by *Reuben Frank*, directed by *Charles Christensen*, and voiced by *Henry Cassidy*.

Leon Pearson, NBC's "Critic At Large", and man of many talents, adds song-writing to his list of abilities. His love lyrics, "I Predict", have been set to music by *George Shearing*, and

recorded by *Buddy Greco*. Makes fine listening.

SICK LIST: (And we hope you're all back before this is proofread!) *Frank King*, cameraman in Hollywood, who's hospitalized; *Joe Dembo*, news-writer; *Dennis Dalton*, who broke his wrist—you'll never believe it—roller skating! And welcome back, *Rose Homa!*

WORLD TRAVELERS: *W. W. Chaplin*, passenger on the first non-stop cross-country flight from Los Angeles to New York—with such charming company aboard as *Eva and Zsa-Zsa Gabor* and *Paul Douglas*. Side-light to the trip is fact that *Bill* made first cross-country flight with *Charles Lindbergh* and *Amelia Earhart*. Back home, *W. W.* addressed students at the New Lincoln School, on his new Sunday network show, "Report On America", which has proved so popular it moves to prime listening time, preceding the *Symphony*. *Merrill Mueller* also went on a non-stop flying junket—New York to Hollywood and return—a grand total of only 14 hours in the air. Special features on the trip scheduled for "Weekend" and "Camel News Caravan". And, biggest world-travelers of them all, the *Jones Boys*, back from *Formosa* and *Egypt*.

ADDENDA: *Kenneth Banghart's* new midnight TV news show ups him to a total of 22 shows on the air each week—which should earn him the title of man-most-likely-to-develop-an-ulcer, or some such. He still found time, however, to play the role of charming host at his Manhattan apartment to a group of Radio News folks after the New York City election coverage broadcast. Freeloaders in attendance: *Mr. & Mrs. Peter Roberts*, *Mr. & Mrs. Robert Leder*, *Edith Tanzer*, *Pattie Bowers*, *Chet Hagan*, *Irving R. Levine*, *Summer Weener*, *Bill Bales*, *Bill Ryan*, *Ed Gough*, *Joe Sturniolo*, *Hal Schneider*, *Frank Mullen* and *Al Smith*.

W. R. McAndrew was a recent guest speaker at the Columbia University School of Journalism.

Ray Scherer and his wife, *Barbara*, were recent guests of President and Mrs. Eisenhower at a state dinner.

AM Studio Operations—*John Welch* busy repairing the pool at his country place, damaged by the recent storm. *Tom Longmore*, who was one of the ushers in church at the Communion service of industry employees, greatly elated at the success of the affair. *Jim Cashion* planning a trip

to Florida to visit the vacationing *Bill Bergen* and his new bride. *Joe Kall* dickering with the commentator *Edwin C. Hill* for the purchase of Mr. Hill's 1949 Rolls-Royce. If the deal goes through *Joe's* co-workers expect to be able to ride in dignified comfort to all their future social engagements.

TV Network Programs

Broadcast Operations—We certainly miss *Cathy Ungaro* and her "blithe spirit" since she left the company to continue her studies in music. All of us here in Broadcast Operations join in to wish her the best of luck. The red carpet of welcome was rolled out for her replacement, *Evangeline Hadjopoulos*.

Our department has been having its share of civic duties. *Edward Whitney* was assigned to jury duty for two weeks and now *Stan Parlan* is scheduled for the same tour of duty. *Harriet Fletcher* returned after six glorious weeks in Europe. The pictures she brought back for us poor peasants were just perfect. And she keeps telling us it's the first time she took pictures.

Our ardent theater-goers and critics, *Joan Bartlett*, *Ed Murphy*, *Roxie Roker*, and *Cathy Ungaro* went to see "Take a Giant Step"; they gave it rave notices. *Monty Morgan* took a flying trip to Hawaii this past month, and came back looking wonderfully healthy and tanned.

Music—*Jane Roane* is happy as a lark these days—she announced her engagement to *Stuart Langley* and they plan to be married in February. Shopping, apartment hunting and receiving presents make *Jane* step even "livelier". Out best wishes to you, *Jane*.

Peggy Schlumpf auditioned for the Robert Shaw Collegiate Chorale and was accepted.

Rosemary Barnett and *Maggie Snider*, former co-workers, both look fine. We all know *Maggie's* bright little girl, but weather not permitting, *Rosemary* happened to have a variety of photos to acquaint us with hers.

Production Operations—"For it's a long, long, time from May to December. . . ." Since there has been no CHIMES report from this department since last May, this newly appointed reporter is at a loss as to where to begin.

In an attempt to conserve space in

this monthly, suppose we cover the summer months by simply saying: (1) each of us received a vacation with pay, (2) each of us "had a wonderful time" and said so via an endless stream of colorful post cards and (3) each of us nursed sun burns and eventually returned to our respective chores.

With fall weather came a new form of activity: transfers and promotions, (the mail-boy's plight), *Bob Costello* left us to become a member of Fred Coe's production staff. His position was filled, very pleasantly, by *Ed Cosgrove*, formerly of Broadcast Operations. Dapper *Claude Travers* is no longer with us, having recently moved into Bill Gargan's division. Happily for us, *Clem Égolf*, a former coordinator, stepped into *Claude's* cordovans. *Bob Garthwaite*, too, shifted positions, leaving us to assume Al Stern's job in Broadcast Operations. The opportunity of becoming a producer of two current NBC-TV serials lured *Bob Milford* from our office and he is now located on the 28th floor of the RKO building. *Bob* took with him, as his secretary, one of our favorite gals, *Elissa Enax*. Her freckled, smiling face is missed by us all! *Mignon Kniskern* has taken over *Elissa's* job. We're happy to have *Mignon* with us. She's a cute little filly . . . (flet *Mignon*, that is!)

We would like to welcome *Mr. Giraud Chester*, who has been associated with our department for the past several months. *Mr. Chester* is at NBC, observing production techniques, on a Ford Foundation grant. *Evangeline Hadjopoulos*, one of our favorite secretaries, recently left the fold and is now in Broadcast Operations. A blonde beauty named *Louise Horowitz* has replaced *Evangeline (Vangie, to us)*. We only hope that *Louise* can brew coffee like *Vangie* used to. Welcome, *Louise*. And while we're welcoming new girls, let's also greet *Lucille Shore*, who has been with us quite some time. Sorry we're so tardy. Lucy. Also, let's say welcome to *Raquel Vizcarrondo* who has recently joined our secretarial pool. Hello to all the new girls. We welcome you with open arms.

We were all happy to see *Bob Rogers*, recently when he stopped by to see us. *Bob* left NBC to become affiliated with Uncle Sam. He was here on leave and looked robust and hearty in his khaki. *Sheila Hirschman* who has just returned from Europe

came by the other day and filled us all with the wander-lust by singing the glories of the Continental Life. From her report, she had quite a trip, and now everyone is talking about booking passage to Europe.

Program—Congratulations to the *Warren Jacobs* on the birth of Tim—all 10 pounds, 8 ozs: the *John Murdocks* (Minxy was with the Howdy Doody office) on the arrival of their first, Elizabeth Bennett, born on October twenty-fourth, and to *Lou Collins* ("Victory at Sea" staffer) and *Capt. Anderson*, new fathers of a boy and girl respectively.

Hello and welcome back to *Lee Painton* . . . also *Al McCleery*, back in New York for a short visit from the coast.

Good luck to *Mary Gallagher* until recently secretary to *Caroline Burke*, and now resigned from NBC; *Gerry Colson*, who left the "Today" unit for sunny (?) California, and *Jack Faren*, now a producer for Barry, Enright & Friendly.

Welcome mat goes out for *Barbara Dodds*, receptionist, *Jim Sheldon*, director of Circle Theater, *Mike Vincent* and *Bobby Merriman*, new additions to "Today's" staff, *Jack Petry*, AD on Howdy Doody, recently with AM engineering, and a long overdue welcome to *Terry Allen*, receptionist on the twenty-eighth floor.

Public Affairs—*Anne Lawder*, secretary to *Wade Arnold*, became engaged to *Allen Fletcher* on September 16th, and will be married on December 20 at Stanford Chapel, Stanford University. The couple met while attending Stanford. They will return to Pittsburgh where Mr. Fletcher directs and teaches acting (Carnegie Institute of Technology). Mr. Fletcher is a director at the Oregon Shakespearean Festival in Ashland, and both will return to the Festival for the summer of 1954.

Wade Arnold recently returned from vacationing in Tulsa, Oklahoma, and we are all happy he's "in the pink" again.

A nasty virus and a broken shoulder have kept *Hilda Watson* out of our midst for a few weeks. By publication time we hope she'll be back with us in tip-top shape.

Judith Waller on the Public Affairs staff in Chicago stopped in to see us while spending a few days in New York.

Edward Stanley, manager of the department, recently appeared at the

two-day *Mademoiselle* career clinic before an audience of about 200 vocational advisers at various women's colleges throughout the country where he spoke on "Writing for a Living."

Research and Planning—On November 2, *Ruth Lytle* was dined by her co-workers at Dick & Eddie's in honor of her marriage to Walter Culow which took place November 7. She was presented with a Broil-Quick and a green orchid corsage. The whole department wishes her and her husband much happiness and good luck with their new apartment.

Marie Redling received the surprise of her life when she walked into a surprise farewell lunch at the Stockholm feted her by members of the department. A big yellow chrysanthemum practically covered her shoulder. She is now Mr. Wankel's secretary and we hope she never forgets us. Her successor as *Mr. Rumble's* secretary is *Jean Peterson* to whom we all bid a very warm welcome.

We no sooner welcome *Doris Michelson* to our "illustrious" department, when she surprises one and all with a ring she'd have to hide in a black-out. Congratulations are in order for the lucky guy, Julius (does he sing, too, *Doris*?) Katz, and all best wishes to *Doris*.

Technical Operations—We have added to new girls to the department, boys—*Grace Kaufman*, direct from Hollywood, has come into the department to work with *Joyce Peters* on the payroll, and *Nancy Nicholson* who has joined the Scheduling Office under *Tommy Thomson*. Welcome, Nice People; hope you like it here.

Arthur Graham bought himself a new car—Polynesian brown, no less! is now looking for a brown Polynesian to go with it!

Irving Shapiro is confined to Jewish Hospital in Brooklyn with a back ailment. Things aren't as black as they could be though; some of the other Film boys managed somehow to have a television set installed in his room. Now Irving can watch everybody else's flubs.

Last month's column was nowhere to be seen because *Florence O'Grady*, who usually writes the column, had the nerve to go off and get married, not leaving behind any instructions on how the CHIMES copy should be presented. She is sorry. We can maybe excuse her, though, because that last day in the office was "real gone"—the

other girls and the men in the department gave a wonderful shower for her (mucho pretty presents) and things were pretty confused. Florence—whose name is now Tummolo—wishes to send her sincerest thanks to all the good people who contributed to her happiness.

TV Network Sales

TV Advertising and Promotion—

Oliver Wendell Holmes (Note to Editor: Do not italicise, he's not in our department) said that life is a series of good-byes. That was modified to a "so long" for *Pat Gabany*, who left the company recently to join an advertising agency in the building. She's still in hailing distance, but missed by all.

In the in-coming department, the welcome shake went out to *Ernest Fladell* who joined *Dave Hedley's* Sales Presentation writing staff. Ernie is working on "Today."

For skeptics hereabout, note: The fishing prowess of *Clyde Clem* is now established. He caught a 28 pound bass and has the photo to prove it. (*Pat Steel* caught a virus, but he's okay now.)

Bob Dolobowsky finally worked in the last week of his vacation. Can't say the same for *Hope Shinkoff*. She's still thumbing through the travel folders.

Mildred Brannon is an impartial gal. She attended the rallies for all the recent mayoralty candidates. That's what's known as weighing the issue . . . which brings to mind the fact that *Muriel Smith* is dieting.

Larry Byer is now handling advertising production for television.

Marilyn Adams dolled up for a costume party as "Huckleberry Finn." What a place for a line like "that's one for the books."

Press—*Doreen West* arrived in this country last June from Manchester, England, and has been working in Photo-files since October (her first job in America). *Peggy McNeany* enjoyed the Quebec portion of her trip most when she visited Canada on her recent vacation. Peggy was gone three weeks, and we sure were glad to see her come back. *Alec "Sunshine" Nyary* celebrated a birthday Nov. 14. He complains that he's getting old, but his "young in heart" attitude belies him. Why the nickname "Sunshine?" 'Cause that's what he brings to our

department, especially with those original ditties of his. Speaking of originals, we hereby proclaim *Sam Kaufman* the original "Ad-Lib Kid." He's got a million of 'em. . . . Now why does someone insist on stealing *Leo Hershendorfer's* paper clips? As Sam says: "The place is getting to be a regular clip joint." Incidentally, our heartiest congratulations to both Leo and Sam on their recent wedding anniversaries.

If you're looking for some good tips on how to keep trim and fit, see *Harriet Demos* and *Beth Blossom*. They are now enthusiastic physical culture students at Riley's. *Grace Lynch* has really been having herself a time playing Charades with somebody from Stamford, Conn.

Personnel Division

Personnel—New arrivals in the Personnel Department this month are *Ann Allsopp*, secretary to *Don Mackenzie*, *Margaret Malloy*, in the Placement section and *Berry Campbell*, *Kathleen McLeod* and *Adrienne Hughes* in Records.

Marie Redling transferred from the Planning and Research Department to Labor Relations and is now established as *Mr. Wankel's* secretary.

Promotion congratulations are in order for *Peggy Plagge*, who was promoted to Employee Services assistant when *Barabara Cheel* left the company, and to *Claire Owen*, who transferred from the Records section to take *Peggy's* place as Junior Placement assistant.

Film Division

Film & Kine Operations—A big welcome to our new blond charmer, *Pat Bridges*. Also, a belated welcome to *Mary Adrian*, a newcomer to the Film Exchange.

Welcome home, *Terry!* After having spent a week in New York (as a tourist) *Terry Colasacco* is back with souvenirs from Chinatown and oodles of statistics about New York. For instance—"Did you know that the RCA Building has the fastest elevators in the world?" So now we know!

Mildred Lindquist spent one of her two weeks vacation down on Miami Beach with her husband, *Gene*.

That grim on *Marge McGlynn's* face is permanent. The Rangers hockey team is back in town!

NBC Births

To George Broomfields, N. Y., a daughter, Ellen Jane
To William Prunty, Cleveland, a daughter, Peggy Ann
To Frank Derrys, Cleveland, a daughter, Deborah Ann
To William Ryans, N. Y., a son, Sean Emmett
To Robert Priaulx, N. Y., a daughter, Barbara Ann
To John Andersons, N. Y., a daughter, Quest Alexandra
To George Bakers, Washington, a son, Brian Kimball
To Harry Olssons, N. Y., a son, Harry Robertson
To Len Salvos, Chicago, a son, Leonard Michael
To Bill Hesses, N.Y., a daughter, Cindy
To Robert Rothsteins, N.Y., a son, Roger
To Ted Mayers, N.Y., a son, Theodore George
To Jack Ryans, N.Y., a son, Douglas Scott
To Theodore Walworths, N.Y., a son, Ted III
To Mimi Kilgore, N.Y., a son, Eugene, Jr.
To Ted Walworths, N.Y., a son

NBC Marriages

Celia McCann to Leonard Brown, both N. Y.
Jacqueline Pashley to George Heinemann, both Chicago
Florence O'Grady, N. Y., to Frank Tummolo
Anne Tucker, to Townsend Coleman, both N. Y.
Barbara Bruns, N.Y., to John Frederick Nothel
Mary Brain, N.Y., to Marvin Hoscheid
Frederic Butcher, Chicago, to Lorraine Christiansen
Joan Back, Chicago, to Charles E. Vastbinder
Betty Lou Meinken to Harold Whittenberry, both Chicago

NBC Engagements

Jane Roane, N. Y., to Stuart Langley
Henry Toluzzi, Overseas News, to Sonya Brachman
John Fitzpatrick, N. Y., to Jean Dall
Johnny Maurer, N. Y., to Jean O'Neill
Lee Pratt, N. Y., to Patricia Chase
Dorsey Connors, Chicago, to Jim Bannon
Louise Cobb, N.Y., to Robert Moore
Arlene Dodge, N.Y., to William Walpole

Bargain Counter

For Sale: Five room Cape Cod style house in Pt. Washington, L.I. Many extras. Expansion attic, full basement, 55 x 125 plot. It's two blocks from school, convenient to churches, good for LIRR commuting. Hot water oil heat. Asking \$14,900. Call R. C. Lanick, ext. 8959, or PO 7-4025.

For Sale: 1951 Studebaker four-door, blue, Land Cruiser. Fully equipped with heater, radio, etc., and/or 1950 DeSoto Carry-all (Suburban-type), like new. Excellent buy on both cars. Phone Shirley Fischer, ext. 8568.

WNBW... Washington's ONLY television station with SUPER POWER...100,000 watts

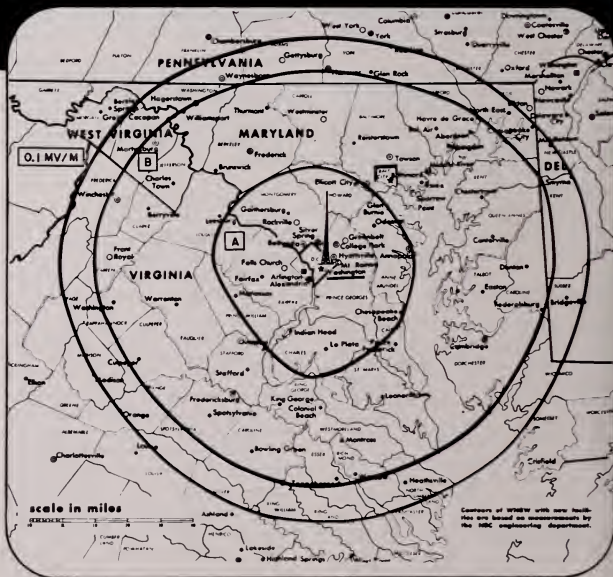
SERVING AN AREA OF 15,800 SQUARE MILES
1,108,600 FAMILIES...OVER 4 MILLION PEOPLE

- With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

WNBW
CHANNEL **4**

Represented by NBC Spot Sales



NBC CHIMES

January • 1954



Weaver Addresses New Members
of 25-Year Club in New York

See Pages 2, 9



CHIMES

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The Cover

On Dec. 10, 1953, at the Hotel Roosevelt in New York City, the National Broadcasting Company held a luncheon honoring those employees who in 1953 marked their 25th year of service with the company. Seen on the cover of this issue of CHIMES is NBC's new president, Sylvester L. Weaver, Jr., addressing the new members of the Twenty-five Year Club at that occasion. At the head table are, left to right: Emanuel Sacks, NBC staff vice president; Robert W. Sarnoff, newly-elected executive vice president of NBC; Mr. Weaver, and behind him, John M. Clifford, vice president in charge of Personnel, who was master of ceremonies

at the luncheon, and NBC star Day Garroway, who headed up the entertainment, which featured Skitch Henderson, and the new singing discover: Jill Corey.

In November, NBC Hollywood held its luncheon for new recipients of lon service awards at the Ambassador Hotel there. John K. West, vice president in charge of the Pacific Division was host.

For more on the New York Twenty-five Year Club luncheon, see page nine, ten and eleven, and to see how NBC Hollywood honored its vetera employees, look up page 17 of this issue of CHIMES.

NBC Blood Bank

This month—on Jan. 26 and 27—NBC in New York will again conduct its annual blood drive, in conjunction with the American Red Cross, in which all employees are urged to participate. It will be held in the Center Theatre.

NBC's last drive was held last February, and at that time the total of donations by employees broke the industry record for two-day drives, with a collection of 312 pints stacked up at the end of the giving. From all indications, this year's drive will top that mark.

The blood that is donated goes to maintain a credit balance in NBC's own Blood Bank and to serve the Armed Forces. Previously, the NBC Blood Bank received half and the other half went to the Armed Forces. Many men who were hurt in Korea still require blood, of course, but with the cessation of hostilities there, the need has lessened, so that the NBC Blood Bank now will get two-thirds and the Armed Forces one-third of all donations.

The NBC Blood bank tries at all times to keep a minimum of 150 pints as a credit balance to be used whenever an NBC employee or member of his family is in need of blood. This blood is furnished free of charge. However, as of the end of next month, the balance will be down to only two pints, and unless this drive is an unqualified success, the Bank may no longer be in

a position to supply blood whenever and wherever the need arises. It has been a particular source of pleasure to the Bank that during the past year it has never once had to ration blood to employees or their families, that every such request has been completely filled, no matter how large. It would be a sad thing if next summer one of us needed blood and got a turn-down from our own Blood Bank, just because there wasn't any blood there.

Up until the time of the drive this month, you will be given ample opportunity to sign up to donate blood. Notices are going up on bulletin boards, letters are being sent out by the Blood Bank committee, and you are due to be visited personally by a committee representative.

Here are some of the uses to which your blood can be put:

Help you recover from an operation
For your wife at childbirth

Save the life of a baby with the Rh factor

Keep a leukemia patient alive
Help a relative fight off cancer

Go towards the making of our biggest weapon against polio, gamma globulin.

So don't forget the dates: Tuesday, Jan. 26, and Wednesday, Jan. 27; not the place: the Center Theatre. Your presence there is needed by the Armed Forces, the NBC Blood Bank—and yourself.

NBC News Roundup..

Recent Nielsen TV Ratings Give NBC 7 Out of Top 10

National Nielsen ratings for the two-week period ending Nov. 21, which were released last month, show that NBC has seven of the ten highest-rated shows in television. Here's how they stand:

1. I Love Lucy	63.5
2. DRAGNET (NBC)	58.6
3. BUICK-BERLE SHOW (NBC)	52.2
4. BOB HOPE SHOW (NBC)	51.7
5. Jackie Gleason Show	49.8
6. Talent Scouts	49.2
7. COLGATE COMEDY HOUR (NBC)	47.9
8. GILLETTE CAVALCADE OF SPORTS (NBC)	46.8
9. YOU BET YOUR LIFE (NBC)	46.5
10. FIRESIDE THEATER (NBC)	45.1

NBC Gets Exclusive Rose Bowl Rights for Another Three Years

Under the terms of a new contract signed last month, NBC will retain its exclusive radio and television rights to the annual Rose Bowl football game for another three years.

The new contract extends through Jan. 1, 1957. It was signed by Harry Hurry, president of the Pasadena Tournament of Roses assn.; Victor O. Schmidt, commissioner of the Pacific Coast Conference, and Lewis S. Frost, director of Public Relations for Western Division. It was also announced that approval had been given to the Gillette Safety Razor Company to continue as sponsor of the coast-to-coast radio and television coverage.

\$15,000,000 in Renewal Billings for NBC-TV

NBC Television Sales met the new year with a flurry of sales activity, coming up with renewals of five top shows worth about \$15,000,000 in combined billings over the next 2 weeks. The announcement of the renewals was made by George H. Frey, vice president in charge of Television Network Sales.

The five shows, all renewed for 52 weeks, are "Dragnet," "Ford Theatre," "Hallmark Hall of Fame," "Kraft Television Theatre" and "Camel News Caravan."

Radio Series To Report In Rebirth of South

With a grant from the Alfred P. Sloan Foundation, NBC has been investigating during the past six months what has been called one of the most significant developments of the generation: the rebirth of the South. The result is a 13-week radio series "Heritage Over the Land," which started Sunday, Jan. 10.



Brig. Gen. David Sarnoff (left), Chairman of the Boards of RCA and NBC, and Richard English (center), producer-narrator of "Last Man Out," NBC Radio drama-documentary series, were honored recently by the American Legion, Departments of New York and the District of Columbia, for "most effective service in the interests of a strong and positive Americanism" as demonstrated in production of the radio series. The Legion's National Commander, Arthur J. Connell (right), presented the awards.

The broadcasts, tape recorded on the scene by an NBC documentary crew, will explore the social, economic and cultural revolution under way in the South during the past decade. The unit went out on seven separate trips, ranging from Washington, D. C., to deep South crossroads too small to be found on any map. There were no actors: the voices and sound effects are all authentic.

Cities Service Renews Oldest Radio Series

Cities Service, sponsors of the oldest continuous radio series on NBC—and on any network—has renewed the "Cities Service Band of America" for another 52 weeks. It was announced last month by Fred Horton, director of Sales for the NBC Radio Network.

The "Band of America," conducted by Paul Lavalley, will carry the Cities Service Series into its 28th year in radio. The first cycle of Cities Service broadcasts began in 1927.

Nielsen Shows Increasing NBC Radio Popularity

The increasing popularity of NBC Radio Network nighttime programs is shown in a recent Nielsen survey. The report comparing November, 1953, with the same month of 1952 reveals some programs reaching as many as 36 per cent more homes in 1953 than 1952.

Specifically, the "Railroad Hour" is up 36.1 per cent and is heard in 2,327,000 homes; "Dragnet" is up 33.2 per cent with 3,446,000 homes tuned in and "Walk a Mile" and "One Man's Family" are up 18 per cent and 14 per cent respectively with the former now heard in 2,864,000 homes and the latter in 2,596,000 homes.

'Introductory Year' Begins

NBC Gets Off to Fast Start in Compatible Color TV; Sarnoff Hails FCC Approval of RCA-Pioneered Standards

The National Broadcasting Company raced off to a lightning start in color television by putting a color signal on the network at 5:32 p.m., EST, within minutes after announcement of approval of compatible color signal specifications for television by the Federal Communications Commission on Dec. 17.

Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and NBC, at 6:30 p.m., EST, highlighted a special colorcast which originated in NBC's Colonial Theatre, New York, world's first fully equipped color television studio.

General Sarnoff was introduced by Sylvester L. Weaver, Jr., president of NBC.

The following morning, on NBC-TV's "Today" program, Mr. Weaver was interviewed by Dave Garroway at the Colonial Theatre. Dr. Charles B. Jolliffe, vice president and technical director of the Radio Corporation of America, also was interviewed on the program.

When the FCC decision was announced, NBC flashed a multicolored slide reading "Color News Bulletin" on the air, and an announcer began: "Attention, please! Color television is here. You are looking at the first color picture telecast since compatible standards for color television were approved."

Congratulating the FCC on its action, General Sarnoff said, "Approval by the FCC of compatible color television broadcasting is a great victory for RCA, but an even greater triumph for the public and the television industry."

"RCA developed the compatible color television system. We have fought and worked hard and long for its adoption for commercial use because we were confident from the beginning that it is the right system in the public interest."

General Sarnoff underlined the importance of compatibility of the approved standards, pointing out that

without this feature "your set would go completely blind to color broadcasts."

He concluded:

"This day will be remembered in the annals of communications, along with the historic date of April 30, 1939, when RCA-NBC introduced all-electronic



Sylvester L. Weaver, Jr., NBC president, as he appeared before the cameras at the Colonial Theatre shortly after the announcement of the FCC approval of compatible color television.

tronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York. At that time we added sight to sound. Today, we add color to sight.

"RCA is proud of the leadership its scientists and engineers achieved in developing the all-electronic black-and-white television system — the all-electronic compatible color system — and the RCA tri-color tube, which made the latter practical.

"Dedicated to pioneering and steadfast in our purpose to give America preeminence in communications, we shall continue our efforts to advance and to merit the faith and confidence the American people have in 'RCA' as

an emblem of quality, dependability and progress."

Preceding General Sarnoff's speech which was on film, Mr. Weaver appeared before the RCA color cameras and took the television audience on a brief tour of the Colonial Theatre's facilities. "From here," said Mr. Weaver, "will come some of the most exciting moments of your entertainment in the weeks and months ahead."

Although a period of approximately 40 days from the date of approval will elapse before the new standards become effective, NBC received permission to broadcast the Menotti opera, "Amahl and the Night Visitors," as a "color premiere." Rehearsals for this show were interrupted for the special colorcast, and Mr. Weaver walked about the set explaining various aspects of the production.

Mr. Weaver told the television audience that color sets will be on the market in six months, and will sell for around \$800 to \$1,000 for a 14-inch screen. "But," he pointed out, "RCA has protected the investment you've made in your present black-and-white set. Although the camera photographing me . . . is sending out a picture in color, you are receiving a perfect black-and-white picture without an adapter or any other gadget. That's what we mean when we speak of the RCA compatible color television system."

In the interview with Garroway, Mr. Weaver said that use of color as a part of the "Today" program could be expected some time after the colorcast of the Tournament of Roses Parade in Pasadena on New Year's Day. He explained that NBC's new custom-designed color mobile unit, which was used for the first time during the Pasadena program, will be available for other special events, some of which could be fitted into the "Today" program, the morning news and special feature show. Mr. Weaver said that such events could perhaps be under way by cherry-blossom time in Washington.

Dr. Jolliffe, in his remarks, said that approval of the RCA-pioneered compatible color standards was "a great Christmas present for the engineers of RCA and the industry." He also observed that a development such as compatible color, because of its complexity, as a group effort rather than the work of any one man. "That," he said, "is the present theory of industrial research."

NBC's Introductory Year plan for color got into high gear with the announcement of the FCC decision. Under this plan, each of NBC's major programs will be done at least once in color. Until the new standards go into effect, the broadcasting of these programs in color is subject to special authorization of the FCC.

The first color production after the FCC authorization was the Dec. 20 presentation of "Amahl and the Night Visitors," followed two days later by "Season's Greetings," a variety show starring Ezio Pinza, Harpo Marx, and Eddie Albert. On Thursday, Dec. 24, "Dragnet" offered the first commercial broadcast of color film in television history. On New Year's Day, NBC broadcast the Tournament of Roses Pa-

rade from Pasadena. This colorcast registered a series of significant "firsts" in color broadcasting:

1. First West-to-East transcontinental transmission of color.
2. First West Coast origination of a color program under the standards just approved by the FCC.
3. First remote pickup in compatible color of a special event since FCC approval.
4. First broadcast of a network color program by a coast-to-coast series of stations using special equipment for broadcasting a true color signal.

Color productions of the Kate Smith and Dinah Shore shows are among those scheduled for January as NBC accelerates its color conversion activities.

Development of color programming techniques at NBC has been under way at an intensive pace for the past year. The Colonial Theatre has been operating on virtually a seven-days-a-week basis, with NBC's color corps devising new techniques of lighting, staging and make-up.

McCall Award to Judith Waller

Judith C. Waller, director of Public Affairs and Education for NBC's Central Division, was selected as one of the seven winners of the 1953 *McCall's* awards to women in radio and television, it was announced in the January issue of that magazine.

Miss Waller, named by the judges as the executive performing the "greatest public service to youth," has "proved the value to pre-school children and their parents of a simple educational show called 'Ding Dong School,'" the citation said. Formal presentation of the award will be made at a dinner in Kansas City in April.

Alert NBC Guard Saves Raye Day

A quick-thinking NBC guard prevented one of Ralph Edwards' "This Is Your Life" telecasts from New York last month from turning into a dud an hour before air time. To Dan O'Connor, of NBC's Protection Department, goes much of the credit for Martha Raye's not knowing that she was to be the subject of a "This Is Your Life" treatment when she arrived at the Center Theatre a half-hour early.

This is how it happened: Dan, a retired New York City policeman who has been with NBC eighteen months, was stationed at the elevator that Tuesday night, and had been instructed to whisk Martha right up to the third floor as soon as she came in. She was to arrive at 9:10, accompanied by Milton Berle and her manager, Nicky Condon. It was important to get her upstairs right away so she wouldn't see the preparations being made for the show.

Who should come wandering in at 8:45, without her escorts, but Martha. Dan spotted her and started to direct her to the elevator. Martha, however, was curious about the music coming from the orchestra pit. Dan's hurriedly contrived explanation for that was that an opera was being rehearsed. Despite possible dissimilarities between Von Dexter's "This Is Your Life" orchestra and a grand opera counterpart, this appeared to satisfy Martha, for she went straight upstairs, and the day was saved.



Imagine this spectacular float—composed entirely of flowers (and girls)—as it was seen over NBC compatible color television. You can see the big BC color camera at the left, picking up this part of the Tournament of Roses parade.

Major Executive Changes Announced

**Frey Promoted; Stanton, McAvity Now V.P.'s;
Wile Transferred to Coast, Rettig to N. Y.**

The promotion of George H. Frey to vice president in charge of Television Network Sales and election of Thomas McAvity as vice president in charge of Television Network Programs and Carl M. Stanton as vice president in charge of the Film Division were announced Jan. 8 by Sylvester L. Weaver, Jr., president of the National Broadcasting Company, following the regular meeting of the NBC Board of Directors.

Mr. Frey has been in the broadcasting business for 30 years, serving principally as a sales executive. Prior to their promotions, Mr. McAvity was the national program director for the NBC Television Network, and Mr. Stanton was director of the Film Division. Both men have backgrounds of wide experience in advertising, programming and production.

Harry C. Hagerty, financial vice president of the Metropolitan Life Insurance Company and a member of the Board of Directors of the Radio Corporation of America, was elected on Jan. 8 a member of the Board of Directors of the National Broadcasting Company. Mr. Hagerty filled the va-

cancy on the Board created by the resignation of John K. Herbert from NBC.

Last month it was announced that Frederic W. Wile, Jr., who was NBC's vice president in charge of Production, would transfer to Hollywood, effective Jan. 1, as vice president in charge of Television Network Program Division on the West Coast. In this position, he is responsible for programming, as well as production and operations. Mr. Wile, who joined NBC in 1949, was elected a vice president in 1951.



Carl M. Stanton, vice president in charge of the Film Division.

Also effective Jan. 1, Earl H. Rettig, who was director of Television Network Operations at NBC Hollywood, was transferred to New York and placed in charge of Production and Business Affairs for Television Network Programs. Mr. Rettig reports to Thomas McAvity, newly-elected vice president in charge of TV Network Programs. Leonard Hole, director of Production, and William V. Sargent, divisional business manager, report to Mr. Rettig.

In the Television Network Programs Division, Mr. McAvity last month an-



Thomas McAvity, vice president in charge of Television Network Programs.

nounced that Samuel C. Fuller, executive producer of the "Colgate Comedy Hour," had been promoted to the position of national television program director, effective Feb. 1. Mr. Fuller reports directly to Mr. McAvity.

Mr. McAvity at the same time announced that Michael Dann, formerly manager of planning, had been named manager of television programming, and Roy Passman, formerly assistant program manager, had been appointed manager of television program administration. Both Mr. Dann and Mr. Passman report to Mr. Fuller, as do all executive producers and producers.

In the Film Division, Mr. Stanton last month announced that Edgar G. (Ted) Sisson, formerly in charge of radio and television programs and programming for N. W. Ayer, had been named associate director of the NBC Film Division.

Alfred R. Stern, who joined NBC in January, 1951, and has held a series of increasingly important administrative jobs since then, has been appointed assistant to Robert W. Sarnoff. NBC executive vice president, Mr. Sarnoff announced Dec. 23.



George H. Frey, vice president in charge of Television Network Sales.



audience was more than appreciative, judging from the wide eyes on the left. Even the parents joined in the singing (center). On right is an overall view of the orchestra section during the show.

When Santa Arrived a Day Early

Santa Claus arrived a day early, Thursday, Dec. 24, for some 1,500 children of NBC employees in New York who jammed the Center Theatre for the network's 1953 Christmas party.

And not only was Santa there in person, but he had a whole stageful of helpers in the persons of many of NBC's top performers.

The whole show was gaily wrapped up in a neat, one-hour package called "Santa's Schoolhouse." Host for the occasion was Sylvester L. Weaver, Jr., NBC's newly elected president.

Herb Sheldon was master of ceremonies and teacher at "Santa's School-

house." His mission: to teach various NBC stars how to be Santa's helpers. Among the top personalities there to receive instruction were Wally Cox, Bob Smith and Clarabell, Gene Rayburn, Jackie Robinson, Ed Herlihy, Morey Amsterdam, the Gaudsmith Brothers (and their comic poodle act), and Jack Lescoulie. Roy Shields and an NBC orchestra provided the music.

Fully indoctrinated in how to be Santa's helpers, the stars assisted Santa in passing out gifts at the end of the show.

Caroline Burke produced the show. In addition to the youngsters, about 1,000 adults attended.



Sylvester L. Weaver, Jr., NBC president, welcomed the children and their adult friends at the start of the party. Herb Sheldon, left, was master of ceremonies.

times the anticipation of what was coming next day was almost more than one could stand (left). This was just a day before Christmas, and one young man wanted Santa to know how *he* felt about him (center). Getting presents from Santa's helper Jackie Robinson (right).



Mystery Solved:



Francey Lane visits the Travers household — this time in person. On left is Mrs. Jerry Travers, in the center little Mike Travers, four, studying the famous television receiver.

Face on TV Screen Is Francey Lane's

A mystery that excited the attention of newspaper readers all over New York City—in fact, all over the world—was solved last month, after a Long Island family spent 51 hours trying to figure out why the face of a young girl should remain fixed on its TV screen, regardless of whether the set was on or off.

The Travers family, of Blue Point, L. I., first noticed this phenomenon when the children found this female image was interfering with the reception of their favorite program, "Ding Dong School." It wouldn't go away, even if they switched channels (heaven forbid!) or turned the set off. The mysterious face confounded TV servicemen called in to fix the set, and soon the electronic puzzle was on the front pages of the big metropolitan dailies.

It was discovered, however, that the image was a duplicate of the very pretty face of Francey Lane, singing star of

Mabel Phelps, Retired Head Nurse In New York, Is Honored

Remember "Ma" Phelps? If you've been with NBC New York longer than seven years you surely do. Miss Mabel Phelps was supervisor of nurses in the Health Office in New York for 12 years up until her retirement in 1946.

Her scores of friends at NBC will be delighted to hear that she is not only in the very best of health, but that last month she was the recipient of a unique honor.

She was chosen "Special Guest of the Year" at the Dec. 3 meeting of the New York Industrial Nurses Club. She was selected for this honor because of present and past contributions and outstanding services to the field of industrial nursing. She is a past president

of the club and one of the few remaining charter members.

Miss Phelps, after being presented with an orchid and an inscribed silver platter, blushing expressed her thanks and told the assembled nurses that retirement from active service was not to be looked upon with dread, and that she is still pursuing a complete and fully active life, and enjoying every minute of it.

The nursing staff of NBC New York was particularly proud of this honor accorded Miss Phelps because they had served under her for many years and attribute to her the high standards of nursing service that prevails in the Health Office.

Natalie Hinderas Appears on WNBK



Concert pianist Natalie Hinderas, a native Ohioan, was seen recently on her own television show over NBC's Cleveland station, WNBK. Seen here at that occasion are: (top, left to right) Henry Levine, musical director, WTAM-WNBK, who conducted the orchestra for Miss Hinderas; Richard McClure, tenor, who also appeared on the telecast; Mrs. Lloyd E. Yoder, and Mr. Yoder, general manager of NBC's Cleveland stations; (bottom) Miss Hinderas (center), her grandmother (left), and her mother (right).

WNBK's Morey Amsterdam morning show. It also was determined that the cause of the fixed impression on the screen was an electronic "explosion" which burned Francey's facial image into the phosphorescent coating on the inner coating of the cathode tube.

Francey, accompanied by Mary Jane

MacDougall, of the WNBC-WNET publicity office, journeyed out to Blue Point to see the Travers family, but by the time they got there, the now-not-so-mysterious image had disappeared. With the excitement at an end, Francey simply invited the family to come see her show in person.

Weaver Greets New Members of 25-Year Club at Luncheon in N. Y.



"You are the people who for the past 25 years have been associated with an industry which, more than anything else, has begun to build a path toward a greater and finer world," Sylvester L. Weaver, president of NBC, told new members of the company's Twenty-five Year Club, who were inducted at a luncheon at the Hotel Roosevelt, Thursday, Dec. 10.

Each of the new Twenty-five Year Club members received a watch and a certificate signed by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC. Besides the new club members, attending the luncheon were

many who became quarter-century-employees in 1951 and 1952.

Twenty-eight employees of NBC in New York joined the club this year. Another 32 employees in other locations of NBC also became members in 1953. NBC now has 120 active employees who have been with the company for 25 years or more.

John M. Clifford, vice president in charge of Personnel, was master of ceremonies and introduced Mr. Weaver, as well as the entertainment, which was provided by Dave Garroway, Skitch Henderson and Jill Corey. The watches and certificates were presented to the individual employees by: Robert W. Sarnoff, executive vice president, to employees in Television Network Programs; Emanuel Sacks, staff vice president, to employees of Finance and Services Division; Charles R. Denny, vice president in charge of NBC Owned Stations, to employees of that division; George H. Frey, vice president and sales director, to employees of Television Network Sales, and by Mr. Clifford to employees of the Personnel Division.

In his address to the new club members, Mr. Weaver expressed his pleasure at "being able, in my very first week as president, to meet with the veterans of 25 years service with NBC." The NBC president recalled his first visit to NBC many years ago, when the network's headquarters was located at 711 Fifth Ave. in New York, and how in the years that followed, while he was associated with Young & Rubicam, he got to know and work closely with

Dave Garroway reminiscing about "the old days" at NBC. Enjoying his tale are, left to right: Emanuel Sacks, staff vice president; Robert W. Sarnoff, executive vice president; Sylvester L. Weaver, president, and John M. Clifford, vice president in charge of Personnel.

employees of NBC. It was then, he said, that he first felt the conviction, so greatly strengthened since he joined NBC, that the people who work in broadcasting have been one of the most important driving forces in advancing communications, bettering the nation's economy and providing information for the American people.

"We who work in broadcasting," Mr. Weaver continued, "can feel an 'elite' quality in our hearts and minds, knowing that we are participating in this progress. Very few people can do this. We can be proud. . . ."

The ubiquitous Dave Garroway, in his familiar soft-spoken, hands-in-pockets manner, reminisced about the NBC of years gone by, when he "was taking the worst guided tours in history" through the NBC studios. He agreed that mighty progress has been made over the past two and a half decades, but lamented that the "new smell" the RCA Building had when he first came here was just about gone. He can still occasionally get that smell, about five or six in the morning, when he comes in for his "Today" show, Dave said, and recommended that any old timers, seeking a little nostalgia, do some sniffing at that hour also.



Lovely Jill Corey, singing star of the "Dave Garroway Show," sang several numbers, as part of the entertainment following the luncheon.

At the Quarter-Century Fete in New York:



Robert W. Sarnoff, executive vice president, presenting watches and certificates to (left to right): Dorson Ullman, video control engineer; Gerald Sellar, audio operations supervisor, and Stanley L. Pick, technical production supervisor.



(Left) Theodore Clements, master control engineer, receiving award from Mr. Sarnoff; (right) Reid R. Davis, color TV operations supervisor, being presented with award by Mr. Sacks.

Emanuel Sacks, (left) staff vice president, presenting award to Edward H. Prince, design draftsman.



Mr. Sacks (left) and new 25-Year Club member Roland Lynn, staff engineer.



Overall view of the 25-Year Club luncheon at the Hotel Roosevelt in New York.

New Members of NBC's Twenty-five Year Club

New York

F. A. Wankel
 Beulah Jarvis
 Walter E. Myers
 Reid R. Davis
 John J. De Maio
 Gerald M. Hastings
 Lester A. Looney
 Frances Mellen
 George M. Nixon
 Edward H. Prince
 Arthur A. Walsh
 Roland Lynn
 Dorson Ullman
 William T. Pooler
 Charles Bennis
 Claude Clayton
 Theodore T. Clements
 Waldo D. MacQueen
 Stanley L. Peck
 Fernando R. Rojas
 Raymond Swanecamp
 Tommy Tart
 Andrew R. Thomson
 Stephen Varley

Charles P. Dickson
 Gerald Sellar
 Maragaret O'Connor
 Madge Boyton

Cleveland

Tom Manning
 Harold Gallagher
 John D. Disbrow
 Jesse J. Francis
 Ross Plaisted
 Clayton C. Russell
 Albert B. Stewart
 Alvin McMahon
 S. E. Leonard

San Francisco

Bill Andrews
 George Greaves
 Wanda Watson
 Charles E. Kilgore
 Joseph W. Baker
 Ed Manning
 Curtis Peck

Byron Mills
 Janet Sligh
 Victor Paradis
 Edgar Parkhurst

Hollywood

Max Bauman
 Lester D. Culley
 Mortimer Orr Smith
 Kathryn B. Hardesty

Washington

Keith D. Williams

Chicago

Edward Hitz
 Alonzo Kanev
 Donald Marcotte
 Edward Stockmar
 Robert Fitzpatrick
 John R. Miller
 Marshall Rife



Group picture of new 25-Year Club members, with top NBC officers, taken just after luncheon. Bottom row, left to right: Walter Myers, George Nixon, Theodore Clements, Frances Mellen, Mr. Weaver, Mr. Sarnoff, Beulah Jarvis, Raymond Swanecamp, Dorson Ullman. Second row, left to right: Reid Davis, William Pooler, Arthur Walsh, Gerald Hastings, Stephen Varley, Claude Clayton, Lester Looney. Third row, left to right: F. A. Wankel, Tommy Tart, F. R. Rojas, Roland Lynn, John De Maio. Top row, left to right: Charles Dickson, Waldo MacQueen, Andrew Thomson, Charles Bennis, Gerald Sellar and Edward Prince.

The Picture Story



Mary McNulty, secretary in NBC's New York stations, was the winner of a contest for the best title for the new WNBC morning show of Allyn Edwards. The winning title: "Wake Up Easy"; the prize, the beautiful RCA Victor TV set Mary is seen with here.



Over 50 employees pitched in last Dec. 17 to help wrap presents for NBC Children's Christmas Party. Seen here, on left side of table, are: Roberta Graham, Liz Leitner, Mary Fitzgerald. On right side, front to rear, are: Catherine Sullivan, Barbara Stein, Ann Almaraz, Marczak, Berry Campbell and Maggi Malloy.

Charles R. Denny, vice president in charge of NBC Owned Stations and Spot Sales (center left), congratulates James V. Coleman, one of 13 employees of the division honored at a luncheon on the occasion of their 10th and 20th anniversaries at NBC. The group present at the luncheon included (L to R): Hamilton Shea, Richard Close (20 years), Charles Colledge (20 years), Thomas B. McFadden, Mr. Denny, Daniel Murphy (20 years), Mr. Coleman (20 years) Isabelle Finnie (10 years), Peter Affe (10 years), Morris Goodman (10 years), John Riedel (10 years), and Ralph Bennett (20 years).



Opposite page, right: maintenance man of NBC, Sid Caesar, is seen here showing Mack his technique, being the harmonica for and when in the Coast appeared in "Tars and Sid Caesar".

at NBC



Dick Gillaspay, on left, of Sound Effect in New York, is due to complete his tour of active duty with the Marines shortly. Dick has been non-com in charge of the Marines' pioneer broadcasting station, and is seen here with pilot Maj. Edwin Long just after completing the first recorded flight made in the "faster than sound" jet interceptor, the F-3D Skynight. Dick is at Cherry Point, N. C.



The Communications Division of NBC in New York recently had a race-anting when "Sof'Tones" were installed on the TWX machines. Seen above from left to right, are: Communications operator L. A. Maldonado; J. W. Gates, director of Gates Associates, from whom the cabinets were purchased; chief dispatcher L. A. Zangaro; Communications cost clerk Harry Larson; and Communications operators S. Artino and W. J. Conklin. At time of photo, other personnel were on relief.

On Dec. 23, the NBC Chorus toured the halls of the New York office, singing Christmas carols. Seen here as they were winding things up on the Mezzanine stairs of the RCA Bldg. are, left to right: (front row) Carol Burton, Harvey Muller, Bill Cali, Bill Traher and Dan Sigworth; (second row) Marie Reding, Gloria Betros, Kay Henderson, Dorothy Carpenter, Olga Pavlova; (third row) Ronnie Fowler, Peggy Schlumpf, Helen Norton, Barbara Figliola, Laura Graham; (fourth row) Edith Galloway, Joan DeHart, Lucy O'Leary, Victoria Clark; (fifth row) Elaine Worobey, Linda Schmidt, Grace Lynch, Joan Oury, Joyce Higbee; (top row) Anne Ahles, Eleanor Michael, Violet Fairhurst, and Anne Pedersen. John Plummer, of the Music Library, who directed the Chorus, cannot be seen in this picture.



In Fine GR Tradition

*Pages, Guides, Guidettes,
Display Talent in Charity Show*



The show's opening number was a trio of singing guidettes: (L to R) Marlys Johnson, Mary High and Jeanette Lynn.

NBC's Guest Relations Department in New York has always been known as a nurturing-place for talent. Its reputation as such started two decades ago when young men began stepping from

the uniformed ranks of the pages and guides onto the stage and before microphones. It was enhanced when such former Guest Relations men as Gene Rayburn, Dave Garroway and Gordon MacRae attained stardom.

Today's GR staff, like its forebears, boasts many an aspiring performer. Magicians, singers, dancers, comedians, puppeteers—they share the common desire of all showbusiness people: to perform. Most NBC-ites can remember the famous "Brass Button Review," which in years gone by served as the showcase for GR talent.

And actually performing on the stage is not the only facet of showbusiness to which members of Guest Relations address themselves. Besides that type of talent, there are a number of young men and women there who are inclined towards the writing, producing or directing end of things. Certainly a good number of "graduates" of Guest Relations have carved very successful careers for themselves in those pursuits.

Obviously then, Guest Relations has, at any given time, probably sufficient personnel in its ranks to whip up a pretty fair show. There are people there who can write it, produce it, direct it and perform in it.

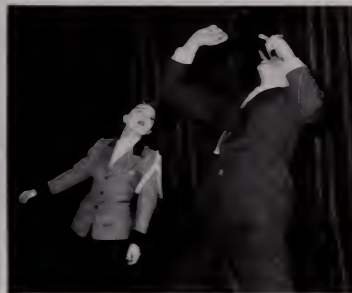
GR staffers Noreen Conlon, Herb Granath, Jack Schwanke and Jeanette Lynn were sitting around several months ago, discussing this heritage Guest Relations has. Knowing that there were many talented people in the department, they decided that a show could well be produced, given only organization and a reason for being.

They hit upon the idea of presenting a variety show for children. This would provide an interesting and flexible format and besides, would give the players the satisfaction derived from giving pleasure to kids. They also knew well that there is always a great need for this type of show in children's hospitals. The variety format was advantageous, since everyone could develop their routines separately.

The little group contacted Ray Teague, a GR page who has been doing magic professionally for several years. Ray was very interested and the first show was organized, to play to a school for deaf children. There were just two acts in this production, Ray Teague's magic and a marionette show written by Eleanore Bouwman, now of the Film Division, but formerly of GR.



Lois Zierk, GR guidette, did a satire on a variety of dances.



left to right: Noreen Conlon; Mary High, assisting Ron Rubin in his fire eating act; and folk singer Randy Harrison.

After this show the group was expanded to play to other types of child audiences. Guidette July Leverone was to do the writing and join with Herb Granath on coordination and organizing rehearsals. Setting up rehearsal schedules suitable to all turned out to be an enormously difficult task. In addition to their full-time jobs at NBC, many GR people attend school in their spare time, or pursue many other spare-time activities, so assembling everyone at one time was not easy. Fortunately their variety format permitted practice to go on individually.

The biggest and best of their shows so far was performed Saturday, Nov. 28 at the 63rd St. YMCA in New York, before an audience of about 250 boys of ages ranging from eight to fourteen. Such an audience is one of the toughest, as any showman will attest, but according to Mr. Sullivan, Y director, "The show drew the largest crowd we have had in two years. It held all of

the boys' interest throughout—this hardly ever happens with any of the entertainment we have."

The show opened with a piano overture by Jim Smith, followed by a trio of singing guidettes, Marlys Johnson, Mary High and Jeanette Lynn. Ron Rubin, who was master of ceremonies, then presented his fire-eating act, in which he was assisted by Mary High. Guidette Lois Zierk then did a satire on a number of dances, accompanied by Sandy Ross at the piano. Comic Harvey Mandel was next, and then came a marionette troupe operated by Jack Schwanke and Jeanette Lynn. Randy Harrison, complete with buckskins and guitar, offered folk songs, and he was succeeded by Ray Teague's magic, assisted by Jane Stumpff.

In discussing the show now, the pages and guides are enthusiastic about the help and cooperation they have been receiving. They were particularly grateful to William S. Hedges, vice

president in charge of Integrated Services, who so warmly encouraged them, and to Peter M. Tintle, manager of Guest Relations, who helped arrange work schedules and time-off periods for those connected with the show. They also are in debt to their confreres in the department, who remained at work to cover assignments for them while the show was going on.

The people who are involved in the show are particularly happy because they feel that a twofold purpose is being served. First, it is beneficial to themselves, for they gain experience in performing, and in production, and in working before audiences of various types. Secondly, they feel they are advancing a public service in NBC's name, by offering free entertainment to many charitable institutions. Right now the group is working on more new shows and developing their routines so that they will appeal to audiences of all ages.



Left to right: Ray Teague's magic perplexes a young member of the audience; Harvey Mandel in his comedy act; and Jack Schwanke and Jeanette Lynn and their marionette troupe.

'OPERATION HEADLINE'



Even commuters on the Long Island Railroad could have hot news served up to them on their trip home, thanks to WNBC-WNBT.

When the New York newspapers were shut down by an engravers strike last month, WNBC and WNBT published a "Commuters Edition" containing late news bulletins. Editor was Max E. Buck, director of Advertising, Merchandising and Promotion for the stations.

More than a quarter-of-a-million copies were printed and were hawked by newsboys hired for the job, at the busy terminals like Grand Central Station, Pennsylvania Station and the Port Authority Bus Terminal. Several of the busy commuter trains were boarded by newsboys who distributed copies of the NBC News Extra to all passengers. Newsboys were also stationed in the lobby of buildings housing the big advertising agencies, to be certain they were made aware of the alertness of NBC.

NBC pages distributed copies at all exits of the RCA Building to home-

going thousands and to passengers at the busy Rockefeller Center subway entrance. Copies were also placed at the bare newsstands in the midtown area.

The one-page paper carried late headlines from the NBC newsroom and advised readers to tune in WNBC and WNBT for details when they arrived home. The newspaper was published each day while the newspaper strike lasted and perhaps converted thousands of New Yorkers to becoming NBC listeners.

Step 2 in "Operation Headline"—the campaign for WNBC and WNBT in New York to fill the void left by the removal from newsstands by an engravers strike of all daily newspapers: In addition to printing and distributing a commuters edition of the WNBC-WNBT news, we launched a fleet of "walking loudspeakers" to control the Times Square, Madison Avenue and

Radio City areas. Each boy was equipped with a portable RCA radio, hung around his neck, blaring out the programs on 660.

He was equipped to give the current headlines verbally—the weather, too, and he carried a sign which reminded New Yorkers to get all the news at WNBC and WNBT.

Some interesting questions the boys got:

"Who won the fifth race at Hialeah?"

"Who do the N. Y. Knickerbockers play tonight?"

"Can you give me a review of the new play, *Kismet*?"

"Can you give me some of that advice to the lovelorn stuff?"

Phil Dean's WNBC-T Publicity Department saw that the world knew too, by landing a publicity man's dream: pictures and stories of the "walking loudspeakers" in *Time* and *Life* in the same week.

Everywhere the "walking loudspeakers" went, they were warmly welcomed by news-hungry New Yorkers—at least, almost everywhere.





(On left) 25-Year Club members (left to right) are: Les Culley, Kay Hardesty, Max Bauman, Pacific Division vice president John K. West, who acted as host, A. H. Saxton (only Hollywood employee who already was member) and Mort Smith. (On right) 10-Year Club members (top, left to right): Don Norman, William Brownell, Raoul Murphy, Mr. West, William Verdier, Wayne Kenworthy, Robert Grapperhaus; (bottom, left to right) Patricia Costello, Mary Williams, Norman Tapper, Max Burnam, James L. Winkler.

Hollywood Employees Inducted Into Long Service Clubs

A total of 23 NBC Hollywood employees were inducted into the Ten, Twenty and Twenty-five Year Clubs November 25 at a luncheon in their honor at the Ambassador in Los Angeles. John K. West, vice president in charge of the Pacific Division, welcomed the new members into the various clubs.

Joining the Twenty-five Year Club were Kay Hardesty, Max Bauman, Mort Smith and Les Culley.

Seven employees were inducted into the twenty-year group. They are: Marvyn S. Adams, Harry Bubeck, James Russell de Baun, Frank M. Figgins, Robert G. Johnson, John B. Knight and John Wehrheim.

The ten-year group welcomed 12 new members. They are Max Burnam, William Brownell, Patricia Costello, Robert Grapperhaus, Wayne Kenworthy, G. Raoul Murphy, William E. Verdier, Don Norman, Norman B. Tapper, William L. Wilhebus, Mary E. Williams and James L. Winkler.

With the induction of these new members, a total of 131 NBC Hollywood employees now belong to the Ten, Twenty and Twenty-five Year Clubs. The NBC Hollywood Ten Year Club was started in 1943 for those who had worked ten or more years for NBC. Thirty employees joined at that time. The growth of the clubs has thus taken place during the past ten years.



Twenty Year Club members include (top, left to right): Marvyn Adams, Mr. West, John B. Knight, John Wehrheim; (bottom, left to right) Harry Bubeck, Robert G. Johnston, Frank M. Figgins.



(Left) Overall view of the service awards luncheon at Hollywood.

Evans' 'King Richard II' Boasts Ingenious Settings and Gear

Richard Sylbert's 12 settings for Maurice Evans' production of Shakespeare's "King Richard II" (Sunday, Jan. 24) represent one of the largest art design assignments on behalf of a dramatic television show. The dozen sets for Evans' three act adaptation were constructed in the former Warner Brothers film studio in Brooklyn, which has been converted into an NBC-TV studio.

The sets occupy a floor area approximately 170 feet long and 70 feet wide. The designs, in keeping with the breadth and scope of the heraldic tradition of King Richard's time, will be heroic in conception. A medieval Gothic tone, inspired by old prints, will strive for a selective and simplified realism, in keeping with the limitations and requirements of the medium.

Actual construction will be done in the studio proper, making possible greater reality of detail. Huge castle columns will have steel skeletons, about which plaster will be moulded to approximate the textural quality of stone. Ships' bottoms will also be built of steel. One of the towers, from which Evans will play the crucial surrender scene, will be more than 14 feet high.



Sarah Churchill portrays the queen, and Maurice Evans the king, in the latter's production of Shakespeare's "King Richard II" on the "Hallmark Hall of Fame."

Another will be 24 feet high. Towers on a painted background will loom 40 feet.

It is estimated that it will take all of 2,000 man hours to construct the out-size sets. Construction plus painting will total a minimum of 3,330 man hours. As an indication of the size of the undertaking, a castle gate will be wide enough to permit three warriors on horseback to ride through the aperture in full regalia.

This year's coronation of Queen Elizabeth in Westminster Abbey, panoramically photographed in part by a camera placed on high in the famous edifice, inspired designer Sylbert to design a castle tower that could also conceal a strategically-placed TV camera. From this one position, the camera will not only be able to photograph the Westminster scenes, but by turning, will also catch unusual views of Berkeley Castle, ships and quaysides and Richard's prison. Other scenes designed by Sylbert on the mammoth set will depict a castle hall, the king's apartments, John of Gaunt's Ely House, the Queen's Garden and the tents of the opposing army camps.

Because of the large area involved, an acoustical problem presented itself, which the designer helped overcome by planning two Westminster Hall columns, spacious enough to contain one man each, with complete overhead sound booms and allied equipment. They will measure 12 feet in height and 8 feet in width.

A further planned innovation, also to help solve the sound problem, will be the use of knights' lances which will contain so-called "pencil" microphones. Placed stationary in the ground, they will not only make for dramatic scenic effect, but afford sound pick-up for the roving actors.

Virtually all of the outdoor backgrounds will be realized through rear projection on a 60-foot-wide screen. Two Boch arc lamp projectors will be utilized, using matching halves of the same scene, blended in the center, to create an unusually realistic visual illusion and great variety. A special Pyrex glass is being developed for the slides, to avoid the possibility of heat cracking.

Record 22 Million In Billings in '53 For Spot Sales

NBC Spot Sales billings reached a record-breaking \$22,000,000 in 1953, it was announced last month by Thomas B. McFadden, director of Spot Sales.

"This is a \$5,000,000 increase over 1952 billings and represents net dollar bookings after commissions and discounts have been accounted for," Mr. McFadden said.

The 1953 figure represents a 33 per cent increase in billings over 1952 for NBC Spot Sales.

Breaking down the figure into radio and television sales reveals:

Total spot billings for radio reach \$4,500,000 which is \$860,000 ahead of the 1952 figure representing a 23 per cent increase for NBC Spot Sales against an industry-published figure of an 8 per cent gain. These increases in sales were all at veteran radio stations represented by NBC Spot Sales. One station forged 64 per cent ahead in billings over 1952.

Total spot billing for television soared to better than \$17,500,000 marking an increase of more than \$4,500,000 over 1952. Billings at NBC owned-and-operated stations were 22 per cent greater than 1952, while at non-owned television stations represented by NBC Spot Sales billings were 56 per cent ahead of 1952, with one station registering a gain of 61 per cent.

In making public the NBC Spot Sales record, Mr. McFadden pointed out that 1953 was the first full year of operation under the new NBC Spot Sales organization. Eighteen months ago the NBC sales unit under his direction started a complete reorganization.

"In the last six months of 1952, we went through a major reorganization at NBC Spot Sales," Mr. McFadden stated. "And in 1953 we expanded and consolidated our staff which resulted in the record-breaking sales story we have to tell today."

In September, NBC Spot Sales opened an office in Detroit giving full representation in the Motor City. And earlier in the year NBC Spot Sales established a publicity department which also serves the 18 stations it represents.

People and Places

KNBH, Hollywood

We were all sorry to see *Lois Frick*, of the Operations Department, leave for her home in Minnesota. She's been replaced by *Pat Leslie*, who was formerly with the Telephone Company and attended SC and Woodbury College. In her spare time Pat is a magician's assistant, which will no doubt liven up things in the downstairs offices.

With the short haircuts demanding trimming so often, the smart set at KNBH is traveling out to the San Fernando Valley where *Bobbie Rickson's* mother has opened a new beauty salon. *Ted Rich* hopes he won't be forced to move from his neighborhood now that he's giving his 10-year-old daughter a piano for Christmas. *Bill MacCrystall* is eagerly awaiting the opening of Santa Anita the first of the year and *John Wehrheim* bought a new house for his family for Christmas.

Both *Eileen Henderson* and *Jean Eiselben* traveled north to San Francisco for a few days' vacation, and station manager *Don Norman* and sales manager *Jim Parks* visited that city on business. *Billie Allgood*, who left the Promotion Department a year and a half ago to join her husband in Detroit, is back with the Sales Department. While in the east she became executive secretary to *Edwin K. Wheeler*, general manager of NBC's WWJ-TV.

KNBH will telecast the third annual Christmas presentation of the Burbank Symphony Orchestra with *John Lyman*, III, producing and *Bob Packham* directing. *Harry Stewart*, known to many as *Yogi Yorgesson* or *Harri Kari*, began his new "Editor Yorgesson" five-a-week telecast of news events with a rural slant and a Scandinavian accent. *Wally Sherwin* returned to the station with a new show, "Two of a Kind."

Lucy Vaughn says "good-bye" to KNBH for Desilu Productions. *Edna "Percy" Perkins* has joined KNBH as executive secretary to *Don Norman*. She was formerly with the Television Broadcasters of Southern California.

Visitors to KNBH during the last month included *Charles Denny*, vice-president in charge of O&O Stations; *Bob Blake*, head of press for the O&Os; *Lue Stearns*, *Ted Walworth*, *Dick Berg* and *Caroline Herbert*, all of Spot Sales, New York; *Dave Wilder* of Spot

Sales, Chicago; and *Lillian Salinas*, *Tom McFadden's* secretary in New York. To New York for the O&O Clinic went *Bob Pelgram*, *Jack Kenaston* and *Beep Roberts*.

Alice Gardner and her husband are looking forward to '54 and building an Early American home on their recently acquired lot in Benedict Canyon . . . *Elsie Radwick* is taking up French and golf . . . *Rita Haupt* is the new pretty blonde from Chicago dressing up the Accounting Dept. . . . *George Burke* got back into the old school spirit attending all the homecoming festivities for SC.

WTAM, WNBK, Cleveland

Patti Babb, assistant on the Women's Club and Idea Shop, held a very interesting pot-luck Christmas Party for the NBC Cleveland gals. Co-planners on the shindig were *Betty Ann Onuska* and *Lillian Buckto*. One sprained ankle belongs to *Jean Holzmiller* who fell during a ballet lesson recently. And one sprained thumb to *Vivien Ives* in AM programming who fell while ice skating.

Glad to see *Charles K. Dargan*, TV director, back on his feet after a rough bout with a virus infection of his lungs. *Ellie Frankel* ("Nancy Dixon, Jr.") is sporting a beautiful engagement ring. Her fiancée is on his way overseas.

A few more changes in personnel: *Jim Yasinow*, temporary employee in the Newsroom is no longer with us. *Carl Reese*, lately with the Accounting staff, is doing free lance work. *Gene Harrison* left December 9th to become a director at WOKY in Milwaukee, Wisconsin. A small get-together was held at the home of another director, *Bill Morris*, to wish him adieu. *Charlie Hutaff*, chief in promotion and advertising has resigned. His secretary, *Peggy Amsden*, takes over the vacancy in sales director *Charlie Philips's* office. *Jean Vokoun*, formerly in AM programming, is working for *Frank Derry* in publicity. *Bob Flemke* left his engineering job to begin a new position at another TV station.

Congratulations to the following proud fathers: *Tom Haley*, girl; *Wayne Gieseke*, boy, born November 16th; *Ray Shane*, boy; *Jim Prunty*, girl; *Art Krohn*, girl, and *Bob Sourek*, girl, born November 10th.

Mrs. Lloyd Yoder, who joined Mr. Yoder, manager of WTAM-WNBK in New York, held over there with a case of flu. *Rosemary Bartlett* has taken a two week leave of absence to care for her mother, who is recovering from a stroke. The new look has arrived. *Mary Ann Ritt* in audience mail is sporting a new cut as is *Lillian Buckto* in Music and *Mary Lou Barnum* in TV Continuity.

Bud Ford flew to the West Coast for Christmas. This was the first time in eight years that Bud has spent Christmas with his parents in Spokane, Washington. *Mort Fleishmann* is off to New York for the holidays. *Henry Levine* and his wife *Vivien* are entertaining her folks from New York for the bright season.

There's always a first time. *Johnny Andreus* was late for his early record show for the first time in sixteen years (12,000 shows). His automatic garage door wasn't automatic. *Glenville High School* in Cleveland is breaking all precedent by carrying his 12:15—1:15 PM disc jockey show.

Bob Brooks, TV Engineering, is learning to fly at Sky Haven in his little Cub J-3. What's that about a new Cadillac and recorder for TV engineer *Charlie Ames*? The engineers must be doing all right. *Jack Elliott* is sporting a new Plymouth. *Howard Spiller* is throwing his weight around these days. He challenges any engineering crew in New York to top this—There are seven men in his crew totaling 1,465 pounds. *Spiller*—270, *John Hudimac*—255, *John Azmar*—265, *Dick McKinney*—205, *Charlie Ames*—160, *Bob Brooks*—160 and *Herb Posnik*—150. He's even willing to top Chicago.

The Wall between Studio A and Studio B has been broken through to facilitate better operations in both studios. Studio A has a complete new lighting system. *Brooke Taylor*, program director for WTAM and WNBK, hears from his old cronies from the page and guide staff who were roommates on Riverside Drive in New York in 1939 and 1940 that *John Simpson* is with the *Fred Bock Advertising Co.* in Akron, Ohio. *Al Bengsten* is now assistant to the vice president of the *New York Power and Light Company* and *Joe Jenkins* is commercial manager for *WKJF*, Pittsburgh, Pa.

KNBC, San Francisco

Two San Francisco newsmen are hereby cited for meritorious action

above and beyond the call of duty. Tall, silver-thatched *Bill Greer* rushed out to answer a riot call on the tense San Francisco waterfront. The blue-clad policemen who also responded to the riot summons managed to quell the inter-union disturbance with a minimum of trouble. To "protect" Morgan Beatty's "News of the World," Greer latched on to the nearest telephone . . . located in a bar overlooking the scene of action. Minutes before the show hit the air a brawl broke out in the pub. So while Greer kept one eye on the action outside, he kept the other eye cocked for flying beer bottles, chairs and tables . . . later described his experience on "News of the World."

A couple of weeks earlier night newsmen *Ed Arnow* was enjoying the morning sun on his acreage on the San Francisco Peninsula when he was routed out of his swimming pool by a rush call. An Australian airliner had crashed in the rugged mountains only a few miles from Arnow's home. Arnow drove his automobile as near as possible to the crash scene . . . then had to hike the remaining three miles through some of Northern California's roughest terrain. One of the first two newsmen to reach the scene, Arnow was the only radio or TV man to turn in an eye-witnesser (on "News of the World.")

The "Beer Barrel Polka" has become the theme song for most of the KNBC staffers in commemoration of their Friday night folk dance classes. For fifty cents in cash and twice as much in energy, KNBC'ers spend every Friday night from 8:00-10:30 p.m. going through the antics of the "Oklahoma Mixer," "Cotton Eyed Joe" and other dances from all nations.

One of the biggest sales in local San Francisco radio history was consummated on behalf of KNBC when San Francisco restaurateur John Rickey signed up last month to sponsor "This Is Your Home"—prize-winning Sunday morning show featuring announcer *Budd Heyde* and written by veteran KNBC writer-producer "*Sad Sam*" *Dickson*.

"This Is Your Home"—one of the most popular local shows in the nation—consists of stories of early days in San Francisco and Northern California of the Gold Rush Days written by *Dickson* and narrated by *Heyde*. So widespread has been public interest in the series that it has been the basis for two published collections of the tales by *Dickson*.

Rickey—who was sold the show by writer *Dickson*—has combined it with an adjacent half-hour of live music he already was sponsoring on KNBC under the new title "The San Francisco Hour."

Marty Percival, who recently was transferred from New York to head NBC Radio Spot Sales in San Francisco, has located an apartment in suburban San Mateo after taking up initial residence in the San Francisco Press and Union League Club. Marty's wife and daughter will leave smoggy Gotham right after New Year's to join him in the Golden West.

Doug Pledger, who presides over 13 hours a week of recorded music on KNBC, has taken an extra-curricular job to indulge his passion for classical music. Doug is now serving as business manager of the Pacific Opera Company, which will begin its winter season of performances in San Francisco in February.

When KNBC sports commentator *Ira Blue* returned to the air November 2 after a two-and-one-half-months absence caused by illness, the occasion was observed formally by the station as "Ira Blue Monday."

Blue had been absent from his nightly sports commentary since Saturday, August 22, when he suffered a heart attack. Confined for more than a month in San Francisco's Stanford-Lane hospital, the popular *Blue* spent the remainder of his off-the-air period convalescing in his home.

WMAQ, WNBQ, Chicago

The NBC Chowder and Marching Society, an offshoot of the Athletic Association, was formed to encourage budding artists to bring their talents out of the backrooms and into the light of day, according to Chief Chowder-eater and Marcher, *Steve Roche*.

Recently the following members exhibited their paintings on WNBQ's "Bob and Kay Show;" AA president *Herb Lateau*, *Ed White*, *Ruth Murray*, *Polly Schlimmer*, *Bob Minami*, *Stan Rames*, *Rosemary Kortas*, *Ernest Schlemmer*, *John Sirotniak*, *George Heine-mann* and *Steve Roche*.

The annual Christmas party for children of NBC Chicago staffers was held December 19 at the Merchants and Manufacturers Club in the Merchandise Mart. Gifts, refreshments and entertainment were provided for the youngsters and they met NBC stars *Dr. Frances Horwich*, of "Ding Dong

School" fame, and Uncle Johnny Coons.

Welcome to new Chicago staffers: *Maurene Hudgin*, typist; *Charlotte Russell*, AM Engineering secretary; *Lowell Stafford*, accounting assistant; *Mary Krockenberger*, typist; *Royden Holm*, TV Engineering, who has just returned from military leave; *William Cosmas*, guide; *Jeanette Stanick*, assistant cashier; *William Hohmann*, Advertising & Promotion assistant; *Henry Bussey*, assistant director; *Sally Saco*, AM Network Sales secretary, and *Gwen Griffen*, TV Program assistant.

WRC, WNBW, Washington

Rosamond Bates, secretary to general manager *Carleton Smith*, had her Christmas shopping partially solved for her a few weeks before December 25th. Her cocker spaniel, unexpectedly, gave birth to six cute puppies, paternal ancestry unknown.

Harry Karr, avid duck hunter, has met with tremendous success in that field and has been inspired to write his first book, "How To Hide From A Duck". Autographed copies can be purchased at the WRC Sales Department for \$1.00 each, net commissionable.

Another hunter from Radio Sales, *Jack Neff*, will be chasing "deers" around Western Maryland the weekend of December 12th with *Tom Geoghegan*, former NBC'er, now with U. S. Steel. *Stanley Bell* and wife have just returned from two-week vacation in New Orleans.

The Thanksgiving holidays saw much WNBW traffic on the New York-Washington trail. *Libby Scontras*, secretary to production director *Dorsey*, journeyed up to dine with the Greek royalty. *Frank Slingland* dashed to the airport after directing the special holiday TV program for servicemen on "Inga's Angle," but didn't report details of his weekend.

Congratulations to *Robert Porter*, new TV director. Bob is climbing steadily up the NBC ladder.

Events of the past few months indicate that anniversaries and *Sylvia Devey* are truly compatible. On September 20th *Sylvia* celebrated the 4th anniversary of her debut into the field of television; November 7th she participated in the cake cutting in honor of the 178th birthday of the Marine Corps; November 27th, she presided, for the second year, over events celebrating the second anniversary of the USO Lafayette Square Lounge. On

that evening she turned the tables—instead of the usual procedure of presenting outstanding performers for the entertainment of the servicemen, this program consisted of outstanding entertainers selected from the Armed Forces and accompanied by the US Army Band. Any more anniversaries coming up? . . . Sylvia's your girl!

Dashing from her office at the last minute to attend Mrs. Eisenhower's "At Home" for members of the American Newspaper Women's Club, Nancy Osgood hurriedly grabbed up a fresh pair of gloves and sprinted for a cab. On the way to the White House she discovered to her horror that she had one white kid glove and one slightly-less-white fabric glove with no time to go back. When, to cover her embarrassment, Nancy told the First Lady, Mrs. Eisenhower chuckled delightedly, "Don't even think about it. What does it matter anyway."

On December 11, Nancy Osgood made the sports columns in the local (Washington, D.C.) press. A participant, the previous Sunday, in the Annual Trolling Party of the D.C. Chapter of the Isaak Walton League, on Chesapeake Bay, Nancy captured the "booby prize" (a man's pipe) for catching a toadfish while trolling. One outdoor editor wrote: ". . . this is no mean feat in itself. In all our years of dragging the bottom for rockfish, we've landed only one toad, a whopper weighing more than two pounds". Nancy swears that at the end of 300 yards of wire line, her toadfish weighed two tons.

NBC, New York

NBC Owned Stations

Administration—Ever since *Howie Templeton* took a fancy to the telephone, *Dick* and *Jane Templeton* have had more embarrassing conversations with strangers whom *Howie* reaches by accident. To avoid the growing phone bills, they got him a toy telephone which *Howie* dials and then says "Hi" to the imaginary person on the other end of the wire.

It is with great pride that we report *Rocky*, the parakeet, has begun to talk. *Rocky*, you know, first came with us when Spot Sales promotion was trying to get a group of the birds to say "NBC Spot Sales," with disastrous results, I might add. However, *Mildred Barr*, *Betty Judd*, and *Sally O'Brien* took a shine to the little fellow and kept him. After months and months

of patient teaching and occasional bites on the nose and ears, their efforts were rewarded with "Rocky, pretty boy" one morning.

In the word-to-the-wise department: Anyone mentioning Christmas shopping to *Jo Bucaria* is taking his life in his hands. Poor *Jo* has had more than her share of trouble for her first Christmas in New York. And another item—anyone wishing to see *Ann Winter's* new pet, *Zsa Zsa*, should contact *Ann* who will be more than willing to show you all the angles and antics of her recent acquisition. Ask her what considerate person got it for her!

Sarah Willner, *Bob Ciasca*, and *Jim Chandler* were all eagerly looking forward to the holidays so they could have a day or so of rest. They have been three busy people lately, but always seem to manage a joke for us once in a while.

We want to take time to say how much we have enjoyed and appreciated having the executive trainees with us. They are a fine bunch of men and have been of immeasurable help to us when they have been here. With people like *John Reavis*, *Dick Berman*, *Bill Thompson*, *Pete Ornstein*, and *Jack Conway* (the ones we've met so far) as our up-and-coming executives, we are sure to beat CBS for years to come. We want to wish *Bill Grady* all the luck in the world in his newly chosen field.

Let us take this opportunity to congratulate *Bobbie Silverman* and *Dick Bergh* of Spot Sales on their engagement and forthcoming marriage. A greater couple you couldn't hope to meet!

TV Network Sales

Advertising and Promotion—Top billing this month goes to *Ed Vane*, who made the rounds with cigars and candies to herald the arrival of young *Christopher Vane* on December 2nd. As for billing of another sort, *Joe Lyons* has joined the A&P crew to handle the fiscal end of the department. *Joe* keeps tab on appropriations, expenditures, etc.

Just before copy deadline, *Marilyn Adams* fell and broke both wrists. What a sense of news-timing the girl has! Seriously though, we extend our sympathy. *Fred Veit's* Art Department, one of the busiest sections of A&P, has a new member, *Al Sherman* by name.

Dotie Brodine has joined the writing contingent in TV audience promotion. In the on-the-air unit of audience promotion, you'll see newcomers *Jack*

Marshall and *George McNally* working at copy and supervising film trailers. Said twosome no sooner were settled on the third floor than their group moved to larger quarters on the fifth . . . along with *Dick Blake*, *Bob Gill*, *Mel Schessel* and *Joan Sherm*. *Ed Antonioli* has moved, too. He's taken the *Missus* and the two youngsters to a new apartment in his old hometown, New Rochelle.

Information—*Syd Eiges*, vice president in charge of Press, was host at a luncheon at *Toots Shor's* honoring the tenth anniversary at NBC of *Eileen Tobin*, correspondent in the Information Department. *Kathryn Cole*, manager of Information, and the other department members attended.

Merchandising—The newest addition to the NBC Merchandising Department is *Zena Mondello*, who comes to us from the *Metcalfe-Hamilton* Companies where she was secretary to the assistant chief engineer. *Miss Mondello* takes *Joan Grossman's* place, who recently resigned to take another position outside the broadcasting field.

Fred N. Dodge recently spoke at the *Kiwanis Club*, Columbia, South Carolina, prior to *WIS-TV's* first telecast. *Mr. Dodge* spoke on NBC's leadership from its inception and detailed the many historical accomplishments NBC had made over the years. He also spoke on the role merchandising plays in the efficient and rapid distribution of consumer goods, pointing out the inherent strength of broadcasting and telecasting as a merchandising medium.

Press—*Toots Shor's* was the scene of a holiday party for the Press, Public Relations and Information staffs Dec. 29. Our noble boss, *Syd Eiges*, gave the party and presented his "J. Cheever Snodgrass Award" in memory of his old friend who often appears at publicity meetings. The award went to the person contributing the most original entertainment "bit" to the party. Winner and details of the "show" will be reviewed next issue.

We were sorry to have to say goodbye to *Norman Pader* who left Nov. 15 to join the American Heritage Foundation. As a remembrance of his days at NBC, the staff presented him with a set of technical books that will prove useful in his career. Another gift that will prove very useful, we know, is the layette that we gave *Auriel Macfie* when she left for a six months mater-

nity leave on Nov. 30. We will sorely miss Auriel, but feel compensated by the fact that we have *Eileen Lange* in her place.

Steve Sultan was in to see us during his Thanksgiving vacation. He is well and happy in his new life as a law student, and we're happy that he's happy. *Millie Bracco* has been giving (of all things) ironing lessons to newly-wedded wives and bachelors, so add one more thing to the list of this amazing girl's accomplishments. Were we ever disappointed when the life on "This is Your Life" Nov. 25 was not *Sy Friedman's*. Well, that's about all for this time, except to wish everyone a happy and prosperous New Year. (That, by the way, we extend especially to the mail crew who worked so hard during the holidays, and who so capably "take over" where we "leave off").

Research and Planning—We all bid 1953 a fond farewell, some gratefully, perhaps, and others reluctantly, I'm sure. In one way or another it will take its place as a memorable chapter in our lives. It certainly was an eventful year, right up through to the end. December was really the month of birthdays, for *Barry Rumble*, *Whitney Rhodes*, *Jean Patterson* (listed incorrectly last month as *Jean Peterson*), *Mildred Schmidt* and *Laura Graham*.

Janet Pugarelli fulfilled a long-time wish by training it to Detroit an early weekend of December to visit a missionary priest she has been writing to for six years. Three years ago he came to this country to the missionary headquarters in Detroit and their correspondence led to Janet acquiring another pen-pal in Rome. We can appreciate Janet's anticipation in meeting this unknown but very good friend. Many of us who have pen-pals in other countries will acknowledge the pleasure and mutual benefits derived from them.

Finance and Services

Continuity Acceptance—The first Christmas party of the season was at *Kay Henderson's* home in White Plains. Kay's father (a dead ringer for Sir Winston Churchill!) made the hit of the evening when he brought out a souvenir of a trip to the "ould" country, a magnum of champagne! Needless to say, it was downed with great relish by the C. A. members. In the games played after dinner, *Elinor Koss* proved herself to be the brainy one of

the evening by winning two first prizes and tying with *Jane Crowley* for a third first prize. (She just didn't drink as much champagne as the rest of us!)

Controllers—This is *Anne Pedersen* pinchhitting for *Ethel Perry*, who is ill. Besides wishing her a speedy recovery, we want to congratulate *Ethel* and her husband *Rene* on their first wedding anniversary. Congratulations are also in store for *Frances Chamberlain*, who recently celebrated a wedding anniversary.

The girls in Payroll took *Lillian Marziano* to lunch on her birthday, which was the day before Thanksgiving. On the same day the girls in the Tabulating Department took *Joan Rivera* to lunch. *Joan* became *Mrs. Frank Thomas* on Thanksgiving Day. The entire department presented her with a lovely clock-radio. And we welcome *Kathleen Boyle*, a newcomer to Tabulating.

General Service—*Emily Wheeler* has gone all-out for dramatics. Even gotten to talking to herself, just memorizing scripts. *Anne Smith* has welcomed a newcomer—a brand-new baby, *Mary Ellen*, who arrived in time for turkey and the trimmings.

PBX is having its face lifted. A glass-encased room houses the information staff while the switchboard and rest rooms are being enlarged. *Bob Kaible* has become the proud papa on December 2, of a sweet and cuddly baby girl.

Former NBC-ite *Ellen Pagel's* dreams have come true. She is somewhere in Europe with her husband, a captain in Uncle Sam's Army, preparing for a Mediterranean cruise. *Jeanette Price* up and about and paid us a visit. *Christine Battle* left NBC Dec. 13 and *Bill Schmitt* left us for Controllers on Dec. 8.

Guest Relations—Here's the latest from the GR front—two empty lockers on the distaff side, as *Adrienne Zuger* and *Lois Zierck* leave us. *Adrienne* to the Kate Smith office, and *Lois* to receptionist on the 28th Floor. On the Tour staff, *Geraldine DeMayo*, *Les Collins* and *Jane Stump* upped to Cashiers. From the Page staffs, "Sandy" *Bronsther* to the GR Desk, *James Chandler* to the Mezz desk, and *Pete Fry* to Main Hall; *Al Simon* and *Enno Ercklentz* to the Night Executive Office; and *Ted Tobias* and *Bill Keller* to Key Men.

One Liners—*Ken Foster*, ace six

shuffler on the Mezz desk, recently on a two-week luxury cruise to Jamaica, courtesy of the U. S. Navy. . . . *Al Landsburg*, late of Main Hall, now lining "G's" in a U. S. Army mess hall. . . . A ping pong ball takes some strange bounces, but they won't be quite so strange since the fellows chipped in and bought a new top for the table in the locker room. The night staff is thinking of issuing a Purple braid, there have been so many broken finger and chipped elbow casualties in the no-holds-barred ping pong matches held. . . . Congrats to former Part-timers now wearing blue braid: *Fred Levy*, *Dick Justa*, *Ronnie Spivak* and *Sy Kravitz*.

Legal—For sale cheap: one defective gall bladder. Former owner, *Doris Crooker*, left it in surgeon's hands, doesn't miss it one bit, and feels a whole lot better without it. Contact New York Hospital.

We are eagerly awaiting the return of our bilingual lawyer, *Howard Morderer*, from Florida and Cuba so that he can translate the post card he wrote in Spanish to *Tina Falcone*, his secretary.

This year's Christmas party was held on December 22 at the Beekman Tower Hotel. Beforehand, the girls in the department were busily engaged in the final preparations, rehearsals, etc., for the skit presented at the party; almost every gal had a part in its authorship, but special credits should go to *Mary Ann Schmidt* and *Ann Debus* who gave up lunch hours and even "worked late" in order to whip up one of the best Christmas skits ever presented.

Station Relations—We have a lot of catching up to do: welcome to Station Relations to *Joan Oury*, from Radio Clearance; *Kathy Walker*, from Sales Service; *Vicky Clark*, from Public Affairs; *Ann Culbert*, from "Today" Sales.

Our former receptionist and secretary to *Paul Rittenhouse*, *Peggy Groover Owen*, left the company last month to await a new addition to the family. *Alan Courtney* has taken part in the opening ceremonies of our new TV affiliate in Seattle, KOMO-TV.

The engagement of *Lucy O'Leary*, to *Walter Mitchell*, of New York, was announced last month. *Joan Naylor's* husband has returned from Korea, and became a civilian once again a few weeks ago.

Stenographic—All the girls in Steno

surprised *Louise Cobb* with a farewell dinner at the Candlelight Room of the Hotel Victoria at which they presented her with a Toastmaster as a wedding gift. We all wish her best of luck and happiness. Welcome to *Esther Falzone* and a happy birthday to *Thelma Braine* and *Peggy McGrath*.

Traffic—Traffic puts out the welcome mat for *Olive Smith* and *Vincent M. Vacca*, both reporting to *Mr. Mathew*. Traffic's first employee to be retired, lucky *Fred Kenworth*, is a ray of sunshine every time he visits us, and we're happy to say Ken comes in often enough to prove to all of us how wonderful the Retirement Plan is! Ken is more than enjoying his retirement but we're tickled to know he never forgets his former co-workers by paying these most welcome visits.

Pat McInerney lost the "loving cup" to Traffic's new bowling champion, *Bob Sammons*. Bob is so elated over being the winner for two successive weeks that there's no holding him down. All Bob needs now is his own private little PA system plus an NBC mike so he could announce it to the world. "Modest Bob!" is what the gang is calling him. Anyone with any spare records to donate, please call on *Charlie Thompson*, he's a collector of records. He has almost 1,000 now, having just bought the special Glenn Miller limited edition album, but is still short about 100 to reach his goal of 1,000!

Charley Zucker isn't quite so proud of his '48 Pontiac, his ego being slightly deflated when his "date" surprised him by showing off her new '53 Chevy! Well Charley might as well learn young, it's the femmes in this world who own all the money! Several of the girls have gone over to see *Joan Duggan Tierney's* little daughter, Joanne, and all come back with the report that she's a "little doll." *Terry Zucchetto Garcia's* eyes fairly sparkled when she gave her report of the Tierney addition. *Marge Hadley* added that Joan's a wonderful cook, too! Lucky Tom!

TV Network Programs

Broadcast Operations—Broadcast Operations presents "New Faces of 688," starring *Janice Freedman* and *Billie Eaton*. *Janice Freedman* came to the "Big City" from Harrisburg, Pennsylvania, and is now secretary to *Robert Garthwaite*. *Billie Eaton* formerly of the Radio Recording Depart-

ment joined our Radio Facilities Assignments group. Welcome to 688, Gals!!!!

Central Booking—We all celebrated *Mary Cooper's* birthday at *Nancy Wheeler's* apartment here in Manhattan. Good time, as always, was had by all. . . . The Radio Workshop should be proud, we think, to have two of our very talented girls *Dolores Fetto* and *Jo Anne Bartlett*. . . . We might be a little ahead of ourselves but—we have plans of having a girls' softball team—anyone interested in our athletic idea call *Eloyse Gelfer* on X 678. . . . New addition to *Mary Cooper's* empire is little *Jane Costello*, who left script routing for us.

Music—*Madge Boyton* is now a full-fledged member of the 25 year club. Congratulations and happy years ahead! *Marion Murray* has been in the club for a year.

Ernest LaPrade became the proud grandpa of a boy the day after Thanksgiving. Both his daughter and little grandson are doing fine. *Bill Paisley* gave a birthday party for his 16 year old niece and also acted as chaperon to the dozen or so teen-agers who were invited.

Plant Operations—A very belated but none the less sincere welcome to *Reginald Caufield*, *Kent Coughlin*, *Martin Gallagher*, and *Paul Murphy* who have all become a vital part of Plant Operations. *Phil McEneny* still is quite happily walking on clouds and for good reason—he has a new addition to the McEneny family and his name is Patrick. Aside to *R. H.*: we are all eagerly awaiting your invitation to join you in an open house to celebrate your moving into Hammerman's Happy Haven. When is it, Roy? *Sam Kirshman* is thinking of buying himself a Bunsen Burner so that he can keep his hands warm while he's down on the loading platform. Shall we start making things hot for you, Sam?

Our Christmas Party turned out to be a really gala affair with all the food and drink we could stuff into ourselves.

Unit Managers and Production Coordinators—Hear Ye, hear ye, hear ye! Let it be known that henceforth this department (previously Production Coordinators) should be referred to as Unit Managers and Production Coordinators Department. We're expanding!

Due to the October 23rd reorganization, we have acquired the following

personnel: *Richard Jackson*, *Alida Rognoni*, *Marie Finnegan*, *George Rogers*, *Helen Katz*, *Richard Kelly*, *Elizabeth Morrison*, *Perry Smith*, *George Sweeney*, *John Green*, *Marjorie Mullen*. Greetings, fellow workers, and welcome to the fold.

One of our secretaries, *Claire Schatz*, has discovered a new spot, at home, for her TV set. Frankly, it has us more than a little baffled. She keeps the set under her bed! (You figure it out!) Next month, turn to this page for the further adventures of "Our Miss Schatz."

If you see a figure roaming around the sixth floor in riding togs, it's probably our *Lucille Shore*. That gal is some riding enthusiast! Wonder how enthusiastic the horse was?

Film Division

Film Library—The Film Library is happy to welcome *Palmer Shannon* and *Wilda Whitman*. We regret to say that *Edna Paul*, *Dave Weixel* and *John Christophel* have left us. Lots of luck to them. *Ted Markovic* is back with us after undergoing an operation. We are happy to report that he is in excellent condition now. *Bea Ehmann* is whizzing around the big city with her new car. Rumor has it that *Hank Ferens* will wed soon. . . .

Bargain Counter

For Sale: In Scarsdale N. Y., English style home, seven rooms, studio living room, den, three bedrooms, terrace on two levels, built-in garage, insulated gas heat, in Greencare section, near schools. Two floors, large basement. At 1181 Post Road, Asking \$26,500. Call Lee Jones HA 5-0666, in N. Y.

For Rent: 4½ room apartment in Kew Gardens, Queens. New building; has own playground. Short walk to IND subway. Call Bill Stein, ext. 651, N. Y.

NBC Births

To Maxwell Russells, N. Y., a daughter, Melissa
To Ed Cosgroves, N. Y., a daughter, Grace
To Robert Daubenspecks, N. Y., a daughter, Nancy
To Tom Elrods, Chicago, a daughter, Jeri Denise
To Sam Sarantopolous, Chicago, a son, Don Richard
To Phillip McEnenys, N. Y., a son, Patrick

NBC Marriages

Louise Cobb, N. Y., to Robert Moore
Elliot Geisinger, N. Y., to Elaine Goldstein
Robert Shannon, N. Y., to Bette Palmer

NBC Engagements

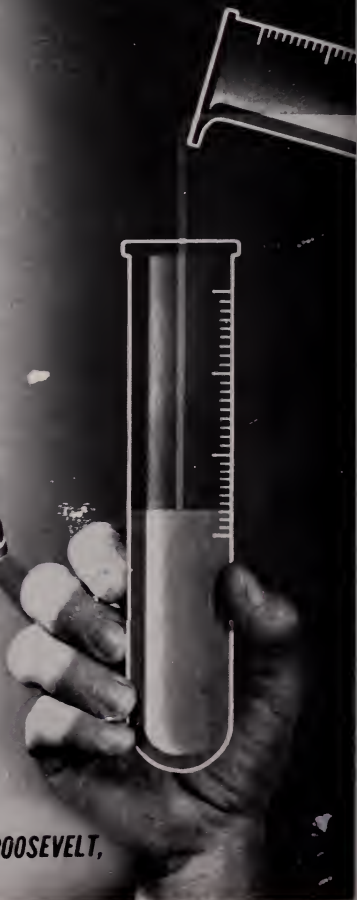
Lucy O'Leary, N. Y., to Walter Mitchell
Joyce Rost, N. Y., to Irving Fried

HELP NOW!

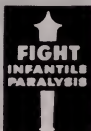


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FRANKLIN D. ROOSEVELT,
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NBC

CHIMES

February • 1954



**PREPARING FOR A
PRESIDENTIAL TELECAST**

See Pages 2, 6, 7



CHIMES

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Edward Starr

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Betty McLaughlin, Film Library
Suzanne Salter, Admin., Prod. & Sales

The Cover

The distinguished visages gracing the cover of this issue of CHIMES belong to two men widely known for the great success each has achieved in his own fields. The man on the left, Dwight D. Eisenhower, reached the summit of his first area of activities, the military, and then was elected to the highest civilian office in the United States.

Robert Montgomery is noteworthy because he is one of the few men in the entertainment field who has been as successful in the business end of his profession as he has been in the artistic side.

Their paths have met, as depicted in the photograph on the cover, with the

entertainment specialist instructing the statesman on proper television techniques. Mr. Montgomery, an NBC executive producer, serves as special consultant to the Chief Executive on television.

It is no oddity that the President chose Robert Montgomery for this position; the NBC executive producer is recognized as one of the experts in the medium of television, and besides, for some years has been a close friend of the President. What is interesting is that the President regards the technical quality of television broadcasts as so important that he sought the best advice available to achieve it.

NBC Dominates Polls

The results of several of the nation's outstanding popularity polls of radio and television shows were announced last month, and gave impressive indications of the all-around programming strength of NBC.

The Annual Radio-Television Daily poll of 500 radio and television editors named Jack Webb, star, producer and director of "Dragnet," as "Man of the year." Results of this poll also gave top honors to eight NBC television and radio programs and performers, including the "Colgate Comedy Hour," "Voice of Firestone," "Ding Dong School," "Best Plays," "NBC Symphony," "You Bet Your Life," and Mel Allen, NBC sportscaster.

The NBC Radio Network received 12 of the first place awards in the 18th Annual Motion Picture Daily Radio Poll for *Fame* magazine. Of 74 awards announced, including first, second and third places, NBC Radio took 33, with the radio critics and columnists throughout the country voting nine

seconds and 12 third places to the network. First-place winners were: Fibber McGee and Molly, Eddie Fisher, Dinah Shore, Thomas L. Thomas, Rise Stevens, "Dragnet," "NBC Symphony," "The Railroad Hour," "Grand Ole Opry," "You Bet Your Life," and two awards for "Meet the Press."

NBC-TV walked off with 15 out of 27 first place awards in the Fifth Annual Motion Picture Daily balloting conducted for *Fame* magazine. The poll listed NBC programs or performers in top spots in practically all of the most important categories. First-place winners were: Donald O'Connor, Imogene Coca, Sid Caesar and Imogene Coca (as a team), "Colgate Comedy Hour," "Meet the Press," "Dragnet," Dinah Shore, "Voice of Firestone," "Your Hit Parade," "You Bet Your Life," George Fenneman, John Cameron Swayze, and "Ford Theatre."

Of the total of 80 awards announced, including first, second and third places, NBC-TV took 40.

'Best TV Publicity'

While on the subject of awards, the NBC Press Department won a first place award for providing the "best television publicity service" in the recently-announced Fifth Annual Motion Picture Daily balloting conducted for *Fame* magazine. This

award was based on a poll conducted among television critics and columnists throughout the country. Sydney H. Eiges is vice president in charge of Press and Publicity for NBC, and Richard T. Connelly is director of the Press Department.

NBC News Roundup..

Christopher Awards to Six at NBC Radio

Christopher Awards "for individual creative efforts in the arts and communications" for the fourth quarter of 1953 went to six individuals associated with NBC Radio.

The men honored were producer Richard English, director Harry Bubeck and writer Richard Pedecini for the "Last Man Out" program of Dec. 22; producer Gerald Kean and writer Irving Berenson, for the program "Peace on Earth," on Dec. 26; and to Paul Lavalle, conductor of the "Cities Service Band of America," as composer of the march, "The U. S. Air Force".

Top Multi-Weekly Shows on NBC Radio

The three "most-listened-to" multi-weekly nighttime programs are on the NBC Radio Network, according to a recent Nielsen Index.

The survey, which lists "One Man's Family" and Morgan Beatty's "News of the World" in first and second places, respectively, shows the "Fibber McGee and Molly" show not only in third position, but enjoying an increase of 135,000 radio homes over the previous report.

NBC Research Booklet Sent to List of 5,000

"Why Sales Come in Curves," a 70-page booklet reporting the effects of television on brand-switching and customer loyalty, was mailed last month by NBC to more than 5,000 leading advertising and agency executives across the country.

One of the most meticulous pieces of media research ever compiled, the report was prepared by a special research group of the NBC Research and Planning Department. The group was headed by Dr. Thomas Coffin, manager of Research, and Jack Landis, supervisor of Program Research, who worked under the overall supervision of Hugh M. Beville, Jr., director of Research and Planning.

3,432,000 TV Sets Installed in U. S. During 1953

Television had its second biggest year in 1953, with a total of 6,432,000 sets installed during the 12-month period, according to an estimate released by Hugh M. Beville, Jr., NBC director of Research and Planning.

As of Jan. 1, 1954, television installations in the United States totaled 27,666,000. This was an increase of 693,000 over the Dec. 1, 1953 figure. The 6,432,000 figure was exceeded only in the peak TV year of 1950, when about 6,600,000 sets were installed. Post-freeze TV markets accounted for 2,626,000 new sets, or nearly 41 per cent of the 1953 increase.



Those are second anniversary smiles being worn by NBC-TV's "Today" team. They are (left to right) news editor Frank Blair, head man Dave Garroway and his right-hand man, Jack Lescaulier. In the center of the picture is chimpanzee star J. Fred Muggs. Last month the early-morning show started its third year on the air.

KDAL-TV, KUAM Join NBC Networks in January

KDAL-TV, in Duluth, Minn., has joined the NBC Television Network, and KUAM, on Guam, has joined the NBC Radio Network, it was announced last month by Harry Bannister, NBC vice president in charge of Station Relations.

KDAL-TV will begin service on a non-interconnected basis about March 15, and will become interconnected about Sept. 1. KUAM is the first privately-owned commercial radio station to be established on the Pacific island. It services approximately 80,000 military personnel and civilians.

'Quiz Bowl' Scholarships Established by Brown U.

As a result of the success achieved by its student representatives on the NBC Radio show, "College Quiz Bowl," Brown University has established two \$1,000 undergraduate scholarships to be known as the "NBC College Quiz Bowl Scholarships." The university itself hopes to perpetuate them for the recipient's remaining years in college.

The Brown team has won four straight competitions in what has been called "the toughest quiz on the air." Each victory earned a \$500 award, to be used for any campus fund or scholarship.

Press Club Honors NBC

A Citation of Merit commending NBC for its "constructive and consistent programming including the 'integration without identification'" policy was presented to NBC last month by the Mound City Press Club in St. Louis. The award presentation was made at the Club's Third Annual Awards Banquet. Sydney H. Eiges, NBC vice president in charge of Press and Publicity, accepted the plaque for NBC.

Experimental RCA Atomic Battery

General Sarnoff Reveals First Direct Conversion of Nuclear Energy to Usable Electricity

A new method which, for the first time in history, makes it possible to convert atomic energy directly and simply into small but usable quantities of electrical energy sufficient to operate a transistor, was announced Jan. 26 by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

In his office at Radio City, General Sarnoff displayed an RCA Atomic Battery which operated the transistor to produce audible tones. This direct

search is far from completed, successful operation of RCA's Atomic Battery in our laboratories represents a major breakthrough toward that goal.

"The conversion of nuclear energy into electricity is achieved by an experimental RCA Atomic Battery, powered by a minute quantity of a long-life strontium-90 radioactive isotope obtained as a by-product of atomic reactor operation. The electric current derived from this unique atomic battery exceeds by many times all previous results attained in attempts to generate usable electricity directly from radioactive material.

"This big stride has been achieved by coupling the battery's radioactive source to a transistor-like wafer, which instantaneously releases some 200,000 electrons for each electron it receives from the radioactive material.

"This development, though still in a pioneer stage, may prove to be the beginning of a new and basic chapter in man's efforts to utilize some of the enormous untapped energies within the nucleus of the atom for peaceful purposes and for the enrichment of human life rather than its destruction.

"Although it is still too soon to know all the uses to which this direct conversion of nuclear energy might be put, the prospect of an entirely different kind of power source is a particularly exciting one for the electronics industry.

"Perhaps as startling an advance as any in connection with the RCA Atomic Battery is the fact that a single rapidly moving electron, emitted from the radioactive atom, produces no less than 200,000 slower electrons in the bombarded semi-conductor. It is this extraordinary multiplication in the number of available electrons which promises to make the atomic battery a usable device of practical significance.

"Progress in increasing the efficiency of the RCA Atomic Battery has been rapid during the past few months and is expected to continue. Results to date indicate the possibilities of producing thimble-size, atomic batteries. When these experimental batteries are developed to a commercial stage, they can supply power for radio receivers

and other kinds of electronic apparatus, without replenishment or attention for at least twenty years.

"The atomic battery is likely to be applied first to miniature devices such as portable and pocket-size radio receivers, hearing-aids, signal control, and similar devices that require reliable power sources with great length of service.

"As we learn how to produce atomic batteries with more power than is obtained from present experimental models, it may be possible to use them for operating portable short-range transmitters for radio telegraph and telephone communication and radio beacons for navigation by air or by sea.

"Of great importance is the fact that such atomic batteries will be highly compatible with future equipment using transistors. Both the battery and the transistor have the potential advantages of compactness, ruggedness and long life.

"The RCA Atomic Battery is now generating sufficient electricity from a minute quantity of strontium-90 to energize a transistor and to produce an audible tone in a telephone receiver. We expect materials other than strontium-90, now under study, to yield as good or better results. Surveys indicate that such radioactive waste materials will be in plentiful supply.

"This new and distinctive approach to the harnessing of the atom's energy for peaceful purposes is most timely. I have in mind the atomic peace proposals President Eisenhower laid before the United Nations on last December 8th. These proposals for international development of the peaceful uses of the atom are now being discussed between nations and are much in the public mind.

"This achievement of the atomic battery is further evidence of the opportunities which exist for American industry to develop the industrial uses of atomic energy. It is a step toward greater participation by free competitive enterprise in a field that challenges the imagination and calls for initiative and pioneering.

"No one can look far enough ahead to see all the ways in which a new



General Sarnoff tapping out a message using power from the experimental RCA atomic battery. Current from battery, which is inside plastic box, operates transistor tone-producing device (telephone ear-piece).

conversion of nuclear energy to electricity, he said, may prove to be as significant as Edison's conversion of electricity to light.

General Sarnoff said:

"For more than forty years, science has searched for a practical way of converting radiations from the atom's nucleus to electricity. Though our re-



Magnified model of the two basic elements of the experimental RCA atomic battery, which by means of a new method makes it possible to convert atomic energy directly and simply into small but usable quantities of electrical energy.

principle or scientific method will find practical application. Some of these, however, we can anticipate, such as providing small quantities of power at low voltage for various kinds of electronic devices where extreme compactness, ruggedness and long life without attention are important factors. But when we deal with something as basic as capturing the energy of the atom and turning it directly into electricity, the first practical applications may not foretell the full scope and range of its future usefulness.

"The history of science and invention presents many notable examples of scientific progress of which the atomic battery is the latest. When Michael Faraday first produced an electronic current it was with a relatively simple device: a copper disk rotated between the ends of a magnet. Faraday—120 years ago—did not visualize the future of his invention, yet, today, the huge power generators at Niagara and the Hoover Dam operate on the same basic principle of Faraday's discovery.

"The discoveries and inventions which RCA is announcing today provide a significant opportunity for further developments in the field of atomic energy. As the leader in electronics, RCA expects to play an important role in the development of this new use of atomic energy. The heart of our business is the Electron and it is a very close relative of the Atom."

David Lilienthal, first Chairman of the Atomic Energy Commission—from 1946 to 1949—and now an industrial consultant, in which capacity he serves the Radio Corporation of America, has followed closely the development of the RCA Atomic Battery.

"The results achieved," said Mr. Lilienthal, "reflect great credit on the scientific imagination of RCA scientists in applying RCA's extensive experience with electrons and semi-conductors to the efficient direct conversion of atomic radiation to electricity.

"It is worthy of special note that this progress toward putting atomic energy to everyday use has nothing whatever to do with bombs, nor anything that is an atomic secret."

Assessing technical aspects of the new method, Dr. E. W. Engstrom, Executive Vice President in Charge, RCA Laboratories Division, declared that the RCA Atomic Battery has produced usable electrical power a hundred times more efficiently than any previously reported radioactive generator. For a specific quantity of radioactive material, he said, the electric current generated by this new method is about 200,000 times greater than has ever before been attained from experimental conversion methods.

Dr. Engstrom pointed out that the Atomic Battery is a result of combining studies of the basic problems of radioactive generation of electricity conducted by RCA over the past few years with recent RCA developments

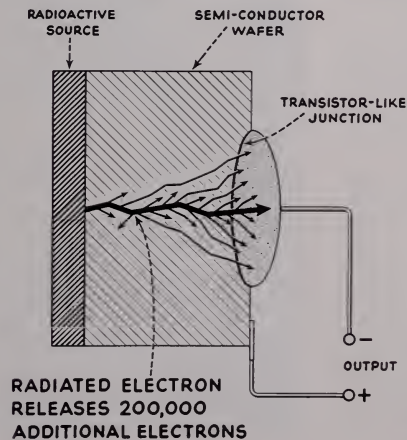
in transistors and other semi-conductors in the field of solid-state electronics.

In RCA's experiments with Atomic Batteries, Dr. Engstrom explained, both silicon and germanium crystals have been tried as "transformers" of the beta radiation to useful electricity.

"In previous studies of radioactive generators," said Dr. Engstrom, "RCA scientists headed by Dr. Irving Wolff and Dr. Ernest G. Linder have investigated other approaches, gaining understanding of the problems that has been valuable in achieving the present Atomic Battery. One of the first generators was a large vacuum tube the size of a football in which a small bit of radioactive material built up huge voltages but could provide only a minute current. Scaling down of the voltage to practicable levels resulted in some loss of efficiency.

"In an investigation subsequent to the development of the vacuum-type radioactive generator, a radioactive voltage source was built which does not require a vacuum. The voltage source was in the form of a condenser, one plate of which was coated with a beta emitter and the other serving as a collector plate. The plates were separated by a dielectric material such as polystyrene or mica. The device produced voltages at usable level but still each bombarding electron could 'make' no more than one electron for the output. Therefore, the efficiency of nuclear to electrical energy conversion was considerably lower than that attained in RCA's new Atomic Battery."

EXPERIMENTAL RCA ATOMIC BATTERY



Following World War II, RCA undertook a research program with the objective of direct conversion of nuclear energy to electricity. This objective was to make use of atomic energy for constructive purposes—such as power sources—whether for military or peacetime applications. This research program continued, and in 1951 further encouragement resulted from the interest shown and support given by the U. S. Air Force. As RCA progressed with this research, it proposed and concentrated its attention on principles of electronics of the solid-state. It was here that effective means were found for direct conversion of nuclear energy to electricity. And this led to the Atomic Battery.

White House Telecast

Presidential Television Broadcasts Mean
Careful Planning by NBC Washington

By
Jay Royen

It takes a lot of man hours to set things up for the President of the United States to make a television talk to the nation. From the minute that White House Press Secretary James C. Hagerty informs the television and radio networks that President Eisenhower plans to speak to the nation from the White House, dozens of people are geared for extra work.

The President's talk a few days before the opening of the new Congressional session was typical. The date was set about two weeks in advance and network officials got busy clearing the time requested for Monday, Jan. 4 (9:30-9:45 p.m., EST). The networks agreed that NBC cameras and technical crews would handle the pickup at the White House, feeding all networks through the telephone company. That meant station WNBW, NBC's Washington television station, had to juggle work schedules to relieve TV cameramen and technicians from local program duties on Jan. 4.

WNBW's technical experts went to the White House on New Year's day for a huddle with the press staff. "Would the President broadcast from his office, or from the radio and television room?" "Would the President be seated at a desk, or would he want to walk to a chart or a map?" — an important question for the lighting and camera experts. NBC program producer Bob Doyle inquires whether the President will read from a typed script, from large hand-lettered cue cards, or would he use the Teleprompter, which flashes large typed script on a sort of TV screen directly under the lens of the television camera. The questions are phoned to Press Secretary Hagerty, who has joined the President in Augusta, and he sends the answer back the following morning.

At noon on Monday, WNBW's crew

moves three cameras into the White House radio and television room. Lights are positioned, microphones checked with an engineer "sitting in" for the President at a desk. Robert Montgomery, NBC-TV executive producer, a friend of the President, is on hand to advise him on the technical side of the presentation.

WNBW's crew consists of network director Bob Doyle, technical director Sherman Hildreth, an audio engineer to control the microphone pick-up and a second audio man to feed the sound to the radio networks. An associate director to cue the President, a video engineer, three cameramen, a lighting man and a TV announcer complete the crew. Outside the radio room, four or more announcers from the combined networks stand by to introduce the President to their respective network audiences. Half a dozen newspaper cameramen are also in the radio room, as well as one newsreel pool crew and one TV newsreel pool crew.

Monday afternoon the President stops in at the radio room and expresses surprise that things are all set up. The President chats with the technicians for a few minutes and listens attentively as they explain camera positions and cues. There's a question about whether the President will wear his reading glasses during the program, and the President decides he will not need them to see the Teleprompter screen. Two technicians are on hand to run the Teleprompter apparatus. The President goes through a complete rehearsal and then rushes back to his office to catch up with his busy schedule.

Monday evening the President arrives one hour before telecast time. He's wearing a gray suit and a gray shirt, because white shirts look too white on TV and cause glare. The President requires only a dab of powder on his light complexion to cut down the glare of the floodlights.

The President recalls an incident



Technical director Sherman Hildreth (left) and director Bob Doyle were key men on recent telecast of President Eisenhower delivering message to the nation.

during the Presidential campaign: A make-up man was dabbing a little powder on and said "This is kind of silly. Here I was a paratrooper when you were my Commanding General, and now I'm smearing make-up on you." The President laughs at the recollection.

Several members of the President's staff are on hand for the telecast, including United Nation's Representative Henry Cabot Lodge, Jr., who shows great interest in the light and camera arrangements. Promptly at 9:30 p.m. the President is introduced and millions of Americans watch as he talks to them in a relaxed, natural fashion. The program is off on time and the President leaves after thanking the television crew.

WNBW's men start to dismantle their camera equipment and technical director Sherman Hildreth picks up the pair of eyeglasses the President has left on the desk to prevent them from being damaged. Camera gear is returned to WNBW's studios and it's after midnight when Hildreth reaches his home, near Alexandria, Va. Mrs. Hildreth is sleeping but wakes up when her husband groans loudly as he's hanging his suit-coat in the closet.

"What's the matter, Sherm?," she asks. Hildreth holds up a pair of shining spectacles and replies, "Darn it, honey, I've stolen the President's eyeglasses." The glasses, picked up only or safekeeping, were returned to the White House in the morning — early!

Samuel A. Melnicoe

San Francisco employees were saddened the day before Christmas by the unexpected death of Sam Melnicoe, a member of the KNBC engineering staff since 1942. His death came after only a few weeks of illness.

Mr. Melnicoe, a 49-year-old native of Milwaukee, Wisc., was assigned as a studio-field engineer at KNBC. His early radio experience included five years as chief engineer and manager of KFBK, Sacramento, Calif., and engineering and announcing assignments with two San Francisco stations, KJBS and KCBS.

Mr. Melnicoe is survived by his wife, Mrs. Mable Melnicoe, of San Francisco.

Mobile Color Unit In Hollywood

On January 5th, NBC Hollywood was host to approximately 500 members of the SMPTE (Society of Motion Picture and Television Engineers) who assembled at the Burbank Studios for a look at color television and the NBC Color Mobile Unit. The two color cameras were set up outside the front of the building and viewed such colorful items as decorative foliage, decora-



Ronnie Cohn, left, of Central Steno, and Edith Rapley, of Kine Recording, were on color TV when the mobile color unit visited Hollywood.

tive girls — Kine Recording's Secretary Edith "Pixie" Rapley, Steno's Ronnie Cohn, and a very pretty little girl friend of one of Kine's Engineers, Dee Thompson. (And a "purty" red Jaguar parked nearby — supposedly "Pixie's" — for the demonstration only.) Inside the mobile unit, Warren Phillips and his crew were kept busy explaining the intricate equipment to the curious visitors who passed through in single file. Meanwhile in Studio 3 Danny Brewer of the RCA Service Company was keeping his trained eye on three color receivers at which the SMPTE members were viewing color TV with a good deal of professional amazement.

NBC Hollywood expressed its thanks to New York for lending them the unit and also a hearty "thank you" to all the fellows who came to Hollywood with the unit.

General Sarnoff Writes on American Economy

"I foresee a time when the average American family, in addition to what it has today, will own a vacation home, a helicopter or pleasure boat," states Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, in an article by him in the March issue of *Woman's Home Companion*, due to hit the newsstands Feb. 18.

The article is titled "The Luckiest Family in the World." According to a description by the *Woman's Home Companion*, "This family could be yours. Here an American who has climbed to the top (General Sarnoff) shows you how we manage to live so fantastically well."

General Sarnoff sketches a typical American family and its mode of living, comparing it to its counterpart in other countries. In outlining the reasons why the American family is so much better off, he says:

"The real secret of America's prosperity can be summed up in two sentences:

"First, we produce more goods and food per person than any other country on earth — and we continually strive to produce more and more.

"Second, we distribute these goods more equally among our population than any other country on earth — and we continually strive to spread more and more goods into the hands of more people."

The author goes on to relate how these two principles work, making our economy a dynamic one, which in the future will dwarf even the present-day benefits it is bringing the American family.

NBC Births

Frank O'Sheas, N. Y., a son, Francis X., Jr.

To Don Rumbaugh, Cleveland, a daughter

To Mark Grisezes, Cleveland, a daughter

To Matt Bracices, Cleveland, a daughter

To Wed Howards, Chicago, a daughter, Meredith Jane

To Bob Porters, Washington, a son, Stephen Dixon

To Don Mercers, N. Y., a daughter, Margaret Ann

'HOME'

President Weaver Announces Plans for Revolutionary Daytime TV Program

A revolutionary daytime television program especially created for the millions of women viewers was announced Jan. 25 by Sylvester L. Weaver, Jr., President of the National Broadcasting Company, in a special closed circuit telecast to NBC-TV affiliates.

Mr. Weaver revealed for the first time the ingredients of the widely heralded program to be called "Home," which, he announced, will be launched Monday, March 1.

The show, adding new scope and magnitude to daytime TV, will be seen Monday through Friday from 11 a.m. to 12 noon EST in the East and Midwest, and eventually will expand to the West Coast.

Joining Mr. Weaver in a detailed description of the new program's make-up were Robert W. Sarnoff, Executive Vice President of NBC; Richard A. R. Pinkham, executive producer of "Home" as well as of NBC-TV's "Today"; Leland Hayward, noted Broadway and Hollywood producer and program consultant to NBC, and Dave Garroway, star of NBC-TV's "Today."

The show will be the hub of a dynamic new morning program line-up that was announced by Mr. Weaver. The new line-up, beginning March 1, will consist of the following shows:

- 10 a.m. EST—"Ding Dong School."
- 10:30 a.m. EST—"One Man's Family."
- 10:45 a.m. EST—"Three Steps to Heaven."
- 11-12 noon—"Home."
- 12 noon—"Bride and Groom."
- 12:15 p.m. EST—"Hawkins Falls."
- 12:30-1 p.m. EST—"Breakfast in Hollywood."

Mr. Hayward, whose Ford Anniversary TV show last Summer was acclaimed by critics throughout the country, expressed the belief that "Home" would become one of the most successful commercial ventures on television. He also described it as "one of the greatest show ideas of all time."

Arlene Francis, the noted television, radio and stage star, has been given the assignment — one of the top day-



Sylvester L. Weaver, President of NBC, outlining plans for revolutionary new show, "Home," on closed circuit to stations.

time jobs in TV — as editor-in-chief of "Home."

In this capacity she will serve as a guide to viewers, turning the pages of the "live magazine" from one feature to another. Miss Francis is well-known for her appearances on radio and television as a mistress of ceremonies, on panel shows, on talent and interview programs and as a dramatic actress. Assisting Miss Francis will be a number of feature editors, all experts in their specific fields. Among those scheduled for regular appearances on "Home" several times a week are Eve Hunter, fashion and beauty; Poppy Cannon, food; Dr. Rose Frankenblau, family affairs and child care; Miss Sydney Smith, home decorations; William Peiglebeck, gardening and "how-to-do-it," and Estelle Parsons, special projects.

Here are a few outstanding highlights of "Home" as explained by the NBC executives in the closed circuit:

Editorially, it will be a television service magazine, with experts in a variety of fields expanding the horizon of service information to an extent never before approached. Among the features scheduled for regular appearance on "Home" are fashion and

beauty, cooking, family problems, child care and training, leisure time activities, shopping news and notes, interiors and gardens, architecture and home economics.

Commercially, it will have a highly flexible sales plan and will introduce a completely new concept of selling television time — the "charter client plan."

Mechanically, it will be produced from a \$200,000 permanent set, unlike anything ever before used in television — a visually exciting machine designed to display and demonstrate the products, materials, processes and procedures related to the American home and home living.

Mr. Weaver pointed out that "Home" will be among the first NBC-TV programs to include color inserts on a regular basis. He noted that while sight and sound and demonstration can add enormously to the usefulness of service information, color — particularly in fashions and decorating and make-up — can redouble this impact.

"Home's" new ingenious permanent set, which gives animation to inanimate objects through mechanization, was described by Mr. Pinkham, using a scaled model for reference. The revolutionary set, he explained, will make it possible not only to inform but to stimulate the housewife to adopt a procedure demonstrated, or to buy a product advertised on "Home."

The set, now under construction at NBC's West 67th Street studios in New York, will be basically a theatre-in-the-round, measuring 60 feet across and surrounded by a "color value" plastic translucent screen that will allow for rear projection, lighting from top and bottom, from the front or rear, and in color.

The "playing area" of the set will center around inner and outer turntable, with the outer turntable large enough to hold an automobile, and the inner table adjustable to a height of five feet. There can be as many as four realistic sets on the outer turntable, each equipped to show the various rooms of a home.

Among the other pioneering features of the "Home" set which will provide

mechanization, motion and illusion never before possible on TV, are:

The "tumbler," a device which will lift, turn or revolve a refrigerator or any other object up to 300 pounds and less than six feet wide, making it possible to show all sides of any product, big or small.

An aerial camera capable of shooting straight down on the set from 20 feet high, or peering its snout into a pot of simmering soup from a distance of mere inches.

A "spiral pick-up" to raise and turn yard goods, rugs, draperies and other fabrics, with compressed air blowing from beneath to create a dramatic swirling effect.

The "growery," a two-foot thick plot of rich earth for flowers and vegetables.

The "elementary," by which "Home's" producers can re-create the elements. (If a script calls for fashion models to display raincoats, the "elementary" will provide the rain.)

A workshop for the demonstration of hardware and tools and for testing the tensile strength of fabrics.

A kitchen with full equipment.

An area for the editor-in-chief, complete with monitors for remote pickups.

As explained by Mr. Weaver, "Home" will be a companion piece to the highly successful "Today," with which NBC led the way into major early morning television programming more than two years ago. Like "Today," its sales policy is designed to



Arlene Francis, who will be editor-in-chief of the new "Home" show.

attract both small and large advertisers, with commercial insertions ranging from one-time buys to long-term contracts.

There will be eight one-minute commercials per hour on "Home", plus a maximum of six 20-second product news mentions. Under the show's "charter client plan," any advertiser contracting for a minimum of 52 commercials on "Home" before March 1 will get as a bonus one merchandising day, giving him all the commercial time on that day. In addition, he will be exclusive advertiser in his category in the series.

Client interest in the show already is high, and Mathew J. Culligan, supervisor of both the "Today" and "Home" sales units, reports that two sponsors have already submitted orders for "Home" participations.

In programming, "Home" will range across the news fronts of the woman's world. With the use of mobile units and pickups from various cities, the program will add a fluidity never before experienced in television. It will be dedicated to the proposition that the American housewife is profoundly concerned with improving her home, raising her family and expanding her own perspective, and that news of products, ideas and suggestions in these areas will, therefore, be of compelling interest to her.

Mr. Pinkham, 39-year-old executive producer of the show, was circulation manager and a member of the board of directors of the New York *Herald Tribune* before coming to NBC. He took over the helm of "Today" soon after it went on the air and has directed its growth into one of the outstanding programs on television. Pinkham formerly was advertising director of James McCreery Co., and has extensive advertising agency experience.

Jack Rayel, 38, until recently national program manager of NBC Television, will be producer of the program. Mr. Rayel is one of a large group of leading figures in broadcasting who had their start as members of the NBC page and guide staff. Rayel joined the network in 1940, left it for several years, and returned four years ago to become supervisor of program procurement.

Richard L. Linkroum, 38, will be associate producer and director of "Home." He has been working in radio and television since 1937 and has directed programs starring Arthur Godfrey, Jack Benny and Alan Young.

Promotions Made In Spot Sales, Owned Stations

Several important appointments have been made within recent weeks in NBC's Owned Stations and Spot Sales Division. First, William N. Davidson, who had been national manager of NBC Radio Spot Sales since August, 1952, was promoted to assistant general manager and director of radio and television sales for WTAM, WTAM-FM and WNBK, NBC's owned stations in Cleveland.

Then it was announced that George Dietrich, who had been Eastern Radio Sales manager, was promoted to be manager of Radio Spot Sales, succeeding Mr. Davidson. Theodore H. Walworth, Jr., was appointed television sales manager of WNBK in Cleveland. He previously was a sales executive of NBC Spot Sales in New York. Several days later it was announced that Edwin T. Jameson was promoted to Eastern radio manager of Spot Sales, succeeding Mr. Dietrich.

WNBQ Headliners Saluted by TV Guide

Station WNBQ personalities won seven out of 16 best local program awards in the 1953 "TV Guide" Awards competition conducted for locally produced, non-network TV shows seen in Chicago.

The winners were selected in a poll of TV critics, station and advertising agency executives and other authorities within the television industry in Chicago.

Topping the list of WNBQ winners was disc jockey Howard Miller, named as the top TV favorite in Chicago for his WNBQ "Close-Up" show, which features songstress June Valli and the Art Van Damme instrumental group. Miller also was selected as having the best interview and commentary program—a salute to his Friday night "Howard Miller Show" on WNBQ.

Other WNBQ winners were June Valli, best girl singer; Clint Youle, best weather forecaster; Joe Wilson, best sportscaster; Francois Pope and his "Creative Cookery" program, best how-to-do-it show; Johnny Coons, of "Noontime Comics," best children's program, and Ken Nordine, of "Faces in the Window," best dramatic offering.

Earl Rettig Elected Vice President of NBC

The Board of Directors of the National Broadcasting Company this month elected Earl Rettig as Vice President in charge of Production and Business Affairs, Television Network Programs.

Mr. Rettig's election was announced after the regular monthly meeting of the Board by Sylvester L. Weaver, Jr., President of NBC. Mr. Rettig reports to Thomas McAvity, Vice President in charge of Television Network Programs.

A veteran of more than 25 years in the broadcasting and motion picture industries, Mr. Rettig joined NBC in 1954 and shortly thereafter was appointed director of network production on the West Coast. He later became director of finance and operations for NBC in Hollywood, and on Jan. 1, 1954, was transferred to New York and placed in charge of production and business affairs of Television Network Programs.

Mr. Rettig was born in Chicago 50 years ago and first went to work there in 1919 with Halsey, Stuart and Co., a brokerage firm. He remained with the company, buying municipal corporation bonds, for nine years, living at various times in Chicago, Cincinnati, Dayton and New York. In 1928, he moved to the West Coast as assistant to the studio manager of Fox Studios, and during the following years worked in executive capacities for many of Hollywood's top producers.

He was production manager for the Jesse Lasky Production Unit, production manager for Walter Wanger, unit manager and casting director for Hal Roach, and was production manager for Walt Disney when Disney produced "The Reluctant Dragon"—the first combination live and animated film.

Moving to R-K-O in 1941, Mr. Rettig was appointed studio treasurer and assistant treasurer of the corporation, then joined Rainbow Productions as secretary-treasurer. It was during this period that Rainbow produced the widely acclaimed "Bells of St. Mary's" and owned the award-winning "Going My Way." When Paramount acquired Rainbow, Rettig went to that studio. He later was business manager for



Earl Rettig, Vice President in charge of Production and Business Affairs for TV Network Programs Division.

Dennis Day for a short period before joining NBC.

Mr. Rettig is married and has three sons, Earl, Jr., 17, and Ricky and Ronny, 10-year-old twins. He lives in Bronxville, N. Y.

Payroll Checks in New York

Recently the Treasurer's Department established the new procedure in the New York office that all payroll checks were to be picked up at the office of that department, in room 218 of the RCA Bldg. Previously, checks were obtained at Cashier's, room 555 of the RCA Bldg.

This new system applies to all types of payrolls—artist, weekly, orchestra, and regular semi-monthly. It has not changed the existing procedure permitting department representatives each payday to pick up checks for members of their departments. Most check-seekers are aware of the new procedure, but inquiries are still being made at the Cashier's office, so apparently some confusion remains.

Here's how you can help: if you work closely with anyone, such as artists or weekly employees, who picks up his check individually, please pass the word along to them. All checks are now distributed from the Treasurer's Department, room 218. Those seeking checks must present their NBC identification cards. Vendors lacking NBC identification must offer some other suitable documents as identification.

Bob Reed Brushes Up His Shakespeare

Bob Reed, of NBC Washington, became quite involved with Shakespeare recently. Bob was reading a release from Associated Press wire about some legislators who were kicking around Shakespearean quotations. Bob added his little quote by saying that "the entire issue is as 'dead as a doornail.'" Bob immediately received a corrective phone call informing him that the expression "dead as a doornail" was from Dickens' "Christmas Carol," not Shakespeare. Bob explained to his listening public that he had been mistaken, but was again corrected by phone a few minutes later.

This call informed him that in essence it was in Shakespeare, "King Henry IV", Part 2, Act 5, Scene 3 —

this second call coming from a D.C. school teacher. Later in the day, the gentleman of the original call, head of the English Department of a local college, made a second call to let Bob know that he had received some 40 or 50 calls on the matter, that his students had chided him unmercifully—to such an extent as to force him to spend his entire lunch period doing research on the matter. This time he found out that the verbatim saying is in Shakespeare, from "Henry VI", Part 2, Act IV, Scene 10, Line 43, but in addition, the same expression is to be found in "Vision of Piers Plowman", written sometime during the Fourteenth Century by William Langland. Bob has suddenly become quite involved in literature.



At Sunset and Vine, the brave sight of Jack Leppert and beret barreling along in his Austin-Healey is a familiar one. Cameraman Leppert finds this sleek machine has enough space to carry all the equipment he needs.

Most Unusual Camera Car?

NBC employees across the nation, long fabled for their devotion to the new and unique, have given further proof in recent years of their all-round avant-gardiness by their wholehearted embrace of the foreign sports car rage. This affection has not always been marked by the purchase of a Ferrari or a Jowett Jupiter, but this has not dimmed our enthusiasm. In fact, many of the most breathless advocates of sports cars have no real intention of buying one, possibly for fear that it would disenchant us.

The cult at NBC roughly divides into two groups: The Talkers and The Owners. It is generally admitted that the former cluster has no peers in any or-

ganization of comparable size. In every competition held so far, whether for endurance, pitch or intensity, we have won hands down. For detailed accounts of the work of various scions of this society, we recommend the "People and Places" columns of numerous back issues of CHIMES. The verbosity of The Owners is not so well documented. Long ago they ceased talking to anyone else.

Perhaps nowhere in this land has the Cause found so receptive a soil as in California, the state of sunshine and Sunbeam-Talbots, Golden Bears and silver Jaguars. Surely at Hollywood the proportion of Owners to Talkers is greater than at any other NBC office.

It can be argued that this is not necessarily a sign of more zeal, but at least it makes for better photographs.

The nucleolus appears to be the Hollywood TV News office. Jack Leppert started it with his Austin-Healey, a nifty low-slung machine that can hit 120 mph with ease. At first it was a little startling to see the beret-bedecked Leppert (he says it helps to keep a hair-piece down) boil out of the NBC parking lot en route to a story. Most of the hired help were used to the "company camera car," an elegant but more sedate Oldsmobile '98 with special top and radio-telephone. But the little sports car sold itself. For proof, see below.

Left, the "company camera car," an Olds '98, shown here with cameraman Dexter Alley and assistant Gene Barnes, along with Jack Leppert and the Austin-Healey as all three head out on assignments. On right, News Cameramen's Row at NBC Hollywood (L to R): a Riley, with Gene Barnes; an MG, with Dexter Alley, and the Austin-Healey, with Jack Leppert.





At NBC Hollywood (left) Santa (Arch Presby) and his helpers, Mary Lydon, Phyllis Krebs, Ruth Wells and Jan King, passed out gifts to over 400 children of employees. On right, the tads line up for the gifts from Santa Presby.

Reports Still Coming In

Last month CHIMES was able to squeak in a photo report on the Children's Christmas Party which was held in the New York office. In this issue, we are able to cover the kids' parties at two of the other NBC locations.

Washington and Chicago. Christmas stories in the February issue? Sure! You're paying Yule bills now, aren't you? Maybe these pictures will help you remember there's a joyous aspect to the season, too.



Larry Harmon, who is seen on KNBH as Commander Comet, helped entertain at the Hollywood party.

The NBC Washington Children's Christmas Party was held at the Continental Room of the Sheraton Park Hotel. Santa Claus (Willard Scott) had gifts for all and Mike Hunnicutt emcee'd.





NBC photographer Fred Hermansky followed Mrs. George Lindberg, wife of George Lindberg of Air Conditioning, as she went through the steps of donating blood to the NBC Blood Bank. From left to right: registration, with husband George wishing her well; temperature and pulse taking; medical history and blood pressure check, and the physical check by a doctor.

Blood Bank at New York

A total of 290 pints of blood were donated by NBC employees at the Annual Blood Drive held in the New York office on Jan. 26 and 27. A Red Cross Bloodmobile Unit was set up in the lobby of the Center Theatre to process the 332 prospective donors who appeared on those two days. The careful check by the doctors and nurses of the applicants' health and medical history eliminated 42 persons, so that 290 was the total number of pints collected.

A good thing, too. There was a "nick-of-time" tone to the whole drive, or the NBC Blood Bank's credit balance would have been down to only two pints at the end of this month. Now, with a good healthy balance, the bank hopes to be able to handle all normal requests for blood during the coming year.

For the past twelve months, thanks to a record-breaking drive of about a year ago this time, the bank has never had to ration blood to employees or their families. Every such request, no matter how large, was filled. It gives the Blood Bank Committee a great deal of satisfaction to consider that during this year, barring extraordinary demands, it will be able to keep up the affirmative reply to requests. It is no pleasant task to turn down a call for human blood. There's really nothing so such thing as a non-serious need for it — when a doctor calls for blood you can be sure there's no mistake — and every request is urgent.

Wandering about the Center Theatre on blood-letting days can be pretty educational — and heartwarming, as people donate blood for various rea-

sons, some of which motivated by genuinely touching circumstances. There was the fellow whose wife's life may have been saved by the blood she received. He wanted to "pay back" as best he could, though of course he was under no obligation to do so. Then there are the regulars — the men and women who show up every year, to whom it is unthinkable that they shouldn't give blood. "Why not? It undoubtedly will help someone, it doesn't do me any physical harm, and it makes me feel good mentally," as one man put it.

A couple of these regulars are Steve White, WNBC program manager, and his secretary, Kit Tucker, who go through as a boss and secretary team. Tom McFadden, director of Spot Sales, and Clyde Clem, audience promotion manager of TV A&P, also surprised no one by being there, as usual.

There were the neophytes, too — those anxious souls who in donating blood for the first time were delighted to find it wasn't so bad at all. One of these first-timers rates another distinction, and in this she is alone, of being the first donor to the NBC Blood Bank who was *not an NBC employee*. Here's the answer to the obvious question: George Lindberg, of Air Conditioning, is an enthusiastic believer in the Blood Bank but is not able to donate personally. He and his wife, Lillian, pondered this, and Mrs. Lindberg decided to donate in her husband's name. Thus it was that CHIMES is able to report photographically this unparalleled example of thoughtfulness for the welfare of others.



Mrs. Lindberg picking up her empty pint bottle.



In the donor room. The actual giving of blood took Mrs. Lindberg about six minutes. Juice, coffee and cookies — and a kiss from a proud husband — when it's all over.



The Ides of March

You Won't Have to Beware the Tax Due Date,
If You Prepare Your Return Carefully — Now

When it comes to making out tax returns most of us operate on the time-honored principle: "Never do today what can be put off until tomorrow." Then we look at the calendar one day and discover that "tomorrow" is March 15, the Day of Reckoning for the average taxpayer.

This not only runs up the electric light bill for that all-night figuring session on March 14, but, says the American Institute of Accountants, it also may enrich the federal treasury at the taxpayer's expense. The reason? Haste makes waste — waste of possible tax savings.

If you want to give yourself the best possible break on your federal income tax, *file early, prepare your return carefully, and save your records*—receipts, cancelled checks, etc.—to back up your deductions. And, if you find Uncle Sam owes you money, early filing means a quicker refund.

Here's a brief view of how the income tax affects some typical employees. Do you recognize yourself in any of these situations?

The Long and Short of It

Jones takes the easy way out. He signs his name to the simplified Form 1040A and lets the government figure out his tax for him. He saves three hours and loses \$30 that he could have cut from his tax by taking all his deductions. Smith lists all his deductions on Long Form 1040 and gets a refund check that comes in mighty handy after Christmas shopping. Clyde, on the other hand, knows that the tax table (which allows about 10 per cent for charity, interest, taxes, medical expenses, etc.) gives him a lower tax than he could get by figuring his actual deductions, so he uses the Short Form 1040.

Matrimonial Bliss

It's not unusual for a newlywed to forget to claim the additional withholding tax exemption until months after the wedding. He won't lose anything,

though, because he'll get credit for all the withholdings when he files his return. Also, he and his wife will each get a \$600 personal exemption. They are filing a joint return—the best procedure for most couples.

A joint return would be no help, however, to Mr. and Mrs. Kronkite. Both had incomes, he \$5,000, she \$4,000. But she had \$1,400 medical expenses and he could only muster up \$500 deductible expenses of all types. On a joint return they could claim only \$950 for medical expenses (\$1,400 less five per cent of their combined income). Instead they are filing separate returns and Mrs. Kronkite will deduct \$1,200 for medical expenses (\$1,400 less five per cent of her income) for a saving of \$61.50 on their total bill. They worked it out both ways, before filing, to see which would be cheaper.

Your wife presented you with twins just before the stroke of midnight on this past Dec. 31st? Her timing was excellent, because the New Year's Eve babies each provided a \$600 exemption for the couple on their 1953 tax. If the twins had been born just *after* midnight the exemption would not have applied until the 1954 tax.

Exemption for Dependents

Doe is claiming a \$600 exemption for his daughter, although she has been working since November. He can do this because she earned less than \$600 in 1953 and Doe provided more than half her support for the year. For a dependency exemption to be allowed the dependent must also (1) not be claimed as an exemption in a joint return with her husband (or his wife), (2) be either a United States citizen or a resident of the U. S., Canada or Mexico, and (3) be closely related to the taxpayer, as defined in the tax instructions.

Changing Houses in Mid-Year

Richard Roe sold his bungalow on North Tenth Street and bought what the agent called "a comfortable home for gracious living." He closed the deal

on his new place before the sale of the bungalow was completed. Just one thing bothered him. Although he had made no improvements since buying it in 1940, he got twice as much for the bungalow as he had originally paid. He wondered whether he would have to pay tax on his "profit." Roe learned that no tax is due under the present law since he purchased and occupied a new residence within one year before (or after) the sale of his former residence. If the new house had cost less than he received for the old one, he would have had to pay tax on the difference as a "capital gain."

Greene, a homeowner, doesn't miss a bet when it comes to taking tax deductions. Of course he knows that he can't deduct depreciation, repairs, improvements, or payments on the principal of his mortgage. He has plenty of deductions this year, nevertheless, with items for interest on the mortgage, local real estate tax, interest on a home-improvement loan, and \$50 damage from a windstorm (not covered by his insurance).

Veteran from Korea

GI George came back from Korea in July and was hospitalized until November. The money he has earned since he came back to his civilian job has to be reported, of course, but he owes no tax on his pay as an enlisted man for any month during which he served in the combat zone or was in the hospital recovering from his wounds (the first \$200 of an officer's monthly pay is similarly exempt). George's taxable earnings in 1953 were less than \$600, but he is filing a return anyway to get a refund of the tax withheld from his wages.

Change of Job

Another employee worked for another company part of the year. As a result he has an extra credit against his income tax. Each employer was required to deduct 1½% of the first \$3,600 of each employee's wages (amounting to \$54 for the year) for

social security tax. Because he had two employers, more than \$54 had been deducted from his pay. On his income tax return he will list "F.I.C.A. tax" (Federal Insurance Contributions Act) and claim credit for the excess over \$54 in the "income tax withheld" column.

Help When You Need It

Most taxpayers can fill in their tax blanks with a minimum of help. A sensible first step is to read the tax instructions sent to you with your tax forms by the Internal Revenue Service. In most cases the answers to your questions can be found there.

The next step, if you are still uncertain, is to consult your nearest Internal Revenue office — but do it soon if you want to avoid the last-minute rush. Of course, you may have more complicated problems which will require the help of an accountant. The Internal Revenue Service and the national CPA organization have repeatedly warned taxpayers to be sure their advisers are *fully qualified*. By putting your trust in a self-proclaimed "tax expert" you might find yourself in trouble.

For employees in the New York office of NBC, arrangements have been made with the Internal Revenue Bureau for the services of two tax experts, who will provide free advice to anyone desiring it. The tax consultants will be at NBC for two weeks beginning Monday, Feb. 15. Appointments will be scheduled between 9:00 a.m. and 5:00 p.m. each day during that period except Feb. 22 (Washington's Birthday). They will be held in Room 211, and can be arranged for by calling Employee Services, Ext. 462. Tax forms and instruction books are available in Employee Services, Room 729.

Paying Your Tax

If you find that the government owes you money, write the word "REFUND" on the envelope in which you mail your return. This will help you to get your refund sooner. On the other hand, if you owe additional tax on your Form 1040, you must enclose payment with your return.

Bargain Counter

For Sale: 1949 Maroon Buick convertible in A1 condition; new white wall tires and top; also has radio and heater. Call Dorothy Spagna, Ext. 201, N. Y.

For Sale: Navy blue Billrite Coach baby carriage; excellent condition; listed at about \$80, but for sale for \$30. Call Dick Smith, Ext. 8840, N. Y.

New 'Longies' Bow On NBC Radio Schedule

The NBC Radio Network program lineup underwent further strengthening after the first of the year, with extended use of the long time-segment program format. Three of the eight new shows are "longies," which were inspired by the success of the two-hour "Weekend" and "Big Preview" programs, which were launched by NBC Radio in October of last year.

The Saturday afternoon program lineup was rescheduled in order to reach out to the 26,000,000 motorists of America with an exciting new program specifically designed for them. This new series is called "Roadshow" and made its debut January 9. The four-hour program is emceed by Bill Cullen, popular young radio and TV panelist and quizmaster, who also presides over NBC Radio's "Walk a Mile." W. W. (Bill) Chaplin, noted NBC commentator and foreign correspondent, reports the news on "Roadshow," summarizing the day's highlights on the hour and half-hour.

Designed to interest and entertain the weekend motorist — as well as to encourage good driving—"Roadshow" features live and recorded music, guest stars, news digests, weather and traffic reports, and contests rewarding the safe, courteous driver. "Roadshow" originates from NBC's New York studios but includes pickups from other sections of the country. A unique feature of the program is "Mr. Safety," who each week roams through a different part of the country, his car equipped with a "phonemobile." He is on the lookout for safe, courteous drivers, who will be introduced to the listening audience and rewarded with prizes.

Another "longie," which made its bow Sunday, Jan. 10, is the two-hour-long "what's what" and "who's who" of the arts and sciences here and abroad, "Collector's Item." The program, made up of many segments, touches upon the fields of art, science, archaeology, current history, anthropology, folk music, classical music and foreign correspondence, among others. The segment titles indicate the scope: "The World of Art," "New Arrivals in Recordings," "Sands of Time," "This

Week in History," "The Key Statement of the Week," "Songs of the Lonesome Country," "I Chose America," "Our Common Culture," "Earl Godwin's Story Book," "So You Speak English?" "For Parents Only," "The World of Science" and others. Individual segments vary from week to week in length and in placement on the program; not all are necessarily heard every week.

Also on Sunday, January 10, a new morning series of talks, interviews and great music reflecting man's religious aspirations had its premiere. Heard from 9:15-10:30 a.m., EST, it is titled "Never Walk Alone," and is made up largely of short segments, including interviews with clergymen who are engaged in dramatic and direct service in unusual situations, the "hymn of the week," choral music, and the day's news. Another regular feature of the program is talks by the Rev. Dr. Norman Vincent Peale on "The Art of Living." Dr. Peale, pastor of Marble Collegiate Church, New York, is the well-known minister whose books have been at or near the top of the best-seller lists for more than a year.

All of the new programs are heard on Saturdays or Sundays. In addition to the above-mentioned "longies," other new NBC Radio shows are: "Breakfast in Hollywood" (Saturdays, 10-10:30 a.m., EST); "Heritage Over the Land" (Sundays, 1-1:30 p.m., EST); "Show Tunes" (Sundays, 3:30-4 p.m., EST); "Sunday at Home" (Sundays, 8:30-8:55 p.m., EST), and "People" (Sundays, 6:30-7 p.m., EST).

NBC Engagements

Cynthia Vose, N. Y., to John Udris
Ellen Coughlin to Frank Woodruff, both N. Y.
Janet Shields, N. Y., to Bill O'Brien
Marilyn Frederikson, N. Y., to Jack Cumiskey
Fred Hatke, N. Y., to Jean Capone
Alice Chamberlain, San Francisco, to Frank Beatty
Betty Hauser, San Francisco, to Richard Richl
Virginia Fiske, Washington, to Warren Boarom
Joan Barth, N. Y., to Alex Kozikowski

DUMONT, RUSSELL RETIRE FROM NBC



Two veteran NBC employees—Paul Dumont in New York and Clayton Russell in Cleveland—retired on Dec. 31, 1953, winding up careers with the company which represent a total of more than 60 years service. Both men have been associated so closely for so many years with NBC in New York, in one case, and Cleveland, in the other, that their departures seem almost to mark the conclusion of eras in the company's history.

The Paul Dumont tenure, for instance, spanned almost the complete history of NBC. He first came to the network Sept. 10, 1927, slightly less than a year after its formation, and just a few weeks before NBC opened its first "Broadcasting Headquarters" at 711 Fifth Ave., in New York City. He was no neophyte to radio, even at that early date. Paul's first acquaintance with radio was in 1924, when he gave a recital over WJZ, New York, in 1924. At this time he was an aspiring singer. Before then, Paul had dabbled with the world of business, pursuing his musical efforts mostly in his spare time. The 1924 adventure, however, convinced him that he possessed broad-

casting ability. Shortly thereafter, Paul landed a job as an announcer with a New York City station, and followed that up with assignments as program director and studio director at other outlets.

During his long career at NBC, Paul was announcer, production man, special events commentator and a member of NBC director's staff. He worked on just about every important show that graced NBC's radio schedule from New York.

On Dec. 29, a surprise party was given by the NBC staff and associate directors for Paul at the RCA Exhibition Hall. It was attended by many of the close friends Paul has known through the years, including John Royal, former NBC vice president who is now retired, and John P. Cleary, director of Radio Network Programs. B. Lowell Jacobsen, director of Personnel, presented the retiring director with his gilt-edge pass, and Ben Grauer gave Paul a set of cuff links on which were engraved lines from Shakespeare's "Merry Wives of Windsor." — "He capers, he dances, he has the eyes of youth." Paul is now in Florida, soak-

Clayton Russell of NBC Cleveland being congratulated by Lloyd C. Yoder, general manager of WNBK-TV, after being given a gold watch in appreciation of his 37½ years of service with NBC and predecessor companies.

ing up the sun, fishing and golfing.

Clayton Russell wound up 38 years of active service with WTAM and NBC on December 31, 1953. Mr. Russell's roots were deep in the radio field . . . he started working for T. A. Willard, the founder of the Willard Storage Battery Company, back in 1916. Russell worked hand in hand with S. E. Leonard, engineer in charge of WTAM-WNBK, when WTAM beamed its first program to Clevelanders on the night of September 26, 1923. WTAM operated with 1,500 watts, being the first station in the country to be given that much power. When the power of WTAM was increased later to 3,500 watts Russell became familiar with the largest storage battery of its kind in the world—a ten-thousand watt water-cooled tubes, conceived especially by Mr. Leonard for use by WTAM. WTAM is presently beaming out 50,000 watts on a clear channel.

Mr. Russell has been in charge of the WTAM transmitter since its beginning and had a big hand in putting station WNBK-TV on the air on Channel 4 back in 1948.

Mr. Russell, before announcing his retirement, helped to plan the new one million dollar Parma transmitter of NBC in Cleveland, which will be put into use when WNBK moves to Channel 3 and begins operating at the maximum power authorized by the FCC.



Paul Dumont, who retired Dec. 31 after a long career in radio, surrounded by close friends at his farewell party. Ben Grauer (left) is seen presenting Paul with engraved cufflinks and a complete camera outfit.

People and Places

NBC, Hollywood

The Central Stenographic Department welcomes *Dixie Miller* and *Daisy Spivey*, new members of the department. *Barrie Peters* has been at home for three weeks and has been seriously ill. We are all looking forward to her return. Farewell to *Mary Kay Green*, off to her home in Minnesota. Bet she will wish she'd stayed in Sunny California. Just heard that it's 15° below in the Twin Cities. We were sorry that *Mildred van Gessel* has left us. A glad welcome back to *Betsy Worthy*, Mildred's replacement. (Editor's note:—*D. White*, thanks a million. Now, aren't you proud of us??)

Ann Allen and *June Session* have been promoted to the Auditing Department. Congratulations! Isn't it wonderful to have the week-ends off?? *Pat Costello*, AM Production Dept. has been greatly missed by her host of friends and we all hope that she will soon be back. We'd all like to see her collection of "See My Operation cards" too!

Robert D. Thompson has been promoted to Manager of Film & Kine Operations. *Earl Curtis*, likewise, to Manager of Staging Services Operations. *Frank LaRue* and *Paul Stanhope, Jr.*, new Make-Up artists. Au revoir to *Marcelle Eckerlein*, who has returned to her native France.

The NBC Sound department and all NBC-AA golfers as well as his many other friends say s'long to *Dix Robb* and congratulations on the fine new position with the Foster and Kleiser advertising agency. Mike Horton, N. Y. Press, out for the color coverage of the Tournament of Roses Parade. It's always a pleasure, Mike.

The Coast's gain . . . *Fred Wile* . . . the Coast's loss . . . *Earl Rettig*. A big California welcome to Mr. Wile and all the success in the world to Mr. Rettig on his new position in the East.

The Kids Christmas party was a huge success, thanks to *Earl Zeigler*, chief organizer of the event and the new president of the NBC-AA; *Ted Regler*, AA treasurer, and *Max Bauman* of Purchasing, who did an outstanding job in selecting the gifts. Our special thanks too, to all Santa's helpers: *Jan King*, vice president; *Gloria Weeks*, secretary; *Phyllis Krebs*, of the Press

& Publicity Dept.; *Mickie Finken*, Payroll; *Wilma Edwards*, Payroll; *Teri Vidale*, Cashier; *Bob Moore*, Purchasing. Very special, special thanks to *Mrs. Ruth E. Kruedenier*, Jan King's mother, who so kindly volunteered to print all the name tags for all the children who attended the party (a Herculean task indeed when you consider that over 500 bewildering offspring attended the party). Mrs. Kruedenier also remembered that bewildering offspring have a tendency to lose things and she provided new name tags, extra pins, etc. to take care of these losses.

Welcome To Our Staff: *Bob Sunderland*, new press representative, Press & Publicity Dept. *Mary Louise Bailey*, promoted to the same department from Central Stenographic; *Edith Rapley*, also promoted from Central Stenographic, took over secretarial duties for *Ralph Lovell* in Kine Recording, replacing *Tari Holbrook* who resigned to become the mom of a bouncing baby boy; *Darling Scott* transferred to Central Stenographic from the Mail Room; *Dan Hovore* promoted from the Page Staff to Recording Clerk in Radio Recording; *Vernon Lanegrass*, also promoted from the Page Staff to Receiving & Stock Clerk, taking over *Bob Moore's* position when he was promoted to Purchasing Clerk in the Finance Dept.; *Vivian Thompson* is the new secretary for the Unit Managers; *Yale Gilbert* also left the Page Staff to become Messenger-Clerk Film Exchange Dept.; *Dina Joseph* is the new wardrobe mistress in the Design & Creative Operations Dept.; *Casimir Tarnowski* joined the Page Staff, as did *Don Donahue*; *Mary King* is the new messenger in the Mail Room.

New Offspring: *Tari Holbrook*, former secretary to *Ralph Lovell*, Kine Recording — a boy; *June Gardiner*, formerly of Kine Recording — a girl; the *Ralph Lovells* welcomed a little daughter, *Judy*; *Northrop Ketchum*, ditto a little girl, *Carol*.

Miscellaneous: *Art Schneider*, Kine Recording, gave his all—his appendix—to the Hollywood Presbyterian Hospital; *Gay Faidley* of Kine Recording returned from two weeks' vacation in San Fran with a beautiful tan — and a new hair-do! *Nancy Lawrence* left Central Stenographic to return to her home in the Lone Star State.

WMAQ, WNBP, Chicago

William Hohmann has joined the NBC Chicago network advertising and promotion staff as promotion assistant, it has been announced by *Harold A. Smith*, department manager.

Hohmann fills the vacancy created by the recent promotion of *William Yonan* to the position of radio network account executive. He comes to NBC from ABC Chicago, where he was network research director for more than a year. Prior to joining ABC, Hohmann served two years in the U. S. Army, including Infantry service in Korea. He was graduated from Beloit College, Wis., in 1950.

Welcome to new staffers: *Laura Allen*, network promotion secretary; *Henry Bussey*, associate radio director; *Richard Johnson*, associate TV director; *Rebecca Kunch*, engineering secretary; *Sally Sacino*, AM Network Sales secretary; *Gwen Griffin*, TV program assistant; *Nancy Ann Kerr*, TV Spot Sales secretary; *Willard Butler*, AM Spot Sales; *Gino DaDan*, accounting, and *Sue O'Leary*, TV Film Sales secretary.

KNBH, Hollywood

John Wehrheim and family moved into their new residence in La Canada during—of all times—New Year's Eve. John plans a putting green and archery range by the new pool now under construction.

Jim Wemple is sporting a tan from a weekend at Palm Springs. . . . *Ann Slater* was married to *Bob Anderson* the last of January. . . . *Grant Recksieck*, when asked what he did over New Year's, said, "Threw gourds across Modesto River." This stopped us, so Joan for no other explanation. . . . *Joan Gowanlock* to wed this Summer, the groom's name has not been revealed. . . . *Norm Hopps* transfers to network and will be replaced at KNBH by *Tommy Foulkes*.

Carroll O'Meara, KNBH director, was before the cameras last week to explain the intricacies of rose culture and the background of the popular flower.

TV maintenance claims a new record for their department. During the last few weeks there were four proud new fathers: *Max Ellison*, *Gerald Smith*, *Vincent Hultman* and *Kenneth Jorgenson*.

Tom Frandsen, KNBH's late-movie host, was recently named a Commander

in the Naval Air Reserve jet squad, and spends weekends touring Southern California and vicinity.

WRC, WNBW, Washington

Ralph Burgin leaves his position as Program Manager of WNBW to become head of the television staff of North Carolina State college, participating in the Consolidated University of North Carolina's educational television station, Channel 4 in Raleigh.

Eleanor Ferguson rejoins the staff of WNBW-WRC-WRC-FM after a month's leave-of-absence which was spent attending her mother who has been quite ill.

Earl Wood, formerly of Station WOL, is now WNBW's Assistant Night Operations Supervisor, replacing *LeRoy Morgan*, who will work with *Burton Bridgens* in Continuity Acceptance.

Madeline Kulp, former Traffic Manager and National Sales Assistant of KTBC-KTBC-TV in Austin, Texas, is the new secretary to WNBW-WRC Press Department Manager *Jay Royen*.

The Christmas theme, of course, dominated the WNBW-WRC Program Department in December. Favorite presents were: a 9 pound 12 ounce boy for *Bob Porter*, TV Director, arriving Dec. 27 with a tag reading *Stephen Dixon Porter*: a beautiful diamond ring from jet pilot *Lt. Donald Dahl* for home economist, *Phyllis Weaver*.

Holiday treks carried secretaries *Ginny Fiske* to Chicago and *Betty Cole* to Missouri. TV director *Frank Slingsland* was off to New York, as usual.

An "on camera" celebration took place December 24, when girls from NBC-Washington and the Sheraton-Park Hotel staffs went downstairs to be guests on "Inga's Angle", replacing the usual ladies club.

Even the NBC offspring of stations WNBW and WRC got into the Christmas spirit with an extra-special Christmas party given in their honor in the Continental Room of the Sheraton-Park Hotel. Santa (*Willard Scott*) had gifts for all, and *Mike Hunnicutt* emceed.

Renée Marechal has changed his status at WNBW from Continuity Acceptance to an Assistant Director.

Joe Goodfellow, Director of Sales for WNBW and WRC has just returned from a trip to Chicago, Detroit and Cleveland.

Betsy Stelck is starting a new TV show on Saturday mornings for the kiddies. Betsy will entertain some fifty

or so youngsters in the studio with an old-fashioned "Barn Party," with movies, games, puppets and "plant-life" sessions. The "Barn Party" will keep the children occupied from 10-11 A.M. on Saturdays.

Judy Bennett has recently joined the Traffic Department of WRC. She was formerly associated with Wilderich and Miller Advertising in New York.

Pat Winn, *Bob Reed*'s gal Friday, returns to work after a long illness on the 25th of January. Welcome home, Pat.

KNBC, San Francisco

General manager *George Greaves* hosted a Christmas party for all KNBC employees the evening of Monday, December 21, in a private room at the Clift Hotel. Most of the station's employees turned out for the two-hour affair and an enjoyable time was had by all. In addition to cocktails, hot and cold hors d'oeuvres were served. Highlight of the get-together was a community singing session led by *Doug Pledger* with *Carl Wieninger* at the piano.

KNBC's "distinguished senior writer-producer" is recuperating at his country home following a successful surgery session. "*Sad*" *Sam Dickson*, who authors and directs several of the station's most popular programs, reports by telephone that he feels more frisky than ever and will be back at his stop watch in jig time.

The nightly "Masters of Melody" live music program really pays off for its sponsor, the Morris Plan of California. The "Masters of Melody," under the direction of *Albert White*, are heard nightly, Sunday through Friday, in a half hour of dinner music. Last month the following letter was received from a woman listener in Sacramento, Calif.:

"Enclosed is check for \$1,000.00 as an investment in your company. I hear your program of finest music on KNBC."

Sure enough, enclosed with the letter was a thousand-dollar check drawn on a bank currently advertising over the San Francisco CBS outlet!

Now it can be told—KNBC Public Service supervisor *Al Crapsey* spearheaded a group of friends in providing Christmas gifts for 150 indigent tuberculosis patients at the San Francisco County Hospital. The giving was done in the true holiday spirit, and Al won't know the story "leaked" until he sees this item.

Sales manager *Bill McDaniel* and Promotion manager *Dean Moxley* have come up with a sweet promotion stunt for KNBC. Under a plan which went into effect January 1, gala birthday, cakes from the world famous Blum's confectioners will be delivered to 150 top agency and client contacts. Blum's delivers the decorated cakes to the recipients at their offices on the happy day.

San Francisco brides . . . *Norma Robison*, *Girl Friday* to Promotion manager *Dean Moxley* (and whose fabulous holiday trips make her a regular item in *Herb Caen's* column), paid a flying visit to family and friends in the Salt Lake City, Utah, social whirl over the Christmas weekend. . . . *Janice Mae Carrel*, sales traffic supervisor, confessed on arriving at work one recent morning that she had dreamed the night before of going to the races in her Maiden-Form (What Jan, no Racing Form?). . . . Some thirty-odd (Ed.'s Note: be sure to hyphenate that word!) staff and press representatives gathered in general manager *George Greaves'* office to view the Tournament of Roses color telecast New Year's morning. And for the benefit of Eastern Seaboarders that meant getting down to the office as early as 8:30 a.m. for some of the San Francisco staffers. Despite the bleakness of the hour, the color came in clearly and the press reaction was highly favorable. . . . KNBC newsman *Ed Arnou* probably will be a proud papa again by the time this issue of CHIMES gets to the presses—either that or the victim of a nervous breakdown!

WNBC, WNBT, New York

There have been quite a few vacationers from the Local Station these days. *Bob Leder*, WNBC Sales Manager, spent a week of skiing at Stowe, Vermont. *Sumner Glimcher* took off for eleven days, dividing his time between Nassau, St. Petersburg, Palm Beach, and Miami, and came back sporting the most admirable suntan ever seen. Sumner claims he caught the biggest fish on the trip, but unfortunately neglected to take a picture of this great catch. . . . Hummm . . . fish story? Being a sporting guy, he gave the North a chance and went skiing the next weekend at Belle Ayre, New York, where I doubt the weather compared to Nassau. Another skier, *Coralie Bernstein* of WNBT Sales, flew to Ste. Sauveur, Canada for a week on the

slopes. This was Coralie's first attempt on the hickories and she came back with nary a bruise, and is raring to go again. *Ernest De la Ossa*, WNBC, WNBC-FM, WNB Station Manager, took a much deserved vacation consisting of two weeks in Bermuda where he whiled away the time swimming and deep-sea fishing.

In the "Proud-Pappa Department" is *George Stevens* of WNBC Sales, who now has a brand-new baby girl, Ruth Stevens, who weighs 10 lbs. *Herb Brotz*' son, Douglas, received a letter regarding "consideration of 'Kid Brotz' for this year's edition of the Golden Gloves". Since Douglas is all of four years old and weighs 42 lbs. dripping wet, Herb wrote the News Welfare Association requesting postponement of "Kid Brotz" physical examination for approximately twelve years. Since "Kid Brotz" was the only entrant in his age and weight group he was named Honorary Champion and received a Golden Gloves lapel pin (which he can wear when he is old enough to have lapels), plus an A.A.U. Card which he can use for other sporting events such as tricycle riding and mud-pie making. Herb is also the proud father of a little girl, Sharon Anne, weighing in at 6 lbs. 6 oz.

Daniel Sobol of WNB Sales will be guest speaker at the annual University of Pennsylvania WXP Banquet, February 10th at the Penn-Sherwood Hotel. Dan will speak on "College Radio's Contribution to the Professional Broadcasting Field."

All of us at Local are scowling at the big bad burglar who broke into *Kit Tucker*'s family home in New Jersey and stole all the Christmas presents right from under the Christmas tree. How's that for Christmas spirit? Don't see how he can live with his conscience.

Room 252 must be awfully chilly these days... what with *Doris Braverman* of Steve Allen's Office, typing away with her coat on. *Eydie Gorme* and *Steve Laurence*, star vocalists of the "Steve Allen Show" headed an entertainment troupe organized by *John O'Keefe* of WNB Publicity, entertaining patients at the Hospital for Joint Diseases in Manhattan. O'Keefe's troupe entertains periodically at various New York Hospitals. It's nice to have such wonderful people to work with. Congratulations and Best Wishes to *Steve Krantz*, WNB Program Director, and *Judy Tarcher* of *Good*

Housekeeping Magazine who will be married February 19th, 1954.

WTAM, WNBK, Cleveland

We have lots to be proud of this issue. Sixteen of our Cleveland employees received awards at our annual Christmas Party for being faithful to the organization for twenty-five, twenty and ten years. Watches were awarded to *Tom Manning*, *Harold Gallagher*, *S. E. Leonard*, *C. C. Russell*, *John Disbrow*, *Jesse Francis*, *Ross Plaisted*, *Albert Stewart* and *Alvin McMahon*. These men have been with NBC for twenty-five years or more. *Frank Witzam* entered the twenty year club. The following men became ten-year club members: *Burnie Edwards*, *Tom Haley*, *Franklin Anthony*, *Peter Felice*, *Charlie Phillips* and *John Wilhelm*. We're proud of our members and hope they have many more years with this company.

The Christmas party was a rollicking success. *George Cyr* and *Rosemary Bartlett* staged a wonderful party at the Hermit Club. The TV Production Department entered into the spirit of the day by presenting a short program. The theme was a take-off on our new paint job in the "Dragnet" tempo. *Bill McGaw*, *Joe Tanski* and *Bill Morris*, TV directors, were the main characters of this skit. *Kim Holzmiller* in TV Continuity entertained us with a dance, *Carolyn Bertko* with a song. *Estelle Sankal* played Estelle—a telephone operator, *Barney Zalek* was the pianist and also the accompanist for the choraleers. All in all, many laughs!

Congratulations to *John Disbrow* who is now in charge of our radio and TV transmitters and *Bill Howard*, who is now heading operations of television and radio engineering. *Fred Everett* was practically a horse thief. He "borrowed" WXEL's carpenter horse for use at the transmitter instead of WEWS's, which he had permission to use.

Bill McGaw, TV assistant director, filled in at the Play House's "Stag 17" and did a very nice job. *Joe Bova*, recovering from a sprained ankle, was one of the original cast. The "Chef Lorenzo Christmas Show" was filmed at *Lorenzo Simonetti*'s home giving the TV audience a look-see at his and *Bob Boutesma*'s family. You should have seen the food. Transmitter engineer *Al Stewart* is fighting the sick-bug.

Glad to see *Rou deGravelles* back at

work after an attack of chicken pox. *Jim Rowe*'s wife, *Patty*, played nurse-maid.

The Newsroom has a beautiful new asphalt tile floor. Newsroom operations proceeded as usual in the hallway, *Mickey Flanagan*, News Editor, tells us.

A party in honor of *Clayton C. Russell* was held December 29th at the Spanish Tavern. Mr. Russell retired after 37½ years with NBC. *Tom Manning* was Master of Ceremonies at the dinner. Some important guests included the Mayor of Brecksville, Chief of Police of Brecksville, Ohio Bell executives and four executives from New York.

New Year's Eve mishap—ask *Jack Beauty*, film editor, how he lost one side of his car. Travel news—*Brenadette Prescott*, film secretary, taking weekend jaunts to Buffalo; *Jackie Lynn*, staff singer, waxing her skis and looking for snow; *Rosemary Bartlett* in Accounting journeying to Syracuse; *Estelle Sankal*, switchboard supervisor, spent a day in New York City watching N. Y. operation; *Henry Levine* vacationing in Chicago; *Mildred Secord* having a lovely time in Florida for three weeks. She was the guest of *Grace Ellis Stalling*, former WTAM employee, now with a Florida bank. *Marv Harlan*, after training his dog for months, had to miss the hunting season because of a back injury.

Congratulations to *George Cyr*, operations manager, and his 235 bowling score. George is now high point man. *Al Brock*, staff orchestra, bought a new home in Westlake with lots of acreage. Then he had to buy a clunker to get him to and from work. *Bill Dallmann* and *Matt Bracic* have new homes, too. *Kenny Romich*, also of the orchestra, hobbling it with chicks and pigs on a small farm.

Earl Hall's mobile amateur radio activity makes his Chevrolet almost as impressive as a TV field van! He's proved its value, however, during the Cleveland tornado.

Jean Vokoun has taken on a new job as supervisor of Guest Relations and General Office Supplies. *Mr. and Mrs. Lloyd Yoder* finally found a home at the South Park Manor in Shaker Heights. Now if we can find an abode for *Milton Frankie*, who hails from New York, and is now a new TV Associate Director, we'll have everyone settled.

Fred Bohn has a new AM sales pitch—"Do we have ears?". As yet, no sales, but lots of ears! Everyone young

to bowl beer frames except *Clarence Kimpton*. Can't seem to pass that 192 without trouble. *Pat Ferko* is still waiting for her Christmas present from her favorite man. She received an empty box, beautifully wrapped, and the pearls that were supposed to bring forth a glint into her eyes had been stolen while the package was being wrapped.

John Wellman, back from his honeymoon, with a tale of woe. His pretty young bride broke her ankle as they skied at Lake Placid. *Dick Bell*, *Ross Plaisted*, *Kirk Sanderson* and *Dee Pay* had unexpected visitors in the backyard of the transmitter—eight doe!

NBC, New York

Finance and Services

Continuity Acceptance—At a wonderful luncheon at the New Weston Hotel, *Tom Ervin* presented *Kay Henderson* and *Stockton Helffrich* with their ten- and twenty-year pins, respectively. Two more surprised people than Stockton and Kay would have been hard to find. *Tom Ervin* can certainly keep a secret!

The Continuity Acceptance Gang all wish a speedy recovery to *Percy Smith's* wife, Alice, who is at present in a hospital in Boston.

Controllers — Congratulations to *Frank O'Shea* on the arrival of one Francis X. O'Shea, Jr. Congratulations also to *Joan Barth* on her engagement to *Alex Kozikowski*. Good luck, Joan. We would also like to wish Joan our very best in her new position as secretary to Mr. Lewis.

The highlight of this month that really must be given priority is the little incident that happened to *Blanche Cummings*. On January 6th, as she was coming out of the 3rd floor elevator—holding a tray with a luscious looking Napoleon on it—who does she bump smack into but *Eddie Cantor*. Upon spotting the tray he very politely took a large bite out of the Napoleon. Naturally, *Blanche* asked him to “be her guest” afterwards. He sure took the cake, didn't he?

It gives us a great deal of pleasure to welcome *Evelyn Wulff* in our midst, as she was transferred into our department. She sure is a whizz on the ol' comptometer.

Many happy returns of the day to *Edith Louche* and *Ethel Perry* who celebrated birthdays this wintry month.

Congratulations to *Dotty Alexander* and husband—who recently purchased a new home on the Island. All the luck in the world. *Barbara Monross* of the Tabulating Division shall be our next bride. The big event will take place on February 27th. Be happy, honey.

Engineering — Belated welcome to *Gloria Eaton*, *Anne Bartok*, *Katie McCloy*, and *Pete D'Aquino* in Audio-Video. *Dick Oelschlagler* can now be found in the Model Shop. New faces in Technical Services include *Henry Becker* and *Niels Pihl*.

Welcome mat out to *Ken Erhardt* and *Stan Levin*, who transferred to Engineering Development; also a belated welcome to *Gene Pellicano*, who joined Development a while back. We understand *Fred Halke* brought the New Year in with a bang! In case you haven't heard the wonderful news, *Keith Mullenger's* lovely wife, *Adrienne Garrett*, is Miss Rheingold 1954! Now that the cold weather has finally arrived, *Dudley Goodale* is thinking about skiing again. It was recently discovered that *Bill Gough* is about the strongest man around these parts. Wouldn't you say so, *Dolores* and *Helen*?

Nancy Mitchell used her spare time embroidering *organdy* Christmas cards!! *Rosemary DuBois* is running into all sorts of problems getting her new apartment into shape, but it's better than sleeping in Central Park anyway! *Marge Marshall* has a red rose on her desk every morning! An admirer? What secretary uses an alarm clock to remind her boss it's time for vitamins??? *John Kolb* has returned from military service.

Our deepest sympathy to *Don Castle* on the loss of his wife.

Legal—If you hear another explosion on the Sixth Floor around 626, don't worry! It's only *Pat Hone's* water jug, the bottom of which has fallen out two times so far quite unceremoniously all over the hall carpet. I move that *Pat* and *Scott Shott* get a new jug before our carpet becomes literally a swimming pool.

Congratulations are in order for *Janet Shields* who received an extra special Christmas present—a beautiful pearl and diamond engagement ring. The lucky fellow is *Bill O'Brien*. *Janet* reports it will be an Easter Sunday wedding.

John Shute's office was the scene of a gay pre-New Year's party New Year's

Eve. The gals present (after some refreshments contributed by yours truly) even ran through the songs and routines of the Christmas Party.

As a postscript let me add that our office Christmas party surpassed my predictions in the last issue, and a “peachy-keen” (a direct quote from *Ann Debus* — who, together with *Jean Schneider*, would take an oath that she saw “little men” up on the 8th floor the morning after the party!) time was had by all.

The distaff side of the department does hereby officially let it be known to *Tom Ervin* et al. that the entertainment for the next Christmas party will be supplied by our legal-eagles. There's no backing out now, especially since our barristers now have more than the required 30 to 60 days' prior written notice to that effect on or before the effective date!

Station Relations—The Station Relations department had their Christmas party, 1953, at the Cottage at the Hampshire House. This is rather old news, but the memory lingers on. *Joe Berhalter* and family have moved into their new house in Englewood, N. J.

Our reception room is slowly becoming modernized. We have our own ideas about the new lamps, and *Barbara Harlib's* desk is one she has to step down to get to.

Stenographic — The holidays have long since passed and besides a lot of new finery we see quite a number of new faces in Steno, so we welcome: *Ann Child*, *Joyce Gill*, *Margradel Lesch*, *Ann McBride* and *Ann Tremaine*.

A belated holiday party is being given by *Betty Roman* with the help of *Carmella Grande* and *Rose Passarelli* and anyone who attends *Betty's* party is sure to have a good time.

Ann Lovell has the number of days counted until September when she will become a Mrs.

Happy Birthday to *Celia Dobkins* who celebrates her birthday this month.

Goodbyes were said to *Mary Winters* and *Barbara Wendt* who left to continue their studies at Antioch College.

Traffic—Traffic extends congratulation to *Pat McInerney* on his recent promotion as a buyer in Purchasing. We'll all miss him! Watch all casualty lists as *Terry Zucchetto Garcia* and husband are learning to ice skate! *Jack Elmi* in Communications decided to move back to civilization and recently bought a new home in St. Al-

bans, New York. *Elizabeth Curry* also recently moved and the two of them are consoling each other after that strenuous task. All of us were so sorry to hear of *Fred Kenworth's* great loss, the passing of his wife on December 20th. *Charley Zucker*, *Harry Larson* and *George Greer* have all been promoted within the Traffic Department. Keep up the good work, boys!

Radio Network

Radio Network Sales—Some of the newness has rubbed off Radio Sales since its split from Integrated Radio and TV last August. However, this is our debut in CHIMES. In all fairness, it is best we just acquaint its readers with our personnel and save the gossip for future editions.

Bosman in our new outfit is *Fred Horton*. Among the salesmen are *John Van Amburgh*, *Tom Wright*, *John Birge*, *Jim Fuller*, *Vinton Freedley*, *Neil Knox*, *William (Mac) Walker*, *Robert Pauley*, *John Doscher* and *Jack Mann*. Office personnel include *Jean Martin*, *Lily Borst*, *Tommi Phillips*, *Joyce McKenna*, *Linda Schmidt*, *Helen Schultheis* and *Bob Smith*.

In the Sales Development cubicle, *Howard Gardner* rules the roost of *Ray Simms*, *Ned Armsby*, *Doris Anderson* and *Liz Leitner*.

Old St. Nick pulled some surprises in the office "grab bag". *Howard Gardner's* gift of a phony probiscus, horn rims and eye shield topped the unusual, while *Fred Horton's* hammer and gong and *John Van Amburgh's* red motoring ensemble were other items of great interest (and we mustn't forget *Neil Knox's* economy size bottle of Air-Wick to combat the cigar smoke).

Radio Program—Farewells were in order recently for *Paul Dumont*, associate director, who retired from NBC after nearly three decades in radio. A party was given in Paul's honor on Wednesday, December 30, at the Johnny Victor Theatre and attended by his many friends and co-workers. We'll all miss Paul but know he'll enjoy the sunny shores of Florida where he's planning to fish and golf.

Returned from two years Army service, part of which was spent in Japan, is *Bill Malcolm*, who takes up where he left off in 1952 as associate director, and back with us, too, is *Paul Knight*, also a former AD, who returns after almost two-and-a-half years in Munich, Germany, with Radio Free Europe. Welcome back, boys!

Late vacationer *Lucy Moore*, who visited with her family in San Francisco over Christmas and New Year's, returned by plane to New York amid snow and icy blasts. Lucy, you certainly picked the darndest day to leave that beautiful weather back there in California!!!

Radio Studio Operations—The law and its administration was a chief preoccupation of our men last month. *Vick Kramer* was a juror in the N. Y. Supreme Court and served on some interesting cases. *Ray Farnan* discharged his legal advisers and transferred his business to another law firm. This department, traditionally a haven for aspiring lawyers, is fortunate in that our current attorney, *Val McCormack*, cheerfully dispenses off-the-cuff legal opinions to such of his group as may run afoul of the law. So far, he has kept the brethren out of jail. *Tom Longmore*, who freely admits to many brushes with British law in his early unregenerate days, is now a reformed and law-abiding citizen. At a recent vestry meeting of the Flatbush Presbyterian Church, Tom was honored by being elected a deacon of the church. A beautiful, leather-bound copy of the Holy Bible was presented to him by his Sunday School class.

Press and Publicity

Press—All the superlatives that I might list here couldn't tell you how great our party was at Toofs Shors'

Dec. 29. There were all the trimmings, including door prizes, and a five piece dance band, to which *Gracie Lynch* marched beautifully, and at one point was the inspiration for a sensational "Charleston" exhibition by *Mary Lynch* of Networks Production and *John O'Keefe* of WNBT Publicity. The high point of the evening was the presentation of the J. "Cheever" Snodgrass award of \$25.00 by *Mr. Eiges*. This, after a contest revealing some truly good talent, was awarded to *Betty Lanigan* for her very skillful and enjoyable song stylizations. Other prizes were won by *Milt Brown* for one of the best original satirizations of a fairytale I've ever heard: by *Sam Kaufman* for his ingenious "pun-filled" edition of our Daily News Report in a nutshell (and I mean that literally); by *Bill Stein* for his very cleverly contrived and meaningful gifts to a number of people in the department: and by *Dan Regan* and his "panel of wits," comprised of *Ethel Kirsner*, *Barbara McCusker*, *Bob MacDonald*, and *Milt Brown*, for their riotous "take-off" on "What's My Line." *Barbara Simpson* made a very picturesque guest-challenger, and *Steve Allen*, a very entertaining mystery guest. To sum it all up in an old cliché, "A good time was had by all".

Violet Young went on what she called a "Yankee Weekend" to Sturbridge, Mass. recently with *Hallie Robitaille* of Sales. These gals are Early American enthusiasts, so you



"... but a good cigar is a smoke." Column editor Bill Stein, left, and music editor Leonard Meyers, savoring a couple of fine cheroots at a Press Department get-together at Christmas-time.

can imagine what a "ball" they had. Good luck *Grace Lynch* in your new apartment. *Grace* moved from Fairfield, Conn. to West 73th St., Manhattan so she would be within walking distance of the Museum of Natural History. We were very happy to hear that *Helene Janssen*, recently of our department, gave birth to a baby boy Dec. 14.

EXTRA:—there's a blackmark in lawn mowers at NBC. Seems as each press staffer buys his first home he starts out with a hand lawn mower, gets tired and finally switches to power. Result is one mower has been passed from *Sy Friedman* to *Jack Zwilling* to *Art Selby*, all of whom are Long Islanders. Now the pressure is on *John McTigue*, who is currently building in Babylon, to take the family mower over. *McTigue* is the one holdout who may break the chain. Feels the mower, which has gone from \$25 to \$20 to \$15 as it changed hands, is now a classic for which he should be paid for storage.

TV Network Programs

Music—Our Christmas luncheon was a success with plenty of food to sample. *Anne Muller*, friend and former employee, brought in a batch of cookies. Among our other guests were some of the younger generation — *Jimmy Dolan's* well-behaved twins said hello.

Phebe Haas doesn't mind the recent snowfall where she is since she is vacationing in Lake Placid with her husband.

News and Special Events—Kudos: *John Cameron Swayze* named best commentator of '53 at Annual Motion Picture Daily-Fame awards.

Letters pouring in re: "30 Forgotten Men", outstanding documentary of Americans still behind iron curtain in Chinese communist prison camps. Show was produced and voiced by *Irving R. Levine*. *Irv* is also rating raves as new editor of Saturday and Sunday editions of network "World News Roundup".

Travelers: *Jerry "Hard Rock" Gordon*, taking leave of absence to hibernate on West Coast and indulge a Hemingway complex. *Stan Rotkewicz*, on four-day fishing trip to Florida, reports one day of storm, three days of rain! *Frank Bourgholtzer* (Paris), *Robert McCormick* (Frankfurt), *Romney Wheeler* (London) and *Gary Stindt* (Berlin) converge on Berlin for Big Four Foreign Ministers Conference coverage. *Merrill "Red" Mueller*, back

from visit to Mexico, only to get snowbound in his new Greenwich, Conn., house. *Charles Christensen*, on Caribbean cruise. *Pauline Frederick*, spent two weeks Christmas-time vacation aboard *SS Coronica*, cruising to Nassau, Havana, Curacao, Venezuela. She's suntanned, we're green with envy. She's also off again soon — to Bristol, Tenn., for a February 1st lecture; on this trip she'll do two "Pauline Frederick Reporting" shows from Bristol, and then three from Washington. Most satisfied traveler of all must be cameraman *Bob Blair*. His assignment? Travel. Spent the winter in Florida, Jamaica, and other assorted luxurious locales, to send back film to make us happy news-wise, and miserable snow-wise.

Most hectic trip of all — but for us, not them — was voyage from Norfolk to New York aboard *SS United States* by commentator *Morgan Beatty*, editor *Chet Hagan*, and engineer *George Robinson*. Trio, who were the only passengers, were there to do news feature on just-released information about wartime-conversion statistics of the ship. The January 8th "News of the World" broadcast originated from the ship via short-wave radio, and the dexterity in New York of tape engineer *Henry Heustis*, welding scissors, reels, tape recordings, splices, and newsmen *Sumner Weener* applying a heavy thumb to the tape machine to keep it from falling apart in mid-show.

At Home: Members of the Public Affairs division held their annual Christmas party at the Hotel Taft. Among dignitaries in attendance: *Sylvester L. Weaver*, *Robert Sarnoff*, *Thomas McAvity* and *Fred Wile, Jr.* *Bob Wilson*, at Farrel's on Saturday night (for a cup of Savarin coffee) was offered a dog by a total stranger. *Bob* said yes. He's now owner of handsome doberman pinscher. It could happen to you!

It's old news, but it hasn't been seen here: former Miss *Billie Ann Couch* (NBC) is now *Mrs. Gregory Eaton*. *Greg's* at our 106th St. outpost. *Ad Schneider* has departed for Sarasota, Florida, where he is new vice-president of Hack Swain Productions, Inc. Before he left. *Ad* was royally feted by public affairs and news folks at Trader Tom's.

The Fourth Estate: And have our news folks been getting into print! *Earl Wilson* raved about "Today's" *Mary Kelly* (put her picture in his column, too!), and two other papers are

clamoring for interviews. *Mary* impressed them all, then flew away in a blaze of glory, and a Ceil Chapman dress (a red one!) for three weeks on the West Coast. *Len Safir*, "Today," was a Murray Robinson *World-Telegram* & *Sun* column feature, all about the dangers of getting into a cab in the wee small hours of a damp, dark night, saying "to the middle of the George Washington Bridge." A nervous cab driver pleaded, "let's have a cuppa coffee and talk this thing over", but *Len* was firm. Suicide? Nah. Just part of a "Today" feature. And "Today's" *Frank Blair* and all seven children made Hal Boyle's column. And, not to be outdone, *Business Week* magazine saluted our whole NBC News & Special Events coverage!

New Houses: *George Christensen*; *Jack Dillon*, in Westchester County; *Reuven Frank*, in Englewood, N. J.; *Jerry Green*, in Westbury, L. I.

Visitors: *Bill Henry* (Washington); *Richard Harkness* (Washington); *Ray Henle* (Washington), and doing his "Three-Star Extra" shows from Radio City for a spell); *Harry Karr*, WRC, Washington; *Charles DeLozier*, WNBW Sales Manager; *Joseph C. Harsch* (Washington); *Morgan Beatty* (Washington, doing his "News of the World" here in New York for two days); film stringer *Henry Toluzzi* and his new bride, in from Italy, Trieste, Nairobi, and other such exotic locales; *Jim Hurlbut* (Chicago, here to colorcast a "Zoo Parade" showing, and to say "hi" to his newsroom cronies).

Sick List: *Tom Naud*, in hospital with strep throat; *Bob Priaulx* nursing infected jaw.

New Faces: *Adele Morgan*, who joins us to fill vacancy created when *Mary Brendle* left us to join "Home" staff; *Jim Holtun*, newswriter, formerly wire editor of Reading, Pa., *Times*. Sidelight: *Jim* and editor *Chet Hagan*, back in 1940, were copy boys together on the Reading *Eagle*. Later, *Jim* was a captain in army, serving as press adviser for General Van Fleet. But best of all, he's now a proud new papa, too, and it's a boy. *Beverly Gary*, formerly of New York Post, now filling shoes of *Estelle Parsons*, who's also joined "Home" staff.

Welcome back to New York. *John Lynch*, after stint in Mexico and San Francisco, and welcome back. *Ray Finke*, from stint in armed services. Two new feminine faces at 106th Street — *Marilyn Marcinkowsky* in 1106,

and *Fivian Kramer* in the cutting room.

Plant Operations—Santa Claus was certainly mighty good to *Cynthia Vose*—she came in after Christmas sporting an engagement ring. Her future intended is John Udris who lives in East Meadow, Long Island, and Cynthia looks very happy about the whole idea. They plan on being married in the early spring.

John Calley moved another step up the ladder by joining the Production Coordinator section. *Doug Coulter* moves to daytime work to take his place.

Production Operations—

In Tune With January

Eat your lunch in—cut more stencils. Then stay late—sharpen those pencils.

This is how each secretary,
Keeps in tune with January.

Her boss is busy too it seems,
Signing papers by the reams.

“Do More Work”, each memo insists.
On and on the havoc persists.

No so state (devoid of gladness);
“Holidays produced this madness.”

Enough! Enough! Much work awaits.
No time to waste on tête-à-têtes.

Public Affairs Department — We were glad to welcome *Joan Berger* to our department a few months ago. Joan, who's now residing in New York, is secretary to *Wade Arnold*.

Mardy Palmer, who recently returned from a skiing trip in Stowe, Vermont, had such glowing stories to tell, that we're all ready to hop on the nearest toboggan and take off!!

What have we here coming in the door? An acquaintance of J. Fred Muggs? Well, perhaps . . . but this chimp is *Bobbee Edwards'* adopted cousin, *Junior* . . . really adorable. *Steve Allen* must have thought so too, cause he put him on his show the next evening. And yesterday, his first fan letter arrived (*Junior's*, that is). We hope he's off to a very successful career!!!

Technical Operations — Welcome, welcome . . . *Ed Stolzenberger* to 501 — hope you like us and stay awhile. Also welcome *Barbara 'uhlemmer* as official “chart-designer”. *Barbara* is replacing *Nancy Nicholson* — who, in turn, is replacing *Florence 'Grady* as secretary to “Pop” and

“TOPS”. It seems that each newcomer to 501 is prettier than the other (and that includes you too, Mr. S.). Also, welcome to our new Business Manager *Arthur Garbade* and your secretary *Dorothy Spagna*.

This-'n'-that . . . Has anyone seen a stray Christmas bottle — if so, please contact *Tony Romeo X640*. He is still looking for one. . . . Glad to see you back, *Irving Shapiro* — hope you feel great from now on. . . . Two of a kind — *Tom Smiley* and *Howdy Doody* have deserted us for a month's “vacation” at the Coast. . . . *Anne Pacurar*, maybe you could get *Arthur Godfrey* to sell you his pilot's license — cheap! . . . We hear that *Don Frey* is quite a fan of the Polar Bear Club of Asbury Park — ssssssome fffffun, hhhhhuh, Dddddd!

Brrr, now lets talk about something warmer — skiing for instance. The ski tracks are heading North again. In fact, a safari set forth for Mad River and Stowe, Vermont, over New Year's weekend consisting of such NBC notables as *Alf Jackson* (WNBT type) *Jerry Cudlipp*, *George Jacobus*, *Nancy Nicholson*, *Madalyn Butler* (from Color) and *Florence Herrlich*. No broken skis, no bent ski poles, no sprained ankles, no nothing — in fact, no snow — to speak of!

Lets hope the two might *Franks*, *McArdle* and *Weill*, make out better and have wonderful conditions and a grand time during their stay at Aspen, Colorado.

TV Network Sales

Research and Planning—Two momentous occasions contributed to the very grand finale of a very memorable year, 1953, now a page of history. Before mentioning them, may we again thank *Allen Cooper* for the excellent job he did in organizing and supervising the wonderful Christmas party for the Research and Planning Department at Tavern on the Green on December 22. The refreshments, entertainment and gifts from *Santa Cornell* were thoroughly enjoyed by everyone, and though Christmas was not “white”, it certainly was bright.

We wish to congratulate *Dr. Thomas Coffin* and *Jack Landis* who won an Honorable Mention award for their study “Radio's Effective Sales Power” from the American Marketing Association. This award took place at the National Convention of the A.M.A. held December 28 in Washington, D.C.

The applause meter now moves in the direction of the Planning Section of our department. *Barry Rumpel*, though on vacation at the time, was among those honored at a luncheon at the Pierre Restaurant given by *George Frey* for 20-year members of NBC. Similarly honored (and very much present) at this luncheon was *Mildred Schmidt*, the first ten-year girl in our department. Both received pins in recognition of their service.

Also before closing the book completely, *Gloria Betros* must tell you she's become an aunt for the third time, effective December 14, 1953. The score now stands; nephews, three. . . . nieces, nothing! For *Josephine Capetta*, February means the return of her husband from France and Uncle Sam. In her role as Maid of Honor to a girl friend, *Louise Kacicak* wore leaf brown velvet in the ceremony which took place January 16. A beautiful contrast to the bride and Mother Nature in dazzling white.

TV Advertising & Promotion —

Remember the movie “My Brother Talks To Horses”? The sequel could well be “Our Advertising Manager Gets Bitten By 'Em” — and the star of this horse opera is *Pat Steel*. The locale was Madison and 86th during the morning rush hour. Getting off the crosstown bus, Pat was on the receiving end of a nip by the indispensable animal who had evidently wearied of waiting for the bus and its alighting passengers to get out of his way. Both horse and ad manager doing well, thank you.

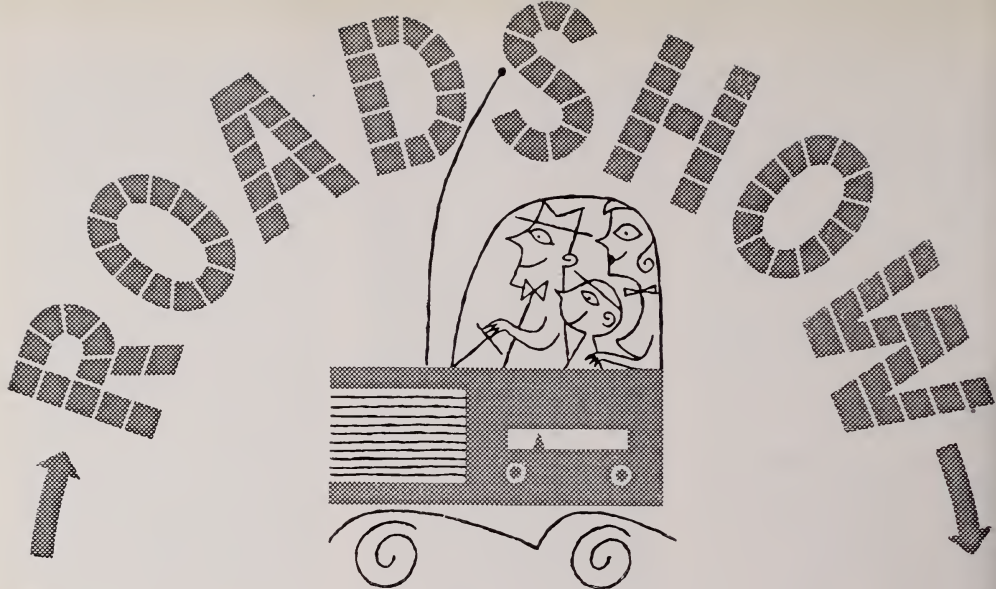
And from right out of the horse's mouth comes word that *Ernie Fladell*, sales promotion writer for “Today,” will have a story published in a forthcoming issue of “Today's Woman.” *Ernie* and wife, *Judy*, made a trip to Europe very inexpensively and the story tells the how's, why's and dollars-and-sense of it.

To close out this month, we're bidding so-long to *Bob Gill* of the on-the-air promotion unit. A guy who'll be sorely missed. *Bob* is taking a hiatus for health's sake and it's hoped he'll be back in the not too distant future.

NBC Marriages

June Valli to Howard Miller, both Chicago
Conn Murray, San Francisco, to Jane Louise White

Jack Kennedy, N. Y., to Ellen Johnson
Robert Post, N. Y., to Marna Cohen



calling all cars!

ROADSHOW IS HERE

(SATURDAYS, 2 TO 5 P.M.—NBC)

... the first big program in radio history created especially for you who drive on weekends! Today, keep your eyes on the road and your ears on ROADSHOW for

CASH PRIZES FOR LUCKY DRIVERS

SONGS, STARS, ENTERTAINMENT

LATE NEWS (W. W. CHAPLIN)

LOCAL TRAFFIC TIPS

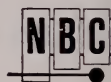
"MR. SAFETY" COURTESY CONTESTS

(anybody who drives can win!)

With your friendly Road-Master **BILL CULLEN**

DIAL 660

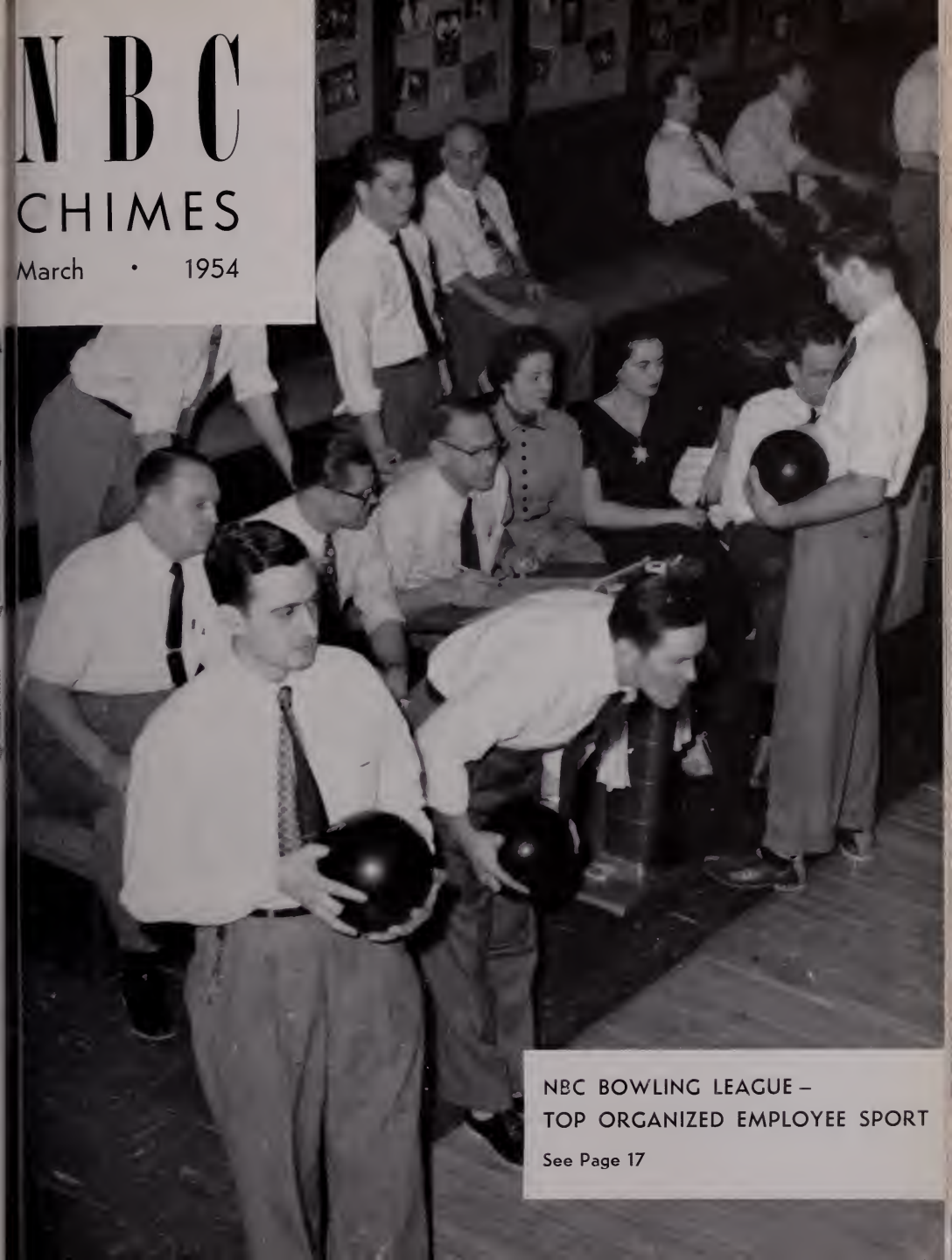
Wherever you go, there's



NBC

CHIMES

March • 1954



NBC BOWLING LEAGUE –
TOP ORGANIZED EMPLOYEE SPORT

See Page 17



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Sue Salter, *Admin., Prod. & Sales*
Peggy O'Connor, *Film & Kine Operations*
Betty McLoughlin, *Film Library*

Finance and Services:

Tom Henry, *Air Conditioning*
Kay Henderson, *Continuity Acceptance*
Joan Barth, *Controllers*
Ebel Perry, *Controllers*
Charlie Ailes, *Duplicating*
Mary Heller, *General Service*
Bill Burdon, *Guest Relations*
Joan Lindenmayer, *Legal*
Elmer Gorry, *Mail & Messenger*
Rita Stipo, *Staff Engineering*
Lucy O'Leary, *Station Relations*
Marge Hadley, *Traffic*

Owned Stations Division:

Don Richards, *Administration*
Elaine Simpson, *Spot Sales*
Bill Cothran, *KVBC*
Bob Pelgram, *KVNH*
Mary Karr, *WMAQ-WABQ*
Evelyn Drbwad, *WVBC-WNBT*
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Eileen McGinley, *WTFAM-WNBK*

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Bob Smith, *Network Sales*

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Nora Schock, *Music*
Pat Bowers, *News & Special Events*
Gloria Clynne, *Plant Operations*
Evangeline Hadjopoulos, *Production Ops*
Pat Powers, *Program*
Arlene Koslow, *Program Analysis*
Florence Reif, *Public Affairs*
Betty Bagshaw, *Staging Services*
Florence Herrlich, *TV Technical Ops*
Jane Ermentraut, *AM Technical Ops*
Richard Walker, *Unit Mgrs., Prod. Coords.*
Barbara Corrigan, *Talent*
Kathy Fannon, *Special Effects*

TV Network Sales:

Vernon Lowell, *Advertising & Promotion*
Carolyn Maus, *Merchandising*
Martin Sopocy, *Network Sales*
Gloria Betros, *Research & Planning*

The Cover

Every Friday evening from about the middle of September to the end of March, a large band of NBC employees in New York meander across the Avenue of the Americas and down 50th Street to an emporium known as the Roxy Bowling Alleys. Nothing much short of earthquake, hurricane or holidays will prevent these enthusiasts from making this weekly trek.

The cover of this issue of CHIMES shows some of the NBC Bowling League in action. This sport still reigns supreme as the number one organized employee activity in the New York office, considered both from number of people participating, and length of time it has held the interest of employees. For a picture review of NBC's Bowling League, turn to page 17.

Red Cross Month

Traditionally in March millions of citizens in every part of the country open their hearts and their pocket-books to support the humanitarian efforts of the American Red Cross. This is the month of the big annual drive for the funds which the Red Cross needs to carry on its work.

As in other years, the New York office of NBC will carry on an all-out campaign for the Red Cross among its employees. Last year the drive was a record-breaking success, with employees contributing more than \$2000 to this worthwhile of charities. In 1954 the goal is nothing less than the destruction of that record.

During the weeks to come, all New York employees will be approached by Red Cross drive representatives, at least one of whom has been appointed in every department. As the department drive captain will point out then, even if an individual can't make a large donation, a small gift, when combined with the similar contributions from hundreds of other people in the same position, will add up to a healthy sum. One of the reasons why last year's NBC drive was such an overwhelming success was that the percentage of employees giving was much higher than in previous years.

The American Red Cross is a great fellowship of good will in which all Americans are welcome. Sometimes we don't realize just how many people are affected by this organization. It's a surprise for most of us to learn that one out of every four persons in the United States is a Red Cross member, and that one among every six persons has received some kind of Red Cross assistance or training.

When we join the Red Cross we

identify ourselves with each individual act of mercy this great organization performs anywhere in the world, as surely as if we personally extended a helping hand.

When we join the Red Cross we are there—

When the shattered lives and homes of disaster victims are rebuilt;

When blood saves a life;

When emergency help is given to servicemen, veterans, or their families;

When a drowning child is rescued and revived;

When the warm sympathy of a chapter volunteer brightens a hospital patient's lonely hours;

When a forlorn youngster overseas joyfully hugs a Junior Red Cross gift box to his chest.

Of particular significance to us at NBC is the reference to "when blood saves a life." NBC's Blood Bank about a month ago held its annual drive. Dozens of employees gave then so that all NBC New York employees or their families might have blood when they needed it. Who operates the Bloodmobile, with all its equipment, staffed by doctors, nurses and scores of volunteer workers? Who stores the blood and speeds it to the bedside of a desperately ill employee's child? The organization which is calling for our help now. Just this one service alone—the Blood Bank—is enough to make the Red Cross drive important to all of us. If it were not for the Red Cross, there would be no Blood Bank, we can be sure of that. The Red Cross offers dozens of other services besides.

And how is all this made possible? By the contributions we and millions of other people like us have made in the past and will make this month.

NBC News Roundup..

Freedoms Foundation Cites NBC

Freedoms Foundation at Valley Forge on Washington's birthday accorded NBC its highest recognition, the Distinguished Service Scroll, for having won "at least four" of the Foundation's annual awards selections in the past five years.

This year's award came to NBC for its "integration without identification" policy, cited as a "high level policy of NBC in all of its operations—the official mandate that neither color nor religion may constitute a barrier to the full utilization of any human skill."

In addition to the special award to the network, six NBC Television programs and two NBC Radio programs won Honor Medal Awards. Two NBC affiliates also took Honor Medal Awards.

NBC-TV Leadership Shown in February Ratings

Ratings released during February—both Nielsen and ARB—have given further indication of NBC Television's strong leadership in program popularity.

First there was the Nielsen figures for the two weeks ending Jan. 23, which showed NBC with four of the top five and seven of the top ten. Then the Nielsen Television Index gave "Today" the highest rating in the history of the early-morning show—an average high of 9.7 compared with previous average high of 8.4.

Next, further study of those Nielsen ratings revealed an even more commanding lead by NBC-TV than was first indicated. For example, NBC leads CBS by 15 per cent in average Nielsen ratings for all evening programs. Also Nielsen ratings show that on Sunday nights NBC is up 19 per cent and CBS is down nine per cent; Tuesday night, NBC is up 11 per cent and CBS is down 12, and Wednesday night, when NBC is up six per cent and CBS is down five per cent.

Then, to top all this off, the following week, audience measurement figures of the American Research Bureau listed NBC with six of the ten top rated shows, eight of the first 15, and 15 of the top 25.

WNBC-WNBT Launch Scholarship

Twelve one-year scholarships, each valued at \$1,000 and 100 complete sets of the 20th Century Encyclopaedia are the prizes being offered by WNBC-WNBT during March, in a drive being spearheaded by Tex and Jinx McCrary.

Tex and Jinx are inviting listeners to their programs who desire to enter the contest to submit a "Portrait of New York." The entry can take the form of an essay, a letter, poetry, music, or any of the graphic arts, such as photographs, sketches, water colors or oils. The contest was announced last month by Hamilton Shea, general manager of the New York stations.



Some of the 49,000 entry letters and telegrams received in WNBT's two-week-long "Midnight Movie" contest are emptied from baskets by WNBT and NBC Spot Sales executives at a staff meeting. Shown here (L to R) are: John Ryan, TV Spot Salesman; Richard M. Pack, WNBC-TV program director; Max Buck, director of Advertising, WNBC-TV; Jack Reber, national television manager, Spot Sales; and Larry Surles, TV Spot Salesman. Being snowed under the mail is Mr. Four, WNBT's puppet symbol.

Film Division Marks First Anniversary

The NBC Film Division on March 3 marked its first anniversary as one of NBC's major operating divisions. In a review of its activities during the past 12 months, Carl M. Stanton, Vice President in charge of the Film Division, pointed out that the "first year was one of rapid, though carefully controlled growth," which was "measured in terms of new personnel, added film properties and vastly increased sales." He went on to predict that 1954 "will be even more important for the syndicated film business than was 1953."

'Pinky Lee' Success Story

After only four short weeks on the air, NBC-TV's "Pinky Lee Show" zoomed from nowhere to the second highest rated daytime program in the country—topped only by NBC's perennial pacemaker, "Howdy Doody."

Paul Freer, supervisor of the Mailroom at NBC Hollywood, reports that the deluge of mail there (the show originates from Hollywood) backs up this overwhelming audience reaction, with some 2,000 pieces of mail being received daily.

Mail Pull Shows Growing Popularity of 'Roadshow'

The steadily growing popularity of NBC Radio's novel four-hour Saturday afternoon "Roadshow," is evidenced by the vastly increasing mail response to the program.

The mail count for the first five broadcasts was 46,935 letters and post cards. The volume has grown steadily, from 7,500 following the first show on Jan. 9 to over 12,000 following the fifth.

Management Training Program

Trainees Work in All Major NBC Departments While Learning On-the-Job

Last summer, ten young college graduates were selected from hundreds of applicants as members of the NBC Management Training Program. These chosen ones, like those who didn't reach the selected group, had undergone extensive screening by the Personnel Department and by several of NBC's top executives. As the successful candidates for the program, they were given the opportunity to learn the inside story of what it takes to administer a broadcasting company. After this, if they are found to be qualified, they will be given appropriate posts within the company.

maintain a controlled reservoir of well-developed administrative personnel. To do this, the candidates are trained to handle general and specific administration responsibilities and are kept informed on all aspects of the company's operations. The program is so designed that at the end of the training period the candidates will be sufficiently developed to step into beginning-level management assignments.

The established qualifications for the training program are very simple; it is the degree to which the applicant possesses certain attributes that determines whether he will be selected.

NBC or elsewhere, exclusive of military service.

The major sources of recruitment for candidates for the program are colleges and graduate business schools right at NBC itself, and at other subsidiaries and divisions of the Radio Corporation of America. The NBC Personnel Department carries on considerable correspondence with placement directors at prominent college and business schools in order to obtain recommendations of highly qualified students. Moreover, NBC representatives make trips to these schools to conduct field interviews designed to arouse interest among the student and to get preliminary data on prospective candidates. Newspaper and magazine ads are used, as well as the basic step of reviewing the job performances of present NBC employee whose background and aptitude would seem to indicate that both themselves and NBC would gain by transferring them to the training program.

When it is assured that the necessary requirements mentioned above are possessed by an individual, he is given preliminary interviews by the Personnel Department. Then, a thorough investigation is made of his references and records, and selection tests are given. If those two steps indicate that an applicant would be suited, final interviews are held with executives.

The training offered to the trainee is decidedly practical and not academic. The emphasis is on specialized on-the-job training based on a completely planned schedule of assignments, which are coordinated with special group and individual conference programs.

The whole program is set up to provide each trainee with a full schedule of training. In cases where the candidate is being groomed for a specific regular assignment which may require an unusual amount of highly specialized knowledge, the training period may be extended somewhat longer. In most cases, however, the training is divided into two phases: 1) an initial period which is aimed at giving on-the-job training in all phases of the company's operations, and 2) the final



At their weekly group meetings, the Training Squad is frequently addressed by members of NBC management, who explain specific phases of company operation to them. Here Robert R. Tufts, Organization Development administrator (at head of table) is reviewing the organization of NBC with the trainees. On his left is Charles Hicks, manager of Specialized Recruiting. Trainees are (clockwise from left front): Richard L. Berman, Leon Van Bellingham, Jack Sughrue, Peter Ornstein, Jack Conway, Alan Lenson, Enoch Camp and William G. Thompson. Two other trainees, John S. Chamberlin and Jack Reavis, were away on assignment when picture was taken and are not shown here.

The NBC Management Training Program was established in 1949. Since then it has trained 26 young men for key positions in the company. The present group of trainees brings to 37 the number who have participated in the program.

The objective of the Management Training Program is to create and

The first requirement is that he must be a college or business school graduate. Secondly, he must possess demonstrated interest and talent in administration, mature character, a lively interest in the industry and an excellent scholastic record. Thirdly, he must have acquired no more than two years of experience after college, at



es the regular group meetings. es often confer individually with es Hicks, manager of Specialized Re- ng. who administers the program. Mr. Hicks (left) is discussing future iments with trainee Richard L. Berman.

phase, when very specialized training for those with determined objectives is planned and scheduled, or, when an individual's objectives are still broad, additional opportunities for experience are provided.

During the first phase, the job training is given in a very wide spread of NBC operations to determine the individual trainee's interim and long range job objectives. Individual and group conferences are held frequently to assist the trainee in finding the field of activities for which he is best suited.

The course content of this first phase begins with three days in the Personnel Department, receiving processing and indoctrination, the company's regular orientation course, which includes a tour of NBC's New York facilities, and long range scheduling of training assignments. The schedule, which follows the initial processing, establishes the length of time spent in each operation or office. However, the chronological order varies for each trainee, to keep the number assigned to any area at the same time to a minimum.

In his working tour of the National Broadcasting Company, the trainee works with every major area in the New York headquarters of the network. The time spent in each department is governed mostly by the comparative size and complexity of that office's operations. Ideally, the trainee will stay in a department just long enough so that he can have a sure grasp of what is done there, but not so long that the department will come to lean upon him and be hurt when he leaves for the

next assignment on his schedule. This does not mean that all the trainee does is observe; he actually gets in and does typical work of the department.

Concurrent with this on-the-job training the trainee attends regularly-scheduled, once-a-week meetings designed to cover subject matter paced to the progress of the program. Frequently the meetings highlight group discussions with members of management to give the trainees a better understanding of the organization, functions and responsibilities of each department. Or the discussions may be with prominent figures in the industry to highlight the major forces and groups that affect the business. Such persons as NBC executive producer Robert Montgomery and columnist Harriet Van Horne have addressed the group. Another type of meeting is more or less internal, with Charles Hicks, manager of Specialized Recruiting of the Personnel Department, who supervises the program, and the trainees comparing progress, exchanging information and making suggestions and comments for improving the program.

The training schedule for the second phase is not pre-set. It is planned for each individual trainee when it is determined where he is best fitted for permanent assignment.

Under the administration of Mr. Hicks, the training schedule is prepared and the trainees are assigned to the various areas. He also guides and appraises the performance and development of the trainees. This includes analyzing and discussing with them the job ratings given by the supervisors with whom they have worked. He also holds individual counseling sessions at least once a month, or more frequently if required, to discuss overall progress and effectiveness of the program. Written reports by the trainees, which are required on a scheduled basis, are discussed and analyzed at these conferences.

Of the ten men who joined the training squad last summer, nine are still members. One man, Bill Grady, resigned from NBC in order to become a minister. He has been replaced, however, by Leon Van Bellingham, bringing the number back up to ten. Two of the trainees were NBC employees when selected for the training squad. They are Peter Ornstein, a graduate of New York University, who was in the Mailroom, and Jack Conway, a Sienna College graduate, who was in Guest Relations. The seven

others of the original group are John S. Chamberlin and Alan Levenson, of Harvard Business School; Enoch Camp, University of Wisconsin; William G. Thompson and Jack Sughree of Columbia; Jack Reavis of Cornell, and Richard L. Berman, Yale. Leon Van Bellingham, who joined the group recently, is a Columbia graduate. In fact, he captained the football team there a couple of years ago.

It is the feeling of the company that this Management Training Program, during the four and a half years of its existence, has amply proven its worth. A number of young men who have gone through the training cycle already have risen to positions in lower and middle level management and have put to effective use the well-rounded experience they gained while in training. Just to cite a few example, a trainee of several years ago, Jack Kiermaier, last year was appointed administrative sales manager for the Film Division. Another, Nick Gilles, is budget manager for the company. Several others are salesmen in Spot Sales, for "Today," and in the Film Division.



On their assignments with the various departments of NBC, the trainees work closely with heads of departments and officers of the company. Trainee Alan Levenson (standing) is seen here with William A. Williams, assistant treasurer of NBC.

McCray Named Manager Of KNBH, Hollywood

Thomas C. McCray, a veteran of more than 25 years experience in the broadcasting business, last month was appointed general manager of KNBH, the Los Angeles television station owned by NBC.

Announcing Mr. McCray's appointment, Charles R. Denny, Vice President in charge of the NBC Owned Stations Division, said:

"Tom McCray brings to his new assignment the experience of a successful career in all phases of broadcasting operations. His experience has been in both creative and executive capacities, and dates back to the very first days of network broadcasting and commercial station operation. His wide acquaintanceship in Los Angeles broadcasting and business circles make him eminently qualified for the post he now assumes."

Mr. McCray succeeded Donald H. Norman, who resigned.

Thomas C. McCray entered radio in 1926 as an announcer with WTIC, Hartford, Conn. At the Hartford station he served in various creative and executive positions until 1941, when he became assistant general manager.

In January, 1943, Mr. McCray took a leave of absence from WTIC to join



Thomas C. McCray, general manager, KNBH.

the Office of Censorship. In 1944 he joined the National Broadcasting Company as Eastern program manager. In 1946 Mr. McCray was appointed national program manager and in 1948 national radio program director. In 1950 he was transferred to the West Coast as director of radio network operations.

Oldsmobile To Sponsor 1954 Academy Awards

The Oldsmobile Division and its dealers throughout the nation will sponsor NBC's combined TV and Radio coverage of Hollywood's biggest night of the year—the 26th Annual Academy Awards Presentation on Thursday, March 25.

Announcement of this order by Oldsmobile was made last month by George H. Frey, NBC Vice President in charge of Television Network Sales; Fred L. Horton, NBC Director of Radio Network Sales, and J. F. Wolfram, General Manager of the Oldsmobile Division.

The exciting and colorful "Oscar" presentations will be carried over 105 stations of the NBC-TV Network, and the full NBC Radio Network. Both the broadcast and telecast will be from 10:30 p.m.-12 midnight, EST.

Originating from the RKO Pantages Theatre in Hollywood, with major pick-ups in New York, the ceremony will follow the format of previous years at which the film capital gathers to await the opening of sealed envelopes containing the names of the "Oscar" winners. The awards will be presented by stars who have won in past years.

"Oldsmobile is proud to cooperate with leaders of the motion picture industry in bringing this distinguished event into the homes of millions of Americans through television and radio," Mr. Wolfram stated at the contract signing ceremony. "Our sponsorship will be a highlight in a nation wide Spring sales campaign now being conducted by Oldsmobile dealers in behalf of our new 1954 models."

This presentation will mark the second consecutive year in which NBC TV and Radio will bring to millions close-up views and descriptions of this outstanding evening. The Academy presentation was televised nationally for the first time by NBC in March, 1953. Announcement that NBC again had obtained rights for exclusive coverage of the ceremony was made last November by the network and the Academy of Motion Pictures Arts and Sciences.

This organization was founded in 1927. The ceremony has since become the highpoint of the year in the motion picture industry.

NBC Is Phone Company's Biggest Private Customer

It is only appropriate to mark March—the month in which falls the birthday of Alexander Graham Bell, inventor of the telephone—with a startling statistic on the popularity of that remarkable machine at NBC.

The National Broadcasting Company is the largest private customer of the Telephone Company. Only the Government of the United States has a bigger telephone bill than that of NBC.

That doesn't mean, however, that NBC registers more individual phone calls than, say, General Motors, although on a per capita basis, our employees probably rank near the top. The bulk of the revenue the Telephone Company picks up from us is through

their Long Lines Division, for the use of the cables that carry our radio and television shows from city to city.

This revealing fact was made public last month during a pioneer nationwide phone dial test in which William S. Hedges, Vice President for Integrated Services, participated. Mr. Hedges, who is also Vice President of the New York Rotary Club, received a phone call placed by means of the new nationwide dialing system, by Col. H. E. Sanderson, President of the Rotary Club in Stockton, Calif. In his coast-to-coast conversation, Mr. Hedges pointed out that he was a representative of the Telephone Company's biggest private customer.

Burke Miller Returns to Famous Cave

On Feb. 1, 1925, a pint-size, 21-year-old cub reporter on the staff of the *Louisville Courier-Journal* wriggled down through 65 feet of slimy, twisted passageway to interview Floyd Collins, Kentucky explorer who had become entrapped in one of the many sandstone caverns around Cave City, 100 miles west of Louisville. The newsman won the Pulitzer prize for his courage.

The reporter, William Burke ("Skeets") Miller, now night executive officer of NBC, went back into the famous caves in company with 30 famous scientists and explorers in order to tell the story of the 1954 expedition to NBC Radio listeners all over the U. S. A.

The expedition, organized by the National Speleological Society of Washington, D. C., spent seven days and six nights underground in what is believed to be one of the most elaborate expeditions ever organized for this purpose. It lasted from Sunday, Feb. 14, through Saturday, Feb. 20.

Mr. Miller's reports, made from deep within the uncharted and largely unexplored caverns have been heard daily on "News of the World." NBC acquired exclusive broadcasting rights to the expedition.

The scientists, technicians and their assistants started on their underground safari on Sunday, at 6 a.m., but it was 24 hours before the last of them and their two tons of equipment were drawn into the 1,600-foot-long passageway. The party used a mile-long room at the end of the crawlway as a base camp.

Supply and support task forces were established a few yards from the tomb of Floyd Collins, discoverer of the cave in 1917. There are believed to be 50 miles of passages in Crystal Cave, with at least 40 miles unknown to man. The expedition goal was to map, study, survey and examine the geology, flora, fauna, weather, water, history and folklore of the wild and unexplored portions.

**"RCA PIONEERED AND
DEVELOPED COMPATIBLE
COLOR TELEVISION."**

Second Annual NBC Spring Dance Set for April 2

Milton Berle, Martha Raye, Judy Johnson, Charlie Applewhite, The Skylarks, and The Hamilton Trio, with Ed Herlihy as master of ceremonies, will provide the entertainment for the big Spring Dance for employees of NBC New York. This gala affair will be held Friday, April 2, at the Grand Ballroom of the Waldorf-Astoria and is slated to outdo even the record-breaking dance held last year. It'll be the biggest ever.

This most famous of all hotel ballrooms was secured, because there just are no others in the city which could hold the capacity crowd that is expected to turn out. The famous 1953 version, which employees are still talking about, was attended by over 1,000 people and completely taxed the facilities of the Hotel Roosevelt, no mean-sized hostelry in anyone's book.

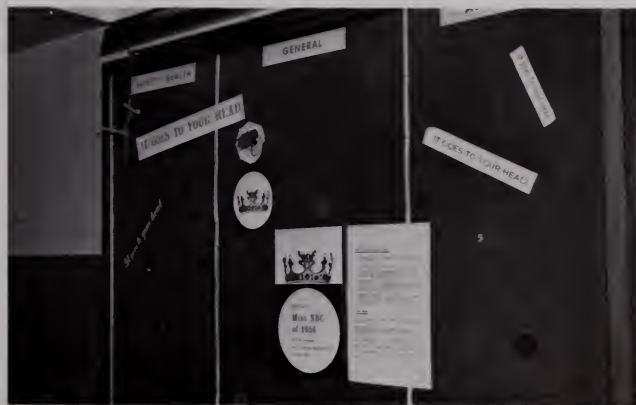
For the second year in a row, the dance will be highlighted by the crowning of "New York's Miss NBC." This fortunate girl will be chosen as such by the votes of her fellow-employees, and will win a truly fabulous array of prizes.

The contest is being run along the same general lines as last year. Entry blanks were distributed among all em-

ployees in which one could sponsor the contestant he felt was most deserving of the title "New York's Miss NBC of 1954." Photographs then are taken of the contestants and a panel of well-known authorities select the five outstanding girls. Then photos of the five finalists are put on display in many and varied locations throughout NBC, so that all New York employees may know for whom they may vote. Ballots will be imprinted on the salary check envelopes that will be distributed on March 26 and March 31.

The rules governing the contest are few: contestants must have been on NBC's regular payroll on February 23, 1954; previous Miss NBC winners are not eligible; each contestant must be sponsored by an employee of NBC, and a contestant may not sponsor herself.

Although the facilities of the Grand Ballroom of the Waldorf-Astoria are considerable, there is already some fear that demand will outpace the supply of tickets. To guard against this, employees are urged to purchase their tickets as early as possible. Acting early also means that those interested in going with fairly large groups will have better chance of keeping together. Tickets are \$2.50 per person.



The bulletin boards throughout the offices of NBC in New York were used to carry the first announcement of the big dance. The artistic display seen here is the end product of several weeks of adding items, each one giving more news. A real attention-getter was the "It Goes to Your Head" notation, which for days was the only printed matter on the board.

'Home' Is Here

Epochal New Daytime TV Show Bows On; Soil From Many States Fills 'Growery'

NBC's exciting new daytime television program, "Home," made its initial appearance on Monday, March 1, and was immediately hailed by public and critics alike as truly a history making venture and the best thing to come to day-time television since "Today."

Newspaper columnists praised NBC.



Here is an overall view of the permanent "Home" set, with most of the show's principals striking poses typical of what they do on the air. Sol Cornberg, supervisor of Plant Facilities Development, designed the set especially for "Home."

singling out its President, Sylvester L. Weaver, Jr., who, created it, for ingenuity and courage in programming something that is genuinely new, fresh and intelligent.

Such praise should be encouraging to everyone at NBC. Pleasant to hear, also, is the fact that "Home" went on the air with the largest advance sponsor line-up of any participation show in the history of broadcasting. Ten sponsors had placed orders, totalling 223 participations. The total gross value of those advance orders is close to \$1,500,000—solid indication of the faith advertisers have in the values offered

by NBC Television's latest pioneering move in daytime TV.

"Home" is a television program with a purpose so simple and straightforward that it is dramatic: service for the American woman. The show was created for and is dedicated to her and goes about doing the most for her in the most direct possible way: by telling her those things most helpful to her in her role as homemaker.

The well-known television, radio and stage star, Arlene Francis, is editor-in-chief. She generally officiates, serving as a guide for viewers, and turning the pages of the electronic magazine from one feature to another. In addition, Miss Francis presides over leisure time activities coverage.

Editor of family affairs and child care is Dr. Rose Franzblau, eminent child psychologist. Will Peigelbeck is gardening and "fix-it" expert. Eve Hunter is fashion and beauty editor and Poppy Cannon is food editor. Sydney Smith handles another vital area of homemaking, home decoration, and Estelle Parsons is special projects editor.

Those are the people seen on the television screen. As we at NBC well know, a large and hard-working staff puts in many long hours behind the scenes, making "Home" possible. Richard A. R. Pinkham is executive producer. Jack Rayel producer and Richard Linkroom associate producer. There are two senior editors—Kay Elliot and August Spectorisky—each of whom is responsible for four of the program's different categories.

Moreover, there are off-camera as well as on-camera editors in each of the various categories. Hazel Arnett is the off-camera fashion and beauty counterpart to Eve Hunter; Nancyann Graham is the alter ego for food editor Poppy Cannon; Claire Barrows backs up the home decorations work of Sydney Smith; and Phyllis Adams assists Dr. Rose Franzblau as off-camera family affairs editor and Dr. Leona Baumgartner as physical health editor. Duncan MacDonald is off-camera editor of the leisure time activities department and

Terry Fox heads up product news. Both these categories are presented on the air by Arlene Francis.

One of the most widely-hailed aspects of "Home" has been the fabulous \$200,000 permanent set on which the show is produced. Basically a theatre-in-the-round, the set at NBC's 67th Street studios was brought to fruition by Sol Cornberg, NBC supervisor of Plant Facilities Development. It is completely unlike anything else television has seen and provides motion, mechanization and illusion never before possible. Among the pioneering features of the set are: a "tumbler," a device which can lift, turn or revolve a large product such as a refrigerator, making it possible to show all sides; a "spiral pick-up" to raise and turn yard goods, rugs, draperies and other fabrics; an "elementary," which the producer can use to recreate weather appropriate to an advertising message; a workshop for the demonstration of hardware and tools; a fully-equipped kitchen, and the "growery."

This last-mentioned item, the "growery," is deserving of some special attention. It is a two-foot thick plot of rich earth in which the gardening editor raises flowers and vegetables under nursery conditions. This very excellent idea immediately displayed an extremely thorny feature: where to get the soil? The obvious solution was to procure the earth locally, meaning in New York or environs. But producer Jack Rayel shrank from having irate garden club members from all over the country descending upon him, wanting to know why New York soil was favored over that of any other state.

Therefore, he wrote letters to the governors of all 48 states, requesting them to send representative samples of their native soil, which would be included in the "growery." Within a very short time, the chief executives or their representatives of 24 of the states had proudly forwarded packages containing prime examples of their best earth. A dozen more states have told NBC that samples are on the way.

(Continued on page 13)

The Picture Story at NBC



Al Davino, on military leave from
Controllers in N. Y., is now with Air
Force at Keesler Field, Miss.



(Above): WNBK-WTAM general man-
ager Lloyd Yoder (left) looks on as
Maggi Byrne receives the Zenith Public
Service Award from L. L. Gustavson,
officer of Zenith distributing firm. Maggi
was honored for her tireless efforts in
helping viewers in the Cleveland area.



(Left): Jan. 31 is notable for being
birthday of both of NBC New York's
company physicians. The nurses on the
Health Office staff surprised them with
a birthday cake bearing little chocolate
images of the two practitioners. That's
Dr. B. J. Handler on left, and Dr. Julius
Rogoff on right.

(on right): Tom McFadden, director of NBC Spot Sales, (center) congratulating Ted Walworth (left) and Bill Davidson before
for their new Cleveland assignments. Mr. Davidson was named assistant general manager and director of Radio and TV
for NBC's Cleveland stations, and Mr. Walworth was made sales manager of WNBK. (Photo on left): Four of NBC's top
correspondents gathered in New York recently to discuss plans for stepped-up coverage of their far-flung news beats. They are
(R): Hank Toluzzi, Belgrade; Bill McAndrew, manager of NBC News and Special Events; Marshall Bannell, formerly Guate
mala (see page 15); Moe Levy, Dallas, and Guy Blanchard, London.



In This Corner



Elsi Norwood

"The Most Photographed Girl in the World."

Whose title is that? Marilyn Monroe's? Imogene Coca's? Martha Raye's?

Don't know how you could determine the owner for sure, but we've got an idea that it's a pretty, 23-year old secretary in NBC's Traffic Department in New York, named Elsi Norwood.

How do we arrive at that conclusion? Well, anyone familiar with troopships will attest that just about every other passenger on those luxury liners is armed with a camera. And you know that the one picture they are absolutely sure to take is that of the first pretty girl they see on returning to the old U. S.

Miss Elsi Norwood was just that girl to almost 500,000 men who returned to the States from Korea and Japan through the port of San Francisco between May of 1951 and October of 1953. The pert little brunette who now serves as secretary to Steere Mathew, assistant manager of Traffic, was "Miss G. I. Thrush," who met and

sang to the crowded decks of over 400 troopships during that period.

How all this came to be is one of those unique cases of natural talent being discovered through sheer good fortune. On May 15, 1951, Elsi Norwood was a civilian employee of the Army's San Francisco Port of Embarkation Troop Movement Division. At that time it was not unusual for the girls on the office staff to go down to the pier when a troopship was coming in to greet the men and bid them welcome back to Stateside. This one day Elsi was at lunch when the announcement of the arrival of a ship came through, and so missed the trip to the pier.

Elsi was sitting there, going about her normal chores, when the Colonel in charge called from the docks and requested her to rush down to the docks. When she got there she was told that the Hollywood singer scheduled to sing over a P.A. system to the troopship as it pulled up to the dock hadn't arrived. The Colonel had heard somewhere that Elsi sang—and very well. Elsi was told to sing.

She looked at the approaching ship, swarming with hundreds of O.D.-clad men just returning from Korea and she went completely blank—couldn't even think of a song, let alone remember the words and music. Then she looked at her boss, and as Elsi relates now, "If I hadn't been so scared of the Colonel—I didn't know him well then—nothing would have come out of my throat, but I figured I'd better sing, or else."

Andre Previn, an MGM pianist then in the Army, asked her if she knew "My Hero." She nodded yes, he played the first few chords, and she was off. Next she sang "God Bless America," and Elsi says she will never forget the ovation from the troops that followed.

She sang on more or less of a guest basis, and that was enough for the Army to decide they wanted her to welcome the troops permanently. She was transferred as a supervisor in an office right at the piers, and from then on her time wasn't her own. For the next two and a half years she greeted every single troopship, without exception. The frequency of arrival of the vessels didn't permit vacations of more than two or three days at a time, and many a night was spent waiting for a ship to come in.

This was a little rugged at times, but it had its rewards. "Nothing," says Elsi, "could take the place of the joy and happiness I could see on those faces. I never became accustomed to it: I'll never forget it. In fact, I still miss it. I can't describe how it makes you feel. Their happiness was so darned contagious."

There were other satisfactions gained, too. Almost every day Elsi would receive a letter from some soldier she had never met, but who knew her, just thanking her for being there, and telling her how much it meant. Her fame spread when several newspapers and magazines carried stories about her. So did the *Stars and Stripes*, and soon she was getting letters from men in Korea, telling her how happy they would be to see her. As a matter of fact, she still gets fan mail.

Last fall Elsi decided to pull up stakes and move to New York, something she had wanted to do for a long time. She joined NBC shortly after arriving there. Does she still sing? "Yes," says Elsi. "I'm still taking lessons and occasionally do some singing in my spare time, but my number one concentration right now is NBC, and I love it!"

Sam Dickson Retires

San Francisco Radio Pioneer Was With NBC 24 Years

Samuel Dickson, one of the outstanding pioneers of San Francisco radio, retired on Feb. 1 as a staff writer-producer with KNBC after an affiliation of nearly 24 years with the National Broadcasting Company.

Although he is terminating his staff duties with KNBC under the RCA-NBC employees retirement plan, Mr. Dickson will continue to author and direct "Rickey's San Francisco Hour," heard Sundays from 10:30 to 11:30 a.m. on KNBC. He also plans other free-lance activity in radio and television and, under a commitment with the Stanford University Press, will begin working immediately on his third volume in a series of books on San Francisco. His first two volumes on the city of St. Francis, "San Francisco Is Your Home" and "San Francisco Kaleidoscope," were based on episodes from the award-winning KNBC program "This Is Your Home" (now a part of the "San Francisco Hour.")

Mr. Dickson gained first-hand the knowledge that has made him one of the foremost authorities on the history of San Francisco and Northern California. His grandfather arrived in the Mother Lode country as a youth of 13 in the 1850's and with the passing of the years came to be one of the most prominent and beloved of San Francisco merchants and one of the founders of the Temple Imanu-El.

Mr. Dickson himself was born in San Francisco January 13, 1839. For the past 40 years he has resided on the San Francisco Peninsula. He currently lives at 130 Gramercy Drive, San Mateo, with his wife. The Dicksons have three daughters, all married, and five grandchildren.

Mr. Dickson began his writing career at the age of 20 and was known principally as a short story writer when he made his radio debut in 1924 with a children's serial which was broadcast Saturday afternoons from the stage of the Burlingame High School. He took his first staff job in radio in 1927 with Station KYA and in 1931 joined the National Broadcasting Company in San Francisco as a writer-producer.

His first assignment with NBC was on the old "Associated Spotlight Review." Before a capacity studio audi-

ence, he appeared in full dress and simulated the sound of horse's hooves by beating a pair of plumber's friends on the floor.

The list of popular KNBC programs with which Mr. Dickson has been associated as a writer and producer includes such familiar titles as "Hawthorne House," "Winning the West," "Tales of California," "Chief of Police Michael Quinn's Police Dramas," "Magnolia Minstrels," "The Five Edwards," "Joseph Hornick's Viennese Hour," "The Golden Hour," "Light and Mellow," "Darrow of the Diamond X," "This Is Your Home," and "Rickey's San Francisco Hour."



Sam Dickson, who retired from KNBC, San Francisco Feb. 1 after nearly 24 years with NBC.

In the course of his career with KNBC, Mr. Dickson has been responsible for introducing to radio many famous performers. Some of his "discoveries" include Earl Lee, currently one of Hollywood's top character actors; Nancy Coleman, who later played opposite Gertrude Lawrence in "Susan and God;" Peggy Lane, who upon leaving KNBC won the lead role with a national company of "Oklahoma;" and actress Barbara Jo Allen, who later became famous as Vera Vague.

In addition to his activities with

Lt. Dave Bellin Producing TV Show for Army

Army Signal Corps Lieutenant Dave Bellin is producing a weekly half-hour television series, "The Signal Corps Hour," on NBC-TV affiliate WJBF-TV in Augusta, Ga. Dave, who was a copywriter in NBC Radio Advertising and Promotion Department prior to his induction into the Army in June 1951, expects to return to the company's New York staff in April.

"The Signal Corps Hour," presented under the aegis of the Signal Corps Training Center at Camp Gordon, Ga., uses a closely-integrated variety format. It is the first local live program of its type to be done in the Augusta area.

KNBC, Mr. Dickson has taught radio writing at both the University of California Extension and the KNBC-Stanford University Summer Radio and Television Institute. For several years he maintained a private school of radio acting. His other professional credits include Editor of the Masonic Trestle Board; Editor, Manager, Publisher, Writer and Illustrator of the children's magazine *The Treasure Chest*; and author of "Easy for Zee Zee," a play holding the record for the longest continual run in San Francisco. "Easy for Zee Zee," which Mr. Dickson adapted from a famous French farce, ran for 21 months in San Francisco during 1927-1928. Mr. Dickson also is an active member in San Francisco's Family Club and has authored several of the club's "Flight Plays" events.

Mr. Dickson, a dyed-in-the-wool San Franciscan, has become known as the unofficial historian of the city. It is his enduring love of San Francisco that kept him from accepting attractive offers time and time again to move to Hollywood or New York.

A "bon voyage" party was given Sam on Friday, Feb. 12. All members of the KNBC staff gathered in the office of general manager George Greaves while the NBC executive presented Sam with a leather desk set presented by staff members as a token of affection. Following the presentation, a decorated cake was cut and coffee poured. All in all, it was a very touching occasion—so much so that Sam was moved to comment, "For the first time in my life I am speechless."

President of Turkey Visits NBC

President Celal Bayar of Turkey was the guest of the National Broadcasting Company on Sunday, Jan. 31. He toured the network's Radio City headquarters and viewed color television for the first time.

The tour was followed by a brief reception in the NBC executive offices. After the reception the President, at his request, was escorted to the roof of the towering RCA building for the breath-taking spectacle of the world's largest city.

Present to greet the Turkish President were: Frank Folsom, President of the Radio Corporation of America; Sylvester L. Weaver, Jr., President of the National Broadcasting Company; Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company; Joseph V. Heffernan, the network's Vice President for Finances

and Services; Thompson H. Mitchell, President of RCA Communications, and Meade Brunet, Vice President and Managing Director of the RCA International Division.

The color television program viewed by President Bayar was a dress rehearsal of "Zoo Parade," which was being produced for the first time in color. The program was seen on an RCA color receiver over a closed circuit from the Colonial Theatre, the network's main color studio.

The program had to do with the way nature adapts animals, both as

regards shape and color, to the environment in which they live. President Bayar displayed keen interest in the program, and remained 15 minutes longer than originally scheduled.

Later, he was escorted onto the set of the "Goodyear Television Playhouse" production of "The Brownstone," the drama in rehearsal for performance that night. There, Mr. Weaver and Mr. Sarnoff pointed out various aspects of the production. Later, he watched the proceedings from the control room and chatted briefly with producer Fred Coc.



President Bayar of Turkey (with horn-rimmed glasses) is explaining the intricacies of a TV camera by Sylvester L. Weaver, Jr., President of NBC. Standing behind President Bayar is Mike Horton of NBC Press and to his left, Madame Bayar and Robert W. Sarnoff, Executive Vice President of NBC.



A brief reception followed President Bayar's tour of NBC. In photo at left (L to R) are: Robert W. Sarnoff, Executive Vice President of NBC; Frank M. Folsom, President of RCA; President Bayar; Madame Bayar; and Sylvester L. Weaver, Jr., President of NBC. Standing behind President Bayar is one of his aides. In photo on right, two RCA executives, Thompson H. Mitchell, President of RCA Communications (second from left), and Meade Brunet, Vice President and Managing Director of RCA International (center), are seen chatting with the Turkish Chief Executive.

Engineer Keith Mullenger's Family Connections

Fortunately for Keith Mullenger, development engineer in NBC's Development Engineering Group in New York, the Sherman and Clayton Anti-Trust Acts apparently don't extend their monopoly restrictions to beautiful girls. Leastwise, not as long as they're members of your family. Good thing for this Keith Mullenger lad. He seems to be well on his way to cornering the market, for fair.

Item: Keith's wife is the beautiful Adrienne Garrett, who recently was elected as "Miss Rheingold 1954."

Item No. Two: His sister is the gorgeous Donna Reed, who is currently starring in the noted film, "From Here To Eternity," as Alma, Prewitt's (Montgomery Clift) girl friend. She's been nominated for an Academy Award for this role.

Item No. Three (if you need more): Another sister of Keith's is a prominent New York model.

This does seem grossly unfair, of course, and you'd think he was liable for prosecution on some score, but it seems not. Besides, NBC needs him. A graduate electrical engineer (Iowa State '44), he's currently assigned to a project that's hot, to say the least—development of film for color television, under George Nixon, manager of Development Engineering.

Keith was born on a farm down in Iowa—near a small town named Denison—some 31 years ago. His parents raised corn, livestock, three daughters and two sons. It was here that Keith spent all his life until he left for college in 1941. Immediately after graduation from Iowa State with a degree in electrical engineering in 1944, he came East to join General Electric in Schenectady, New York. In a short while he transferred to WRGB, GE's television station, also in Schenectady.

Continuing his specialization in video engineering, in 1948 he became a member of the Network Facilities Engineering staff of the American Broadcasting Company in New York, concentrating on systems planning for television. In February of 1951 he came to NBC, in the Development Laboratories, where he has been since then, working on increasingly important projects. As the name would indicate, *Development Engineering*

means just that—planning, devising, testing new developments for broadcasting. Many of the technical advances that have given NBC its justly-earned reputation for leadership in the field of technical facilities were brought to fruition here.

Keith is a good-looking, lean man of medium height, who bears a marked resemblance to his famous sister. He has several enthusiasms in life: his wife Adrienne, their little boy, Keith Lee, age two, and electronics. In connection with that last-named area, the NBC engineer is at present working on his master's degree in electrical engineering at New York University. He attends classes two nights a week; he's been at it two years, with one more to go.

While at ABC, Keith met, courted and married a handsome secretary in the Engineering Department named Adrienne Garrett. After their marriage, Adrienne decided she would try modelling just for kicks. She and Keith made up a portfolio (a model's résumé) which included several photos he had taken, and she started knocking on doors. First stop was Conover, where she worked in the various facets of modelling, and then switched to Hartford Agency, by this time specializing more and more in film and live TV commercials.

In 1952 she made a bid for the "Miss Rheingold" contest, which is generally counted as the top achievement in modelling, and landed close to, but not quite in the winner's circle. In 1953 it was a different story. Chosen as one of the six finalists submitted to the public for selection as "Miss Rheingold 1954," she went on to win that crown.

Since the announcement of her selection shortly before Christmas, life understandably has been a mite hectic for the Mullengers, with personal appearances, trips and similar chores in addition to the normal modelling routine. The rewards are considerable, though—a \$10,000 cash prize, as well as a minimum guaranteed yearly modelling income of \$10,000. Besides, being "Miss Rheingold" frequently leads to better things; witness the famous WNBT-WNBC star Jinx Falkenberg McCrary, who was the first "Miss Rheingold."

Weaver Announces Realignment of Functions

A realignment of several functions of the National Broadcasting Company was announced March 10 by Sylvester L. Weaver, Jr., NBC President.

These steps have been taken in order to provide direct channels of communication between the operating departments concerned and the executive management of the Company.

O. B. Hanson, vice president and chief engineer, Harry Bannister, vice president for Station Relations, David C. Adams, staff vice president, Jacob Evans, who has been appointed director of National Advertising and Promotion, and George D. Matson, controller, report to Robert W. Sarnoff, the Executive Vice President.

William S. Hedges, vice president for Integrated Services, will report to Earl Rettig, vice president for Production and Business Affairs, and Samuel Chotzinoff, general music director, will report to Thomas A. McAvity, vice president in charge of Television Network Programs.

Joseph H. McDonald, treasurer, and Thomas E. Ervin, vice president and general attorney, continue to report to Joseph V. Heffernan, financial vice president. Mr. Heffernan's responsibilities have been increased by assisting NBC management in forward planning of overall company projects.

'Home' Is Here

(Continued from page 8)

But there was still another area, as fiercely proud as any state, which had not been provided for—the District of Columbia. Washington TV and radio editors began needling Jay Royen, WNBW and WRC publicity director, that a colossal injustice would be done if D.C. were omitted from the "grov-ery." Jay took the problem to Carleton D. Smith, Vice President and General Manager of NBC's Washington stations, who took it up with the office of Vice President Richard Nixon. The result: early this month a sample of soil from the grounds of the U. S. Capitol came in to NBC, along with a letter from the Vice President, expressing confidence that "Home" would be "of great interest to America's women."



Reading the Treasury Department letter that cited them for their help in the Savings Bonds campaign are, left to right: Bob Wogan, supervisor of Radio Network Program Operations; Charles Spear, writer for "Today," and Doris Ann.

Ann, Speer, Wogan Cited for Bond Work

The National Broadcasting Company and its employees have long been active supporters of the United States Savings Bonds program. Many of the employees of NBC are actively participating in the Payroll Deduction Bond purchase plan and the company itself, through its nation-wide radio and television facilities, has done much to promote the sale of Savings Bonds.

Several weeks ago, the U. S. Treasury Department, through Elihu E. Harris, Assistant National Director of the Savings Bonds Division, wrote a letter to Sylvester L. Weaver, Jr., President of NBC. In it he singled out "those at NBC to whom we're especially indebted for cooperation during the past few months . . . special mention should be made of the valuable assistance . . . from Miss Doris Ann, Mr. Charles Spear, and Mr. Bob Wogan."

"As I indicated to you," continued Mr. Harris in his letter to Mr. Weaver, "because we in the Treasury Department must lean so heavily on the forces of communication to impel 160 million Americans literally to demand Savings Bonds at the places where they are sold, we are doubly grateful for the patriotic

generosity of the National Broadcasting Company. It has been with your help and that of the other media of communication that the American people have been shown the wisdom of setting aside tens of billions of dollars in savings for 'capital investments' in homes, education, retirement, meeting emergencies, and the good things of life."

Doris Ann is director of Causes and Religious Programs for Television; Charles Spear is a newswriter for "Today," and Bob Wogan is supervisor of Radio Network Program Operations.

These three NBC employees were cited by the Treasury Department because of the way they were able to help NBC advance the cause of the Savings Bonds drive. For example, Bob Wogan was responsible for a series of radio shows—"The Treasury of Music" and "The All Star Parade of Bands"—which brought the Savings Bonds stories to the radio audience. Charles Spear in his capacity as a writer for "Today," was able to prepare many messages on Bonds which were used as insertions on that popular early-morning TV show.

Big New Program For Employee's Radio Workshop

The NBC Radio Workshop in New York is embarking on an expanded program this year, coupling new faces with "old hands" in an effort to attain a wider variety of programming and increased production. Highlighting the increased activity is an emphasis upon fresh talent and original material.

Anxious to attract new members, the Workshop, which is sponsored by Employee Services, is designed to operate as a simulated radio station. Heading its progress as its general manager is Bill Burdon, of NBC's Guest Relations staff.

If your interests lie in the fields of acting, writing, production, announcing or music, there is a place for you. The Radio Workshop does not demand experience or training—only interest.

An hour of broadcast time is recorded every second week. Half of the show is devoted to dramatic productions while two 15-minute segments feature a variety of formats. Productions are planned four weeks in advance so that a majority of the members are kept working. After each recording session a critique is voiced by prominent men in the field.

If you are interested, call one of the following, according to which field is your specialty—Music: Stewart Warkow, ext. 529; Acting: Barbara Dodd, ext. 184; Writing: Bill Burdon, ext. 7067; Production: John Fernandez, ext. 180; Announcing: Dick Justa, ext. 180

Lux Video, Radio Theatres Will Move to NBC

"Lux Video Theatre" and "Lux Radio Theatre," sponsored by Lever Brothers and traditionally two of the finest dramatic programs on the air, will move to the National Broadcasting Company this Fall.

The announcement of this marked the first major move by NBC's new administration to carry out its stated objectives of maintaining the network's leadership in television and reestablishing its leadership in radio.

A Plea For Help

Shirley Gibbons Messinesi until last year was a member of NBC's Press Department in New York. She left for Israel with her husband, who is executive officer of the United Nations Truce Team which is trying to keep peace between the Israelis and the Arabs.

She corresponds frequently with Priscilla Campbell of Press, and according to Priscilla, "Everytime she writes to me she pleads for us at NBC to do something for the poor kids there. All the things she asks for are those that families are likely to have. Apparently, if we could get some stuff together and mail it to her, she has facilities there for distribution. Here's an extract from her latest letter:"

Please do send me some old clothes, shoes, blankets, hot water bottles, rubber pants, children's clothes and toys. Thousands of youngsters walk barefoot miles in the snow—one sees the blood of their tracks as they go to schools five miles away, and back to a cold tent without a floor.

"She does volunteer work in hospitals there," continues Priscilla, and says "the children are in rags and have no toys at all. They need old toys of any kind (except blocks with English lettering since they don't read English). Such toys as are available for sale in stores there are imported from England and colossally expensive."

Shirley's address is:
Mrs. Philip Messinesi
United Nations Military Observer
Group
APO 206B
c/o Postmaster
New York, N. Y.

Bargain Counter

For Sale: Gireflex Type E twin lens reflex camera; F3.5 lens; built-in flash synchronization; leather carrying case. Like new in every respect. Cost new \$134.50, yours for \$65. Call John Hurbut, Ext. 7191, N. Y.

For Sale: Fireplace screen in good condition; trimmed in brass. \$10. Call Carolyn Grayson, Ext. 8431, N. Y.

For Sale: 1952 Chrysler Windsor DeLuxe, power steering, excellent condition—"Just like new," 14,000 miles. Original owner. Will sacrifice. Best offer takes it. Call Doris MacPherson, GE. 8-3075, N. Y.

NBC Correspondent Forced To Leave Guatemala

The story of how Guatemala has been subverted by Communist elements to become "an outpost of the Cominform," was told to the American public last month in a half-hour documentary television program on NBC.

The narrator of the show knew whereof he spoke: he was Marshall Bannell, the NBC correspondent who was recently expelled from Guatemala along with *New York Times* reporter Sydney Gruson. Bannell was brought to New York by NBC News and Special Events especially for this.

Marshall Bannell had watched the deadly change take place in the Central American country from 1949, when he arrived there, until his expulsion. When he first saw Guatemala, "the president of that republic was Juan Jose Arevalo, a left wing liberal who already had permitted considerable Communist infiltration into his government," Bannell said. "Later the present head of state, Jacobo Arbenz, was elected, and the Communists moved into government and semi-government positions in force, until today, they control major Guatemalan Congress Committee posts, the Social Security system, the entire trade union movement, government press and radio and propaganda in general, as well as the major political parties."

The NBC correspondent consistently reported what he terms "the continued infiltration of Kremlin-trained and directed Communists factually and objectively."

"This in turn has seriously annoyed both some political opportunists who hold high positions in the Guatemalan government and, of course, the Communists—who at this stage are not ready to acknowledge that they dominate the situation in that country and prefer to use Guatemala as a base of operations for infiltration tactics in other Central American countries and the Caribbean area in general," he said.

The Guatemalan government was determined to put a stop to this. First, there were veiled threats that Mrs. Bannell might not be allowed to leave the country if her husband continued to expose the situation. The American couple ignored these. Then last month, the Security Police notified Bannell to

get out "or else" within four hours. That isn't much time to prepare for a trip: the Bannells had lived there for four years, but he and Sydney Gruson, the *Times* correspondent, were forced to leave by plane immediately. Mrs. Bannell joined him in neighboring El Salvador the following day.



NBC correspondent Marshall Bannell.

This eye-witness to the bloodless revolution is a native of Connecticut, having been born in Waterbury 43 years ago. He attended schools there and in New Jersey and graduated from Hobart College in 1933. His first newspaper job immediately followed, with the *New Haven Register*. Thereafter he was with the *Newark News*, Associated Press Washington Bureau, and then with Pan American Airways as special assistant to the executive vice president in a public relations capacity. He later became public relations assistant to the chairman of the Waterman Steamship Corp.

In 1949, Bannell left public relations work and secured an assignment from Reuters covering Central America, with residence in Guatemala. Later he became a correspondent for NBC.

WNBC-T Takes Five of Six Firsts in 'Billboard' Poll

Switchover To New Trademark Begins at NBC

It was a walk-away for WNBC and WNBT, NBC's stations in New York, in the 16th Annual Radio-Television Promotion Competition conducted by *The Billboard*. The Flagship Stations took five out of six first places and secured a third place as well. WNBQ and WMAQ, NBC's stations in Chicago, were right up there, too, earning a second place and three third places.

The competition was broken down into three major categories for radio and for television stations, and then sub-divided according to stations—market size.

The first area of consideration was Audience Promotion. For TV stations in markets of over 1,000,000 people, WNBT was first and WNBQ was second. WNBT centered its promotion around several special campaigns. Its "Meet Mr. Four" and its utilization of the newspaper strike to get its name before the public were considered outstanding. WNBQ was cited for its "sound approach which keeps a rapid fire of material going throughout the year." In radio, WNBC's third place was awarded for its "The Community Station" campaign.

In Sales Promotion, both WNBT and WNBC won first places with résumés of their year-round work, although particular mention was made of WNBT's Josephine McCarthy and Steve Allen promotions, and WNBC's "From Madison Avenue to Main Street" campaign. WNBQ was in third place as a result of "a large and complete run-down of its program sales presentations, mailers and trade ads."

Merchandising Promotion was the third category. Here again, WNBC and WNBT were in first place in radio and television, with WMAQ and WNBQ holding down third place in both media. The awards paid tribute to the overall merchandising campaigns of the stations.

Hamilton Shea is general manager of the New York stations, with Max Buck as director of Advertising and Promotion. Harry C. Kopf is Vice President and general manager of WMAQ and WNBQ, and John Keys is director of Advertising and Promotion.

Sid, Imogene To Star in Own Shows

Comedian Sid Caesar has signed a new long-term contract with the National Broadcasting Company and plans are in the making for him to star in his own one-hour television show next season, Sylvester L. Weaver, Jr., NBC President, announced late last month.

Imogene Coca, Caesar's versatile co-star on "Your Show of Shows," is working with NBC on the development of a new half-hour television program for herself, and this project is well under way, Mr. Weaver added.

Max Leibman, the producer who brought Sid and Imogene to stardom on NBC television, will continue "Your Show of Shows" next season on the NBC network with new performers and a new format.

Announcing the changes, Mr. Weaver explained.

"The highly successful association of Sid, Imogene and Max began on the NBC television network five years ago, and these three brilliant talents reached the peak of success together on 'Your Show of Shows.' The new plans arose from mutual understanding and the desire of each of them to go forward to still greater attainments in their own shows. At the same time, their plans gave NBC the opportunity to strengthen its own program schedule with three hits and thus expand the talents of our three stars. We at NBC are sincerely and enthusiastically behind all three in endeavoring to accomplish what they and we feel is best for them and for their large and loyal public."

Mr. Weaver said these changes are another step forward in implementing the programming plans which he and Robert W. Sarnoff, NBC's Executive Vice President, have developed with Thomas McAvity, Vice President in charge of television network programs. "Your Show of Shows" with Sid and Imogene will continue as usual to the conclusion of the present series in early Summer and the new programs will premiere in the Fall.

The new NBC trademark—represented below in two different forms—is being seen more and more around NBC. Everyone by now has seen it on television and on certain printed matter used by the company, and this acquaintance is bound to grow greater, for the changeover throughout the company has begun.

The new trademark—the three chiming bars, graduated in size and bearing the letters "NBC," a hammer resting across the longest bar—is replacing all other trademarks or graphic representations of the company's name. It is going into effect not only on the air, but on advertising, promotion and publicity material as well.

Many other everyday objects will be affected—the shoulder patches on Guest Relations page and guide uniforms, for instance. Don't expect to see the new trademark appear everywhere all at once, though. Jacob A. Evans, director of National Advertising and Promotion, who is coordinating the changeover in all departments of the company, has stated that existing stocks of materials bearing an old trademark should not now be scrapped, but that reorders of such materials should include the new design.



Here are two different forms the new trademark will take.



Random photos taken at a recent session of the NBC Bowling league. The officers of this popular activity are Cass Ohrynowicz, chairman, Joe Kent, secretary, and Ernestine Miller, treasurer.

BOWLING MORE POPULAR THAN EVER AT NBC

NBC New York's Bowling League—the largest and oldest of organized company activities—is now going into the final quarter of the 1953-54 season. As this issue of CHIMES goes to press, the top five teams in the league are the "Keglers," "TV Supply," "Gutterballs," "5-9 Flats," and "Construction."

Bowling's hold on the interest of NBC employees has been strong since it first started as an organized activity in 1939. At that time the nucleus of the present group began to bowl together and it turned into a company-wide sport. At the present there are

150 registered bowlers in the NBC New York League.

The 18 teams of the league gather every Friday night at the Roxy Bowling Alleys on 50th St., for two and half hours of hard play. The season runs for a little over eight months, beginning last Sept. 11 and coming to a close May 21. Traditionally, the season isn't officially over until the Bowling Dinner is held. At that gala occasion, prizes are awarded, new officers are greeted and the appetites and thirsts aroused by a season full of strenuous bowling are partially allayed.



Al Protzman, of TV Technical Operations, just before he scored a strike.



The photo at left is Mary Lynch of TV Production, NBC's top girl bowler. In center are some of the members of the "Keglers" and the "Pinheads," resting off his hands. Wiping off his hands, in front of right photo, is Les Vaughan, number one bowler among men at NBC.

People and Places

WTAM, WNBK, Cleveland

We're real proud of our gal, *Jean Yokoun*, who works in Guest Relations and Publicity, who subbed for the WTAM woman's team and came through with an 176 bowling average to top the radio and TV league in Cleveland. Also, congratulations to *Maggi Byrne* for winning the Zenith award for excellence in local public service programming.

Be on the look-out for *Jack Treacy's* new song which has just been published by Hile and Range Songs, Inc. With little priming, Jack in National Spot Sales can be encouraged to sing, "Flubbey-dubbedy Cowboy Joe". The famous team, *Glen Rowell* and *Cy Kelly*, have come up with a new ditty, "Bottle-ottle-ottle" which they use on the show. Their Wednesday night sponsor, *Burkhardt's*, thinks it's pretty tremendous.

Jean Hug in Promotion and *Mary Lou Barnum* in Traffic spent three interesting days in New York over Washington's Birthday visiting friends, TV and Broadway shows. *Patti Babb's* new watch bracelet's a beauty.

Our *Henry "Hot Lips" Levine* and *Joe Mulvihill* participating in the two-hour Heart Fund Show. *Sanford Markey* of the Newsroom now on the Board of Trustees at Cleveland's Press Club.

A few changes in our personnel: *Fred Foard*, assistant director has left for *TV Week* in Peoria and has been replaced by *Jay Miller* who hails from St. Louis, Mo. Before coming here, Jay was production manager at WTSK-TV in Knoxville, Tenn. *Alice Blain* in AM Program left for New York February 12th and was replaced by a Mount Union graduate—*Carole Engelbert*. *Jack Beatty* of the Film Department also left NBC February 12th for WOKY in Milwaukee. Jack has been replaced by *Ken Czerr*, formerly of the Mailroom. Our new "mail-runner" is *Ronald Wineland*. Welcome to *Joanne Abbot*—new in the Accounting Department, and *Faye Lichtenwalter* has been hired to replace *Carol Williams* on the PBX board. *Carol's* leaving for home. Those lucky people with Florida tans. *Tom Manning* has just returned from a month in Fla., and *Marian Walter* comes back with a dark face from

Sarasota. *Skip Ward* filled in for Tom for the month.

Welcome to *Bill Davidson*, who takes over as assistant general manager and director of Sales. Also to *Ted Walworth*, new Sales manager of WNBK, and *Harold Waddell*, Sales manager of WTAM. *Peggy Amsden* is Bill's new secretary and *Fran Dougherty* is Ted's secretary.

Jean Strobel, secretary to Mr. Yoder, visited another station, WICU, in Erie, Pa. and was introduced on a children's program.

People are taking to skates. A roller skating party got under way at a local rink and saw many of the local people—*Jean Holzmiller*, *Rosie Bartlett*, etc. Those taking to ice skating included *Louise Tkacs*, *Vivien Ives*, *Skip Ward*, *Ted Sliva* and *Ken Czerr*. Other sport minded figures are *George Cyr*, operations manager, who skis on just any old hill, and *Bill McGaw*, who is planning a bullfighting sightsee in Spain.

WRC, WNBW, Washington

WNBW and WRC director of Programs *Jim Kovach* and his staff are practically walking on air as a result of the latest American Research Bureau report on the Washington television audience. WNBW walked off with top honors for non-network shows. The first six of the ten top non-network programs are WNBW's. Five of them in the across the board 7:00-7:30 PM strip Monday through Friday. WNBW also grabbed eight of the top ten "firsts" for network programs.

Virtually the entire staff at WNBW and WRC turned out for a surprise farewell party for *Ralph Burgin*, WNBW Program Manager, who resigned to join the staff at North Carolina State University.

Beverley Fayman, secretary of WRC-WNBW Operations director *L. A. McClelland*, will stop, look and listen when crossing streets from now on. Bev was stopped for jaywalking by a grouchy policeman and received a traffic summons on the spot! Also ticketed with her was *Pat Wynn*, secretary to WRC Timekeeper *Bob Reed*. Their walking companion, *Mary Conry*, secretary to WRC Sales manager *Harry Karr*, had waited for the street-

light to change and avoided the nuisance of being ticketed. There's a moral to the story, but why rub it in!

WNBW-WRC general manager *Carleton D. Smith* and Mrs. Smith enjoyed two weeks of vacation and golf in Florida, arriving back in Washington in time for the annual Radio and Television Correspondents Association dinner for President Eisenhower and NBC vice president *Frank M. Russell's* big reception for president *Pat Weaver*; and executive VP *Bob Sarnoff* and their ladies.

Everyone thought newsman *Russ Ward* was a bit off his rocker, when he requested his vacation time for late January, so he could go skiing in Canada. But as it turned out, he escaped one of Washington's most severe snow storms, so he had the vacation, the skiing and the last laugh.

News editor *Russ Tornabene* returned to a teaching assignment in mid-February as a lecturer in Radio-Television newswriting at the American University in Washington. He now writes and voices a daily radio news commentary and television news show over NBC's Washington stations.

WNBC, WNBT, New York

First of all, we want to welcome two new members to the WNBC-WNBT staff. *Bob Tobinski*, of Brooklyn, who is now assistant bookkeeper in Controllers, and *Jim Nicolson*, of Oak Ridge, Tennessee, who is now working as Cost Account assistant, also in Controllers. We are very happy to have you with us. We also want to give a cheery "welcome back" to a few of the Local Station members who have been out on sick-leave: *Ceil Zelak*, *Jim Barry*, *Hugh McPhillips*, and *Helen Galanis* are all with us again, and in tip-top condition.

All of us were very sorry to lose three of our members to the 67th Street studios. *Peter Affe*, *Bobbie Horn*, and *Jean Mackay*, of WNBC-WNBT Operations, packed up and left Room 252, leaving poor *Mary Regan* all by her lonesome. With *Bobbie Horn* gone, *Doris Braverman* of Steve Allen's Office is the cashmere sweater sporter around here: giving the rest of us poor girls an even worse inferiority complex as we wear our genuine wool sweaters since *Doris* wears genuine mink collar and cuffs with her genuine cashmires.

Congratulations to *Barbara Klopp* of Traffic, who was chosen as the subject of career girl feature, "Scoop Of

The Month", which appeared in the February issue of *Mademoiselle* magazine. The article described Barbara's job at NBC and included photographs taken at Central Park and our 67th Street Studios of Barbara modeling a *Mademoiselle* wardrobe. They couldn't have made a better choice for the article.

Jay Heitin, WNBT Sales manager, took the week of February 1st to enjoy a well-deserved vacation. He whiled away the time in the Florida sunshine. Jim Barry of WNBT Sales filled in very competently in Jay's absence. Elsie Ciotti, Kay Clarke, and Barbara Klopp, of Traffic, were guests of Newton Advertising the other night, attending the Ballets De Paris, and having dinner at the "White Turkey", where no one ordered turkey.

Many congratulations to Art Hamilton, Controller, and his wife on the birth of their new baby girl, Janice, who came into the world February 1st, weighing 8 lbs. 6 oz. Last but not least we want to wish Frank Fitzgerald loads of luck on his "New Goal For 1954."

KNBH, Hollywood

Personnel at KNBH were happy to receive the good news of Tom McCray's appointment as general manager of the station. He replaces Don Norman, who leaves the organization for San Francisco. Edna "Perk" Perkins, his secretary, also moves to San Francisco in the same capacity.

All the girls in the Operations Department were greatly surprised with cards sent in the Valentine spirit by Bob Henry. Jim Turner is now the proud possessor of THE trophy, after whipping Bob Pelgram and Marc Breslow on the golf course.

An old acquaintance was renewed when Elroy Hirsch began his daily sports cast on KNBH. George Hekkers of Facilities used to play pro football against Hirsch, the Rams' star, when George was with the Detroit Lions and also in the 1946 All-Star Game. The two played on the same team at the University of Wisconsin.

We are all glad that Rosemary Gorman has recovered from her recent operation and hope that Jim Wemple's 10-year-old son, Terry, will soon be out of the hospital where he underwent a foot operation.

A Sales Service Department has been organized with Noyes Scott and Genie Stokes handling the business.

A new addition to the Sales Department is pretty brunette Jeanne DeVivier who transferred from Film Sales. Before that she was with KFBK in Sacramento and KFBC in Cheyenne, Wyoming.

Wally Grauman leaves the station for a floor manager's position with network as does Pace Woods, with a title of Broadcast Coordinator. Boris Sagal joins the station as floor manager.

Jack Neston won the RCA National Promotion contest, in promoting the Dennis Day Show, competing with all O&O and affiliated stations. His prize was an RCA Estate Range.

Snow visitors during the recent white spell were Beep Roberts and family, Grant Recksteck and skis, Walt Davison, Alice Gardner and Gene Terrell.

Beep Roberts was elected to the Board of Elders of the Encino Presbyterian Church. Jim Damon spent a week in New York and Washington on business.

Among those at KNBH who are expecting: February—the Tom Belchers, their second; March—the Marc Breslows, their third; April—the Eddie Baxters, their third; June—Frances Eley, who leaves the company in March; July—Dorothy Davis. Evening out the six months period, Marvin Biers expects a birthday in May.

WMAQ, WNBQ, Chicago

Welcome to new employees Patti McCarthy, accounting clerk; Dorothy Abrahamsen, accounting clerk; Patricia Cooley, TV Film Sales secretary; John McCauley, Mailroom messenger; Neil Sugg, guide; Charles Dyer, WNBQ Sales; F. Willard Butler, Radio Spot Sales and Robert Anderson, TV Spot Sales.

NBC, New York

Finance and Services

Controllers—It gives me a great deal of pleasure to welcome three new employees in our midst. Betty Pierce in the Payroll Division, Kathleen Boyle and Norman Kaiserin in the Tabulating Division. Norman is an ex-Marine, and quite a guy! Barbara Monross from the Tabulating Division is getting married on February 27th. The lucky fellow is Joe Higgins. They shall be honeymooning in the Poconos Mts. The best of luck and much happiness to both of you from all of us. With saddened hearts (get

that!) we wished farewell to Lillian Marziano, who was transferred to TV Plant Operations Department. All the girls in the Payroll Division had a luncheon for her at the Champlain and the office presented her with a lovely corsage.

Welcome to Messrs. Aaron Rubin and Al Lewis. Mr. Rubin has taken over Mr. O'Shea's position and Mr. Lewis is replacing Ari Garbade. We also welcome Ellen Coughlin from General Services, now secretary to Mr. Rubin, and Valerie Hoegler, taking over for Joan Barth in Station Compensation.

The bulletin board on 1514 is now "sporting" Al Davino's picture. Al joined the Air Force in December and is now stationed in Mississippi. Stew Warkow and Irwin Cohan have joined the NBC Radio Workshop. Stew is musical director and Irwin is a writer. We hope B. Kay's little girl has fully recovered from her recent illness.

It seems that the Set-ups were left off the bowling list—are we too good for the league now, or are they ashamed of us? Accounts Payable seems to be full of talent. John McCormick has nothing over Joe Fitzsimmons. Our "baritone," Tony Di Minno, is pushing Eddie Fisher to the sidelines and Harold Hartwell could show Arthur Murray a thing or two with his soft shoe dance.

With Steve Lazarus and Valerie Hoegler, Station Compensation could really go places. Steve usually serenades his section with his deep, deep voice. Valerie belongs to the "Encore Players" in Brooklyn, and tours different towns upstate and in the vicinity, doing musicals and operettas.

Good luck to Jack Heywood and Eileen Monahan, who have left Controllers to join the programming staff.

Duplicating—After what seems to us to be a short time, we welcome the return to Duplicating of Gene Kenefick and Myron Thaler from two years in the Army. The two years probably didn't go by so fast for them!

Donald Gogarty was married to Mildred Cucciniello on Saturday, February 13th at St. Michael's Monastery in Union City, N. J. Congratulations to them both.

General Service—Barbara Dundon, our receptionist, has left our midst to mix business with pleasure: basking under the fair skies of the Bahamas by day and caressing the ivories in

the Coral Room of the Fort Montagu Beach Hotel during the evening.

Congratulations to *Cathy Simonson*, who is taking over in *Ellen Coughlin's* spot. Ellen has transferred to Controllers. The welcome mat is out for *Rose Merlo*, who is *Cathy's* replacement, *Harry Nelson*, *Eric Arnold*, *Michael Mazzonechi*, *Joseph Katinas* and *Charles Hart*.

Bob Kaible and wife paid a very pleasant visit with their brand new little baby. Little Joan (completely outfitted by Daddy, who selected everything himself) is adorable—all cuddly and pink and looking like a dream.

Fishing fever begins to be apparent, judging from the fishing boat schedules being consulted these days in Room 553. *Dan Traynor* is back and well. We hope to see *Carl Sundstrom* back soon: he was in the other day and says he's feeling much better. *Mrs. Mellen* also much improved after a virus battle.

Legal—During January the Department had the benefit of working with and meeting our Windy City legalite, *Walt Emerson*. For one of his adventures read further.

A couple of weeks ago *Tom Ervin* gave (from what I have heard) a peachy-keen (thank you for the use of the expression. *Ann*) cocktail party for the lawyers and their wives at his home. A little birdie whispered in my ear that at the party piano-playing *Fred Bechtold* got involved with our visiting barrister from Chicago, *Walt Emerson*, in an "interesting" debate as to who is older than whom. What I'd like to know is who won the case?????

Health Department: I'm glad to be able to say that *Charlotte Lawson* is back again, after having eventually won out over the measles.

Did you hear about *Ed Denning's* "vacation" in California? (You should see the time sheets!!)

Staff Engineering—Nautical-minded *Bill Urban* finally did it—bought himself a sailboat!! Sorry to hear that *Max Voight* is in the hospital due to a skiing accident while showing his daughters how it should be done! A belated welcome to *Tom Aven* of Technical Services. A new member of TS could be a contestant on "The Name's The Same"—he's called *Johnny Wray!*

Good luck to *Peg Keeley* and *Henry Becker* who have joined the NBC Workshop. *Nancy Mitchell* became the

proud aunt of a bouncing boy named *Richard*, who is way out in Minnesota. A handsome troubadour serenaded *Marge Marshall* the other day, right at her desk. Such service! Who is the admirer who sends *Rosemary DuBois* two pounds of candy at a time???

Mr. O. B. Hanson was feted at a luncheon at the New Weston in honor of his birthday, by members of the Engineering Department. *Ed Cullen* is fascinated by the latest hair drying innovation. Consists of cone-shaped snood to be attached to a vacuum cleaner and then to a head. This sounds good for people who don't mind being bald! *Robert Barnaby* and *Russ Vies* are new faces in Audio-Video.

Doug Nielsen, with a glorious tan, is back from his Nassau vacation. *Howard Schumacher* is house-hunting for his little family. Have you ever noticed the resemblance between *Ray Lafferty* and *Doug Edwards*, the CBS-TV newscaster? They look like twins! *Adelaide Orr* has more trouble than anyone I know when she lunches at *Schrafft's*. *Dolores Taylor*, combining ballet and bowling, landed in a neat little pile after letting go of the ball. New way to get strikes??

Traffic—*H. A. Woodman*, manager, was host at a luncheon at Swiss Pavilion honoring Traffic's new Ten-Twenty Club members. Guests of honor were *Veronica Ulrich*, who recently celebrated her tenth anniversary with NBC, along with *Jack Hilton* and *Lou Zangaro*, new 20 Year Club members.

Every night after 5:00 PM *Steere Mathew*, assistant manager, makes a quick change into working clothes and makes with the props, shifting of scenery and handling of curtain for the Community Opera, Inc. This organization, which presents opera, without charge, in churches, institutions and museums, has given approximately 25 performances since October so *Steere* has been extremely busy holding down two full-time jobs.

Gene Suhl of Communications is presently studying at the New School for Social Research, majoring in Anthropology with a minor in International law, studying under Dr. *Margaret Mead*, noted anthropologist and well known for her works with the contemporary cultures in the South Seas, especially in New Guinea. *Gene* is planning to enter the University of San Marco in Lima, Peru, if all his ambitions are realized, to work with

the isolated cultures in that Area and is hoping to realize that ambition some time next year.

Station Relations—*Grace Baker* is now a city gal, having moved to Manhattan from Long Island. Every chair was taken in the office a few weeks ago, when the radio and television affiliates committee held their annual meeting in New York.

Bob Aaron was missing for two weeks, and has returned from a station trip through the Mid-west. Our file girl, *Collette Saphier*, has taken a leave of absence for a few months. Here's hoping she will return soon. Our reception room is now complete, except for pictures and a few rugs. We're pretty elegant with our modern look.

Continuity Acceptance — Continuity Acceptance is on the move—down to the second floor—and windows! Windows for the first time in eight years! *Stockton Helfrich* attended the Continuity Acceptance heads' meeting in Chicago where *Harry Ward* was host. After the session in Chicago, *Don Honrath* of the Hollywood office paid us a visit.

We are glad to have *Dottie McBride* and *Carl Watson* back at their desks after skirmishes with that old virus bug.

NBC Owned Stations

Spot Sales—Congratulations to *Bill Davidson*, National Manager for Radio, and *Ted Walworth*, TV Spot Salesman, who recently left for NBC Cleveland. *Bill* is now assistant director of Sales for WTAM-WNBK and *Ted* is TV Sales manager. We recently gave them a gala send-off party at the Hotel Gotham, at which *Tom McFadden* presented them with a farewell gift from the department.

Most exciting news recently was announcement of *Bobbie Silverman's* engagement to *Dick Bergh*, TV Spot Salesman, which proves that a girl can marry the boss. The wedding is set for March 20 and will take place in Montclair, New Jersey. *Monica Christenson* who will be a bridesmaid, recently entertained at a shower in her honor which was well attended by the Spot Sales gals. Others about to take the big step are *Lynn Stier*, our receptionist, who will be married on June 26th to *Robert Byrne* in Great Neck, L. I., and *Anne Kelley* to *Bill Dempsey* on February 28 in Elmont, L. I. *Anne* will make her home in San Francisco. The entire Spot Sales staff

extends sincere wishes for their future happiness.

We bid reluctant farewells to *Anne Tucker Coleman*, who is expecting a baby in May. *Anne Hetfield*, *Rosemarie Birner* and *Joyce Wotke*. Congratulations to *Ellen Lurie* and her husband, who are now the proud parents of a baby boy, *Leib Allen*, born February 2. Early vacationists are *Jane Shortway*, who spent a week in Treasure Island, Florida, and *Lil Silinis* who decided Miami was the place to get away from it all.

Press and Publicity

Press—"Diamonds are a girl's best friend" we were told by *Peggy Heelan* Jan. 26, when she arrived at work sporting her new engagement ring. *Peggy* and ex-Marine *Harry McCrystal* plan to become husband and wife in October. Congratulations *Peggy*, and the best of luck and happiness to you both. We have a number of real winter sport enthusiasts in our midst, and we would like to report their latest accomplishments. *Elaine Brodey* managed to "out-do" her companions at Great Barrington, Mass., recently by skiing backwards most of the weekend. (she didn't really plan it that way, but you must admit that such a feat is not easy). *Grace Lynch*, *Harriet Demos* and *Marie Anderson* went skating in Central Park one wintry evening not long ago. All went well until *Grace* and *Marie* spied *Harriet* boldly defying convention by skating in the wrong direction. "Wrong-way" *Demos* claims that the rink turned around right under her feet. With so many mishaps in the offing, we're all keeping our fingers crossed until *Nancy Herbert* returns from her week of skiing in Vermont.

Some observant soul noticed that *Fred Hermansky* wore four different pairs of shoes during a recent afternoon. This signifies two things, first that *Fred* owns at least four pairs of shoes, and second that somebody is very interested in this fact. That bathing suit photo of *Barbara Simpson* is no less than terrific! Not since the *Mona Lisa* has one picture caused such a sensation among the male population. Is it really true that *Jack Zwillinger* (he took the photo) is considering selling the copyrights to a local wall paper manufacturer? We're happy for *Joan Moran*, who is all smiles these days, and understandably so, since she learned that her husband will be discharged from the Army

three months earlier than she originally expected. We all sang happy birthday to *Leonard Meyers* Feb. 3rd. He said there wasn't even one promising voice in the whole chorus, but that he was touched none the less.

Film Division

Administration, Production and Sales—The Film Division is continuing its rapid expansion with a multitude of new names added to the roster. Starting at the top there is *Edgar G. (Ted) Sisson*, director of the Division; his secretary, *Diane Casper*; *Betty Kennedy*, who is researcher *Jason Lane's* secretary; *Pam Jayne*, in *Jack Tally's* office; *Mercedes Pina* and *Denise Sovera*, in the Cost & Billing office; *Arlene Miller*, *Dick Chase*, *Chuck Johnson*, *Sheldon Pivnik*, *James Pakella*, *Aldo Lizzul*, *John Koutnik* and *Arthur Schwartz*, newcomers to the Film Exchange; *Loretta Gallagher*, secretary to *Jack Cron*; *Bill Wolfson* in the business office, under *Bob Anderson*; and last, but by no means least, is *Rose Davis*, in the publicity office. *Evelyn Chandler* has been moved down to *Carl Stanton's* office and, belatedly mentioned, *Bobby Cole* has moved to the sales department.

Marilyn Richardson holds the all time record for traveling at present: she's spent all the past twelve weekends at a different skiing haven, but she's only been on skis once. Strange? Another lucky traveler is *Joyce Harvey*, who spent a long week-end in New Orleans.

Solvency of the Division is apparent in the sales department. *Jerry Tower* tore up her pay check one week (the bank understandingly cashed the pieces); *Al Lauber* is the proud possessor of a new Pontiac station wagon and *Bob Rodgers* has ordered a Pontiac convertible; *Bill Grainger* spent ten days sopping up sun in West Palm Beach (on his own time). *Fritz Jacobi* was recently given the title of Press Manager of the NBC Film Division.

Film Library—Welcome to the Film Library, *Cyril Feuerlicht* and *Al Kelly*! Glad to have *Betty McLoughlin* back with us after her accident. *Fred Lights* left his happy home at the Film Library for a post on the "Today" show. And *Julie North* departed from the fold for *Lou Dick's* office. *Gloria Jones* awaiting the return of her boyfriend from Korea. *Palmer Shannon* back on the job after a week's honeymoon in the Big City with his charm-

ing bride, *Betty Ann. Hank Feren's* traded that trip to the altar for the "Derelict." *Barbara Wiener* very busy these days painting her new home and preparing for her forthcoming marriage to *A. Clinton Clement*.

TV Network Sales

TV Advertising & Promotion—Talk and work hereabouts lately has been largely on "Home," on which a great many A & P's have been concentrating. The art department, sales promotion and audience promotion sections worked long and hard, as have all the NBC departments connected with the program. Other news on the "home"-front is that *Larry Byer* is settled in a new apartment on the East Side and is engaged in making it livable. *Marilyn Adams* makes her last appearance in this column, sorry to say. She said her goodbyes and has sailed for a trip to Europe. *Marge Evans* will replace *Marilyn* as *John Porter's* secretary.

Clyde Clem made a flying trip, literally and figuratively, to Detroit to take part in a client presentation for the Academy Awards telecast. *Ed Antonoli* was hit hard by the ever-present virus. He's among the hale 'n hearty again though. Skiing enthusiasts *Dotie Brodine* and *Joe Lyons* have been taking advantage of the ideal ski weather. *Joan Scherm* took a winter vacation.

Merchandising—*Bernard "Bernie" L. Kemendo* is the new NBC Merchandising district supervisor in territory #10, which covers the Southwestern part of the United States.

Mr. Kemendo comes to NBC from *Lever Bros. Company*, where he was national sales manager for the *Armed Forces Sales Department*.

So you think you've got troubles? During the recent snow storm, *Murray Heilweil* awoke to find his roof partially caved in from the heavy weight of the snow. While roofers were making repairs, the hot water tank gave up, sending six inches of water spraying throughout the cellar. The same day one of his three kids came down with chicken pox. That's not all. He also sprained his back shoveling the "white stuff." The next snowy week-end *Murray* plans to remain in the office.

Merchandising now boasts a member of the NBC Ten Year Club. *She's Carolyn Maus*, secretary to *Fred Dodge*. Congratulations, *Carolyn*.

TV Network Sales—Best wishes on her new job to *Florence McMahon*, who replaces *Dorothy Healey* as *Walter Scott's* girl Friday. Dorothy, a member of the 10-year-club, who was married to Peter Carr of Time, Inc., early last month, has left the company, taking all our good wishes with her. *Ethel Smaok* spent the holidays in St. Paul, Minn., this year, and flew back to New York she tells us, in a private plane—which, to our mind is flying high! *Ann Arkenau* is back from a vacation in Florida, looking wonderful. *Judy Marshall*, spending the holidays with her family in Jupiter, Florida, took a fourteen-mile motor-boat trip up the Loxahatchee River, winding in and out of the Mangrove Islands. An exciting addition to the tropical scenery were alligators lolling in the sun along the bank. Judy was relieved to find the boat didn't seem to interest them, and was thus able to get up fairly close for a good look.

Research and Planning—Everyone had a good time at what you might term an "evacuation party" celebrating the termination of *Janet Pugarelli's* apartment lease. Oh, well, any excuse is good enough for a party and this one on January 25 also honored Louise Kaciczak's birthday.

Seeking another excuse for a house party, a half dozen girls house-warmed *Josephine Capetta* in her one-and-a-half room apartment "somewhere" in the Bronx on February 11. By the time you read this, Jo's husband will have arrived in this country and be discharged from Uncle Sam's family for good, we hope, hope.

Bettye Hoffmann helped her husband chaperone 200 Hofstra students at their winter carnival held the last few days of January at Jug End Barn, Massachusetts. Mr. Hoffmann is assistant Dean at Hofstra so an enjoyable weekend as this one proved to be pleasantly in the line of duty.

I am happy to include in this deadline a welcome from the whole department to *Joan Donnelly*, who succeeds *Rad Stone* in the Circulation division. Rad is now downstairs in Sales.

TV Network Programs

Music—Nearing the wedding date on February 27, *Dorothy Metcalf* and *Muriel Kishkill* gave *Jane Koane* a dinner and shower, surprising her with a broiler and other household needs. These will all slowly be moved into her new apartment in Manhattan.

Mary Turner became an aunt very excitedly and also recently went skiing to Stowe, Vermont, coming back very limber.

The first one to plan a vacation this year is *Bill Paisley*, who wants to fly to Florida and then visit his parents in Little Rock, Arkansas.

Radio Studio Operations—The water-colors on display in the sixth floor prop-room are the work of *Nick Kramer*, who borrowed a painting set given to one of his youngsters at Christmas. *Joe Kall* managed to get a few smears and smudges on canvas and calls the result "An Impressionistic Study."

Just when the financial outlook seemed blackest for *Tom Longmore*, beset by doctor's bills, investments gone sour, and debts to bookies, relief came in an unexpected fashion. A wealthy Armenian recluse whom Tom had once befriended passed away, naming *Longmore* sole beneficiary in his will. The newly-affluent *Longmore* intends to spend a long vacation in his native England, looking up the roots of his family tree in church registers of Yorkshire and Lancashire. Follow the adventures of *Tom Longmore* in next month's issue of CHIMES.

Unit Managers and Production Coordinators—It doesn't take spring to make a coordinator's fancy turn to thoughts of love. Last month *Lee Pratt* took a strong whiff of orange blossoms and then took the plunge, taking as his wife Miss Pat Chase. The lucky couple honeymooned in Canada and even found time to drop us a card. A week later the happy bridegroom returned to the fold and sang his praises of married life to anyone who would drop a hat.

One coordinator, however, was presold. *Warren Burmeister*, on March 10th will wed Miss Barbara Ferguson. If our coordinators continue to marry at this rate, our office will soon be devoid of bachelors. Perhaps that accounts for the long faces our secretaries (all single) have been wearing.

Speaking of secretaries, our office is losing a favorite belle, *Lucille Shore*. She isn't leaving the department though. She leaves us for 67th Street and the new "Home" show, to become *John Green's* secretary. John is the Unit Manager on the "Home" show. We couldn't send him a keener, more personable girl. Best of luck on your new assignment, Lucille. We'll miss you.

Myrna (Mickey) Marcowitz comes to our department at Lucille's replacement. Welcome aboard, Mickey.

Welcomes are also extended to: *Don Cash* (who returns to us after a tour of duty in England with The Douglas Fairbanks Show), *John Calley*, *Fred Eberstadt*, *Brice Howard*, *Hank Shensky*, *Marshall Stone*, and *George Sweeney*.

TV and AM News and Special Events—Kudos: Drag out the colossal, stupendous, super-type adjectives! Warner Brothers now exhibiting, in theatres all over the country, "His Majesty O'Keefe," movie version of the best-seller written by "Today's" *Gerald Green*, and Lawrence Klingman. It's in Glorious Technicolor—and other people besides the "Today" staff must be going to see it, because *Variety* reports it's the sixth national box office leader!

NBC staff news commentator *Pauline Frederick*, by avocation a popular lecturer on foreign affairs, has been awarded an honorary commission as "Colonel" in the Patton-Crosswhite Post of the Veterans of Foreign Wars, in Bristol, Tenn. The scroll was presented following a talk which Miss Frederick gave before the combined membership of the post.

Chalk up another award for NBC News—this time the Polk Award, presented by Long Island University, for "outstanding approach in radio news programming." to "Weekend," NBC's Sunday Magazine of the Air.

Anniversary number six for Camel News Caravan was celebrated in appropriate manner: show, which features *John Cameron Swayze*, produced by *Frank McCall*, edited by *Reuben Frank* and *Art Holch*, and directed by *Ralph Peterson*, was televised in color on February 16—first news show to attain that distinction. Afterwards: dinner at the Rainbow Room, and a party at the Center theatre.

W. W. Chaplin and *Frank Blair* debuted this month in half-hour network radio show titled "People," heard Saturdays, 6:30-7:00 P.M. As co-editors, they weaved taped reports from affiliates in field and noted newspaper columnists from across nation.

Congrats to *Stan Rotkewicz*, named as new unit manager of Television News and Special Events programs. Congrats, too, to *Marty Luray*, night news editor of United Press Movietone television syndicate—he and *Edith Tanzer* (secretary to *J. O. Meyers*), have announced their engagement.

Wedding will be May 30, in Plainfield, N. J. And "Today's" *Paul Cunningham* was married to the former Miss *Lady Morton* in New York on February 13th.

Travelers: *Pauline Frederick*, *Ann Willis*, *Nancy Osgood*, *William R. McAndrew*, *Davidson Taylor*, *John Ghilain*, *Reuten Frank* and *Eugene Juster*, in Washington attending annual Radio and Television Correspondents dinner for the President. "Today" newsmen *Joe Michaels* and cameraman *Ed Hatrick*, back from quick trip to Brazil to film story of rising coffee prices. *Treva Davis*, fashion editor for *Camel News Caravan*, back from Florida trip filming fashion stories in color. *William Garden*, back from vacation; ditto *Dave Garroway*, whose Miami vacation included stay in the hospital, victim of auto accident; *Chet Hagan*, back from trip, with *Morgan Beatty*, to Elkhart, Indiana, and Chicago; off to England, *Merrill Mueller's* wife, *Nikki*, for three weeks' vacation; *Mort Werner*, to California to set up *West Coast "Today."*

Recuperating: "Today's" *Tom Naud*, hopes to be discharged from *Roosevelt Hospital* shortly. We hope so, too, Tom.

Addenda: *Elliot Frankel* moves to "Today" staff as newswriter on overnight staff; *Bert Leiper*, on leave of absence, to West Coast; *Bill Dales* now handling scripting of *Your Esso Reporter* TV show.

Visitors: Have we had visitors! And all so charming and delightful we're convinced the nicest people all over the world work for NBC! The ones we've seen lately; handsome newsmen *John Rich*, from our Tokyo office; cameraman extraordinaire *Henry Toluzzi* from—well, from just about everywhere—the Balkans, Italy, Africa, et al; *Marshall Bannell*, from Guatemala with his stories of communist infiltration in that Central American country; English cameraman *Guy Blanchard*, with news from London; film man *Ollie Kinch* from Sweden and Denmark; *Joseph C. Harsch* from Washington; cameraman *Moe Levy* from Dallas; *Jim Hurlbut* from Chicago, here to colorcast network "Zoo Parade"; also from Chicago, *Bill Ray*; and here for the Camel Caravan colorcast, *David Brinkley* from Washington, and *Clint Youle* from Chicago.

New Faces: *David Teitlebaum*, radio newswriter, who comes to us from *INS*; *Jerry Jacobs*, radio news-writer, formerly of the *Newark News*;

and *Stuart Little*, who comes to us from the *Herald Tribune* to join our television news-writer staff.

Radio Network

Radio Sales Traffic—After an "absence" of several months, the Radio Sales Traffic Department is happy to welcome itself back into "circulation" in CHIMES as an active, functioning part of NBC. To bring you, as well as ourselves, up to date, we find it necessary to enumerate on our assorted activities.

1. On December 12, *Joan Mooney* changed her last name to *Hall* and left NBC to establish residence in Florida with her newly acquired spouse, *George*.
2. We should like to say a belated good-bye to *Kathy Walker* and *Joan Oury* who are now with Station Relations; and, by the same token, extend our heartiest welcome to *Esther Paszczak*, *Joan Sherry* and *Margot Eickhoff*.
3. Just back from a honeymoon in the Laurentian Mountains of Canada is *Mrs. Charles Gardner, Jr.*, nee, *Marianne Pacifico*. Every happiness, *Marianne*, from the gang.
4. Best wishes to *Agnes Stivale* on her recent engagement. The "victim" is *Joseph Ragusa* and the wedding will take place early next year.
5. The rest of the department remains "status quo." More news next month.

Personnel Division

Personnel and Labor Relations—We all sang farewell to *Betsy Haglund* to the tune of "Oh You Beautiful Doll" (both the title and tune fit perfectly) at a party given her at Schraffts, and wished *Milt (Petsy) Williams* good luck as he takes over her duties and *Jim Anderson*, who takes *Milt's* place. *Betsy* is moving over to the "Home" show as public relations coordinator. Hope *Kathleen MacLeod* likes her new duties in Placement and know she will do as good a job as she did in Records.

Julie Hewitt (one of my little helpers in snooping for news) was given a surprise luncheon in honor of her birthday. Also Happy Birthday to *Nanci Heinemann*, *Milt Williams* and an extra one to *Bill Johnston* whom we forgot to send a card on his special day.

If you see a cute little blond with more than her share of freckles, you

can be sure it's *Peggy Plagge* with a suntan she brought back from Florida. It's always good to see old friends and *Barbara Cheel* (our former Friendly Employee Services voice) was no exception when she paid us a visit from Rhode Island.

Our future ice-skating stars (if they don't become stars they at least see them as they gracefully hit the ice) are *Connie Hausmann*, *Vera Guarino*, *Vi Nilan* and *Marie Redling*. They were doing fine under the patient guidance of *Susie O'Leary* until she gave up hope on them and went back home to Chicago where she's looking for better material in the NBC-Chicago Sales Department. (Lots of luck to you, *Susie*, even though you have forsaken us).

Congratulations to *Lew Tower* on becoming a Grandpop for the first time. His daughter-in-law presented him with a bouncing baby boy and night we add that *Lew* is one of the youngest looking grandpops we've ever seen.

We express our deepest sympathy to *Viola Nilan* in the passing away of her grandmother.

NBC Marriages

Joan Mooney, N.Y., to *George Hall*
Marianne Pacifico, N.Y., to *Charles Gardner, Jr.*
Lee Pratt, N.Y., to *Pat Chase*
Warren Burmeister, N.Y., to *Barbara Ferguson*
Barbara Wiener, N.Y., to *A. Clinton Clement*
James Whalen, N.Y., to *Patricia Cook*
Paul Cunningham, N.Y., to *Miss Lady Morton*

NBC Engagements

Ellen Coughlin, to *Frank Woodruff*, both N.Y.
Janet Hurley, N.Y., to *Bill Schmitt*
James Pakella, N.Y., to *Ruth Zimmer*
Jack Hubler, N.Y., to *Barbara Lorb*
Agnes Stivale, N.Y., to *Joseph Ragusa*
Edith Tanzer, N.Y., to *Marty Luray*

NBC Births

To *Richard Carrathers, N.Y.*, a son, *Richard*
To *Joseph Miaettas, N.Y.*, a daughter, *Sandra*
To *Art Hamiltons, N.Y.*, a daughter, *Janice*
To *Marty Macedas, N.Y.*, a daughter, *Kathleen*
To *Francis X. O'Sheas, N.Y.*, a son, *Francis*
To *Vern Heeren, Chicago*, a son
To *Bob Coopers, Chicago*, a daughter, *Malcyce Anne*
To *Don Wilson, Chicago*, a daughter, *Marilyn Jean*
To *Bruce Bergquist, Chicago*, a daughter
To *Joseph Month, Chicago*, twin girls, *Christine Maries* and *Maureen Mary*

answer the call



join and serve

NBC

CHIMES

April 1954



SAN FRANCISCO --
CITY OF CABLE CARS AND KNBC



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Peggy O'Connor, *Film & Kine Operations*
Betty McLoughlin, *Film Library*

Finance and Services:

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Kay Henderson, *Continuity Acceptance*
Joan Barth, *Controllers*
Charlie Atlee, *Duplicating*
Mary Heller, *General Service*
Frank Shaw, *Guest Relations*
Joan Lindenmayer, *Legal*
Elmer Gorry, *Mail & Messenger*
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Arlene Koslow, *Program Analysis*
Florence Reif, *Public Affairs*
Betty Bagshaw, *Staging Services*
Florence Herlich, *TV Technical Ops*
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Carolyn Maus, *Merchandising*
Martin Sopocy, *Network Sales*
Gloria Betros, *Research & Planning*

The Cover

This month's CHIMES' cover depicts one of San Francisco's tiny cable cars graced by a bevy of KNBC cuties arriving for work. One of the famed cable lines runs right past the KNBC offices and San Francisco Radio City can be seen in the background.

Currently San Francisco is split into two cable car factions—one grimly determined to replace the picturesque cars with buses in the avowed interests of economy; the other just as dedicated to "Save the Cable Cars" in the interests of tradition and local color.

Staffers of NBC's station in San Francisco remain neutral in this civic dispute, but "just in case" are passing up no opportunity for a cable car ride. The gals decorating our cover are left to right: (standing on street) Mary Bland, Network Sales; Pat Co-vell, Executive; Anne McEneaney, Accounting; (on lower step) Muriel Jocz, Spot Sales; Lorrie Bunker, Program; Helen Holmlund, Local Sales; Connie Strycker, Traffic; Betty Hauser, Local Sales; (top step) Jane Morrison, News, and Norma Robison, Promotion.

A Real Helping Hand

If anyone doubts that NBC is in an expanding era, just ask one of the girls who operate NBC's switchboard in New York. Within the past four years the board has been increased from nine to fourteen positions. By July it will no longer be possible to add trunks, either incoming or outgoing, nor to provide additional extensions. A recent check showed as many as 500 busy signals in a single hour.

While plans are in the works for a new switchboard, it will take from ten

months to a year for it to be designed, built and installed. In the meantime the help of every NBC employee is needed to cope with the situation. Everyone, from the top officers on down, is asked through this item in CHIMES to eliminate personal calls whenever possible, and to make all calls as brief as is consistent with good business. By voluntary cooperation you can give the company a real helping hand and eliminate much of the congestion at the switchboard.

Join Payroll Savings

President Eisenhower has said:

"The nation's economic welfare requires the widest possible distribution of the national debt through the continued sale of United States Savings Bonds to the people."

That's a big enough reason right there to get on the Payroll Savings Plan bandwagon. However, you have added to that the strongest of self-interest arguments: you can turn \$3 into \$4 simply by putting your bonds away and letting them stay there for ten years. And in less than 20 years, your money nearly doubles.

Buying United States Savings Bonds regularly through NBC's Payroll Savings Plan is a sure way to build up a reserve fund . . . lay aside enough money for your children's education . . . have greater security when you're older. The more you spend for Sav-

ings Bonds the more you will get in years to come.

Of course, one of the big advantages of this system of saving for the future is its convenience. All you do is sign a form indicating how large or small an amount you wish to have deducted from your check each payday. Then NBC and the U. S. Government do the rest, making automatic contributions and purchasing bonds for you.

It is always best, of course, to hold Savings Bonds for the full length of their term—in nine years and eight months every \$37.50 you started with is worth \$50 to you. Hold it for another ten years and that \$50 grows to \$67.34, or nearly 80% more than your original investment.

So if you are not now a member of the Payroll Savings Plan, go right now to Employee Services in New York, or the Personnel office in other locations, and sign up.

NBC News Roundup..

45 Million Saw Academy Awards on NBC-TV

An estimated 45,000,000 viewers across the country watched NBC-TV's coverage of the 26th annual Academy Awards presentations on March 25, according to the NBC Research and Planning Department.

In addition, another 3,800,000 listened to NBC Radio's coverage of the event.

Incidentally, Donna Reed, who won the "best supporting actress" award, is the sister of NBC engineer Keith Mullenlenger.

NBC Leases N. Y.'s Century Theatre For Conversion to Television Studio

The celebrated Century Theatre in New York has been leased by NBC under a long-term arrangement and is being converted into a modern studio for the production of television programs, it was announced last month by Leonard Hole, NBC director of Production.

NBC took full possession of this historic playhouse on March 23 and engineers are hard at work at conversion. Shows should start originating from there by June 1.

'Telephone Hour' Starts 15th Year on NBC Radio

The "Telephone Hour," sponsored by the Bell Telephone System, has been renewed on the full NBC Radio Network for 52 weeks, it was announced last month by Fred Horton, director of Sales for the network. The program's broadcast of April 12 marked the start of its 15th year on NBC.

The series has presented each week the world's most distinguished instrumental and vocal stars. Donald Voorhees, the music director of the program, has filled that post since the show's inception in 1940.

Over 100,000 Request Essay Read on 'Voice of Firestone'

Elizabeth (Betsy) Evans, 16-year-old Ohio high school junior, read her prize-winning essay, "I Speak for Democracy," during a "Voice of Firestone" simulcast March 1 and within five days more than 100,000 letters and telegrams requesting copies were received by the Firestone office. She repeated her reading on the March 29 program.

Miss Evans was one of four national winners in the recent Voice of Democracy contest sponsored by the National Association of Radio and Television Broadcasters.

First Lee de Forest Award To Sponsor for 'Hall of Fame'

The first annual Lee de Forest award for most consistent television and radio programming in the public interest was presented late last month by the world-famous physicist and "father of radio" to Joyce C. Hall, President of Hallmark Cards, sponsor of NBC-TV's "Hallmark Hall of Fame."



Brig. Gen. David Sarnoff, (right) Chairman of the Boards of RCA and NBC, being presented the 1954 Humanitarian Award of the Golden Slipper Square Club, Philadelphia, at its recent awards dinner. Making the presentation are William H. Sytk, (left) President of station WPEN, who is also a Vice President of the Club, and its President, Rudolph Fried. The award included a \$1,000 check, which General Sarnoff immediately turned over to the Club's camp fund for children. In his remarks after the ceremony, General Sarnoff declared that man cannot hope to control the behavior of the electron and the atom until he learns to control himself in a world where "one man's madness can make millions mourn."

NBC Leadership Again Shown in Recent Ratings

Nielsen, ARB or Trendex—take your pick and you'll find NBC-TV shows outdistancing all opposition for leadership positions.

The Trendex report for March listed six NBC shows in the top ten, backing up the Nielsen ratings, which gave NBC-TV seven of the top ten, and the figures of the American Research Bureau, which showed us with six of the top ten and eight of the top fifteen.

1,001st Program of 'Amateur Hour' Features Stars it Started Off

"Ted Mack's Original Amateur Hour" was hardly composed of amateur performers when it presented its 1,001st Amateur Night on April 10. "Graduates" of the show who headlined the special program were Paul Winchell (and Jerry Mahoney) opera star Mimi Benzell, recording artist Teresa Brewer, dancer Ray Malone and comedian Frank Fontaine. They represent a token of the 800,000 amateurs who have auditioned, and of the 500 who have become successful in the entertainment world.

As usual, presiding over the show was Ted Mack, successor to the late Major Bowes, who originated the program in 1934.

Film's First Anniversary

Stanton Reviews Growth of NBC Film Operation
As It Marks First Year as Separate Division

The NBC Film Division last month marked its first anniversary as one of the National Broadcasting Company's major operating divisions.

"The NBC Film Division's first year was one of rapid, though carefully controlled, growth," said Carl M. Stanton, who was named NBC Vice President in charge of the division shortly after Robert W. Sarnoff was elected Executive Vice President of NBC last December.

"This growth is measured in terms of new personnel, added film properties and vastly increased sales," continued Mr. Stanton, director of the division during all of 1953. "This year, however, will be even more important for the syndicated film business than was 1953. From the pattern established last year it can be predicted that new television stations, as they come on the air, will look to the syndicators for much of their local programming. Many more local advertisers will avail themselves of the syndicated film as a streamlined, high quality, inexpensive selling vehicle.

"Regional and multiple-market advertisers will use the syndicated film in order to concentrate their advertising dollars where their sales are made. National advertisers will turn to the syndicated film in order to supplement their basic network television coverage."

More than 1,100 sales of NBC Film Division properties were made during the past year, Mr. Stanton said. Markets ranged in size from Panama City, Fla. (2,000 TV homes) to New York City (3,715,000 TV homes), where the division has nine programs on the air—more than any other single syndicator.

Four NBC Film Division series have been sold in over 100 markets: "Dangerous Assignment," 154; the hour-long "Hopalong Cassidy" films, 143; "Badge 714," 140; and "Douglas Fairbanks Presents" (now under the title of "Paragon Playhouse"), 125. Five other programs are approaching the 100-city mark.

Mr. Stanton pointed out that sponsors of NBC Film Division properties range from major oil companies and large brewers to local furniture and appliance dealers, banks, jewelers, dairies and many other business enterprises for which the syndicated film has proven to be an effective and economical advertising medium.



Carl M. Stanton, Vice President in charge of the Film Division, reports on "rapid, though carefully controlled, growth," during first year.

The division has also sold properties outside of the continental limits of the United States: programs have been sold in Mexico, Italy, Hawaii, Brazil, Alaska, Puerto Rico, Venezuela, Panama and Canada.

A year ago the NBC Film Division was syndicating two programs: "Dangerous Assignment," starring Brian Donlevy, and "Hopalong Cassidy." Today the division's inventory includes fourteen properties, with several more to be added during 1954.

Currently offered to local stations and to local or regional sponsors are programs which ran originally on the NBC Television Network and programs produced especially for syndication:

among the former are "Victory at Sea," "Badge 714" (formerly "Dragnet"), "Captured" (formerly "Gangbusters") and "The Visitor" (formerly "The Doctor"). The NBC Film Division also syndicates "The Life of Riley" in markets not covered by the network sponsor.

Among the programs filmed especially for syndication are "Dangerous Assignment," "Hopalong Cassidy," (a series of 54 hour-long films originally produced for theatrical release plus 52 half-hour films recently produced especially for television), "Paragon Playhouse" (formerly "Douglas Fairbanks Presents,"); "Inner Sanctum," the most recently filmed series, "The Lilli Palmer Show," "Watch the World" and a daily and weekly news-film program.

The Division also syndicates 26 feature films, more than half of which were produced since 1950 and none of which were previously shown on television.

Mr. Stanton declared that the NBC Film Division's forceful campaign on behalf of re-running good TV film series has benefited the entire industry.

"Since the beginning of the year," he said, "we have been preaching the gospel of the re-run. Despite a certain amount of initial opposition on the part of stations and the press, our stand has been thoroughly vindicated.

"We maintained that the re-run makes possible the local showing—at a local cost—of programs of highest quality. The emerging pattern of the industry has already made it apparent that enormous advantages accrue to the public, the television station and the advertiser through the re-running of good film programs."

Mr. Stanton observed that the re-run is not only an economic necessity to the producer and distributor of high quality programs, but—because of the constantly expanding television audience—it also reaches a larger audience than did the first run.

"Now that research data is available," Mr. Stanton said, "we find that our belief has been substantiated far

beyond our expectations: rating figures show that in syndication the re-run not only reaches a larger audience than the program did on its original showing, but that it continues to grow in popularity and that it can boost a station's rating for a given time period anywhere from 10 to 25 points."

He indicated that the Division's expanded sales force and its enlarged advertising, promotion, publicity, research and merchandising services had contributed substantially toward its first year of progress.

"The Film Division makes available to the station and the advertiser," he said, "every possible device to build both a local audience and the sale of the sponsor's product. Our aim is to provide stations and advertisers with the finest kind of film programs. In meeting and maintaining these standards, we feel that we are convincing the local advertiser of the commercial feasibility of fine programming."

Mr. Stanton noted that the NBC Film Division's shipping and library services have also been expanded during the past year. Originally servicing 76 stations with syndicated programs, network film shows and kinescopes, the New York and Hollywood film exchanges (operated by the Division) now service 285 stations with 2,000 prints a week, covering 4,000 actual weekly playdates. In addition, the Division has supplied the Armed Forces with more than 6,000 kinescopes of

NBC television network programs within the past two years.

The Film Library, largest collection of stock footage photographed especially for TV, has also stepped up its activities, now servicing stations, agencies and producers throughout the country with stock shots otherwise unavailable to them. Located in New York, the library stores over 20,000,000 feet of completely cross-indexed film, which is augmented each month by a quarter of a million feet.

"Our first year," Mr. Stanton concluded, "gives us confidence in the future. Competition will be keener this year — not because there are more distributors in the field but because there are more film programs on the market. It is our belief, however, that those companies which have established themselves by syndicating fine film programs, adhering to sound business practices and bolstering their programs with strong promotional assistance will continue to maintain leadership in the industry."

Shooting on the 39th and last of the "Inner Sanctum" episodes ended on Friday, April 9, and on the following Monday, April 12, production started on a new series, "The Falcon." Thirty-nine half-hour adventure dramas will be filmed, starring Charles McGraw as Michael Waring, The Falcon.

The popularity of "The Falcon," undercover U. S. Intelligence agent operating all over the world on hazard-



The famous "Inner Sanctum" creaking door, the sound of which is familiar to millions, is inspected by J. Fred Muggs, chimpanzee of "Today." NBC Film brought this show, long famous on radio, to television.

ous missions, has snowballed since its origination as a radio series. Twelve motion pictures were produced with The Falcon as the central figure, and for nine years it was an immensely popular show on radio.



A revolutionary new camera mounting used in the filming of "Inner Sanctum." The new "crab dolly" enables the cameraman to go up and down by hydraulic power. The four sets of pneumatic-tired wheels allow all the maneuverability of a regular TV camera.



The cameraman sets up shots and goes through a "dry run" of camera movements which were later followed in the actual filming of "Inner Sanctum." At the same time, the audio engineer has the boom mike over the cast to obtain the sound level the director wants.

'HOME' IN COLOR

SHOW'S FIRST COLORCAST FROM WASHINGTON;
TEXAS GIVES TO GROWERY IN GRAND STYLE

NBC-TV's widely-hailed new daytime show, "Home," was telecast in color for the first time on Wednesday, March 31, when the major portion of the program originated live underneath the famous cherry blossom trees in Washington, D. C.

The tinted segment of "Home" featured garden editor Will Peigelbeck discussing the care and growth of cherry trees and showed viewers the

over, for that Goliath among states, Texas, had finally come across with its contribution. And it was whomped up in proper Texas fashion.

From the moment "Home" invited the 48 states to submit soil samples for the growery, the big question had been: What would Texas do? In February, the executive assistant to Gov. Allan Shivers wrote that the Lone Star State would be represented by a contribution from John C. White, commissioner of the Department of Agriculture.

Then followed weeks of suspenseful waiting. Other soil dribbled in. Someone discovered that the District of Columbia had been omitted from the invitation. Vice President Richard Nixon rushed into the breach with a modest container of earth from the Capitol grounds in Washington. Still—not even a speck of dust from Texas.

Then, late last month, Texas rose again! After more than a month of unprecedented silence, Commissioner White wrote to producer Jack Rayel: "I am very sorry for the delay in shipping you this soil, but we have made an effort to secure soil from each of the 267 counties in Texas."

At last report, "Home" officials, frank to admit that they underestimated the capacity of Texas to outdo all others, were standing by to cope with the onslaught of Lone Star earth as best they can.

Miss Arlene Francis is editor-in-chief of "Home." Not surprisingly, she is frequently referred to in speech and writing as Miss Francis.

Not surprising, either, is the small measure of confusion resulting from the use of that means of address. Another pillar in NBC-TV's morning schedule, Dr. Frances Horwich, of "Ding Dong School," long has been known among the younger set as Miss Frances.

Here's a way to remember which Fran has an *es* and which an *is*: The "Home" Miss Francis bears an *i* for *information*. The "Ding Dong School" Miss Frances has an *e* for *education*.

NBC-Barnard Courses Announced

The fourth annual Summer Institute of Radio and Television jointly sponsored by Barnard College and the National Broadcasting Company will be held in New York from June 28 through Aug. 6.

The six courses offered by the Institute are taught by NBC and RCA Institutes staff members in the NBC studios in Radio City, New York. Students take a full program of four courses, two of which are required and two of which are elective.

A new course, "Technical Operations Orientation," will be directed by Paul L. Gerhart, director of training, RCA Institutes, Inc., and other staff members of RCA Institutes, Inc., will lecture. This course is designed to introduce students to the equipment used for television studio operations.

William C. Hodapp, producer of NBC-TV's "American Inventory" program, will teach "TV Programming and Producing." The course will include lectures, class projects and observation trips to studios concentrating on specific problems of production, techniques of programming and methods of directing TV programs. Students will be given an opportunity to observe and assist in the preparation of an actual program.

Michael Dann, television program manager of NBC, will teach "Your Television Career," a comprehensive study of the television field. "The Techniques of Announcing on Radio and Television" will be given by Steve White, program manager of WNBC. Stanton M. Osgood, manager of film production and theatre television of NBC, will teach "Film Production for Television," and Ross Donaldson, supervisor of NBC literary rights and story division, will teach a course on writing for radio and television.

Men and women who are college graduates, or high school graduates who have had paid experience in radio or television, may apply for admission in the Institute. Enrollment will be limited to 40 students. Application for admission should be made before June 1 on forms which may be obtained from Miss Ruth Houghton, 112 Milbank Hall, Barnard College, New York 27, New York. The fee for the course is \$150.



Vice President Richard Nixon (left) presenting Carleton D. Smith, Vice President and general manager of NBC's Washington stations, with the District of Columbia contribution to the growery, soil from the U. S. Capitol grounds.

two original cherry trees planted in Washington. Was well as the others coming into bloom then. Moreover, fashion editor Eve Hunter presented a preview of the annual Mayflower Hotel fashion show on the lawn beneath the trees.

A special feature on city planning was conducted by editor-in-chief Arlene Francis. Filmed aerial views of Washington's slum areas were shown, and plans underway to improve those conditions were discussed. Also, viewers were treated to a visit to two outdoor picnics—one elegant and the other informal.

Back in its permanent set in New York, "Home's" growery was prospering. Yea, it was about to runneth

Cott Assigned Additional Duties Exploiting Subsidiary Rights



Ted Cott

The assignment of Ted Cott, NBC Radio Network Operating Vice President, of additional duties in connection with the exploitation of subsidiary rights under the company's talent and program contracts was announced late last month by Robert W. Sarnoff, NBC's Executive Vice President.

Under this assignment, Mr. Cott will also conduct centralized planning for the development of new fields of subsidiary rights and activities growing out of NBC's broadcast operations.

"The centralization of responsibility in this field will permit us to proceed systematically in exploring and real-

izing a great potential which can add a new dimension to our business," Mr. Sarnoff said. "Through full and effective exploitation of existing subsidiary rights and new approaches for developing collateral values generated by our programs, important additional benefits can be gained by NBC, its talent and its program suppliers."

On matters arising from the assignment of these additional duties, Mr. Cott reports to Mr. Sarnoff.

Assisting Mr. Cott are the following: Mitchell Benson, who continues as manager of contract administration in NBC's Talent Department and serves

as Mr. Cott's principal assistant in connection with talent and program negotiations arising under the new activity.

Ted Zaer, business manager for the Radio Network, who also serves as financial advisor and analyst in the development of the additional operations assigned to Mr. Cott.

Frank Fitzgerald, who continues as a member of Mr. Cott's Radio Network staff, and assists in general administrative matters.

Sidney Rubin, formerly an account executive on the WNBC sales staff, who has been appointed supervisor of operations, reporting to Mr. Cott.



The sale of NBC-inspired products is prospering at the souvenir counter recently established on the mezzanine of NBC's headquarters in the RCA Bldg. *On left* is a full view of the little mart, with Bob Condon and Carol Glassman of Guest Relations behind the display case. *On right*, Carol is showing a prospective customer one of the many "Ding Dong School" wares. NBC employees are entitled to a 20 per cent discount on products here.

Congress Shootings

WRC Newsman Captures Assailant; Is on Air Eight Minutes Later

Jack Connolly will be as eager as the next guy to talk about his operation. But he's a modest fellow, and so we'll tell what happened to him the day before the operation.

Jack is WRC news editor John D. Connolly. He not only got the big break in the March 1 shooting in the House of Representatives, but he helped capture one of the Puerto Ricans who brandished Lugers in the spectator gallery.

All this, the day before he checked in at Providence Hospital in Washington to go under the ether for a painful but not serious intestinal operation.

Jack had said good-bye to the well-

By
Russ Tornabene,
WRC News Editor

wishers in the newsroom on the preceding week-end. Next word the news gang expected from him was that he was "doing nicely," as medical bulletins phrase it. But there was one remaining duty: interviewing Representative Walter Judd of Minnesota on tape for a KSTP Minneapolis re-broadcast. At 2:30 p.m. the interview in the House radio gallery was completed, and Jack was preparing to leave the booth, which is located across a corridor from the spectator gallery of the House. Engineer John Martenson was packing up his equipment. Time now was 2:32 p.m.

"The first shots sounded like firecrackers," Jack says.

"We didn't know what to make of it at first, but one of the other guys in the radio room slammed the door shut when he realized that this was no false alarm," he recounted, piecing together a hectic afternoon.

Connolly opened the door and ran into the hall, while engineer Martenson phoned the NBC newsroom in the Sheraton-Park hotel to alert the people there. Jack opened the door to his big story.

Rushing from the visitors' gallery were four Puerto Ricans (Jack is one of few witnesses who saw the fourth of the assailants, who was picked up later at the Washington bus depot). Connolly ran into the nearest one, the would-be leader of the group, Lolita LeBron. He pinned her arms behind her as she dropped her emptied pistol, holding her until Capitol Police arrived.

Time now: 2:37 p.m.

In the newsroom, Washington network news manager Julian Goodman was answering phones and making assignments. He lined up a network feed from the House radio gallery (we have direct lines to the studios in the hotel).

"Can you take it at 2:45 straight up?" he asked Connolly.

"Sure," came the answer, but Jack realized he had only 180 seconds to reconstruct what happened only a few minutes before. The newsroom fed him names of the injured congressmen.

Jack wisely commandeered Representative James Van Zandt of Pennsylvania, who also had helped capture one of the Puerto Ricans.

Time now was 30 seconds to air time. Make a check of the line. Assemble your thoughts. Get the names straight. What's the sign-off cue? Ready? Take it.

At 2:45 p.m., 12 minutes after the shooting, Connolly went on the radio network (and on WNBW audio) to wrap up the story, and use the additional eye-witness report of Congressman Van Zandt.

(Other networks were on the air also at 2:45 or immediately thereafter, but only with flashes and not wrap-up stories.)

Connolly returned to the newsroom to be given another assignment. Do another network feed on the shooting story. At 6 p.m. he was on a special WNBW news program with Ted Yates. Washington producer of NBC television's "Your President's Week," who also was in that corridor and held one of the Puerto Ricans until police arrived.

Yates tells his story: He was just off the floor of the House when the bullets started flying. He followed a group of congressmen to the next level, to the spectators' gallery. He ran into one of the fanatic pistol waving Puerto Ricans, and, turning, slid forward into the man. Yates held the man for police.

These three men: Connolly, Yates and Martenson, were the first to get into the story. But within an hour after the incident, a network television feed was set up, and at 3:30 p.m. David Brinkley went on from the studios, with Representatives Van Zandt and Judd giving eye-witness reports.

Television director Bob Doyle had arranged a remote pickup from the Capitol, and Richard Harkness went on from the steps of the Capitol during the special network television feed.

That night, NBC's "Camel News Caravan" utilized a live pickup from the House of Representatives, with graphic camera use to show where the fusillade of bullets had hit.

On March 1, Jack Connolly didn't think much about the operation he was to have the next day. He was too busy.



Taken just seconds after the assailants were captured, this photograph shows Jack Connolly (between the two men) holding the still defiant Lolita LeBron.

'3D Plus TV' Is Theme of Special Chicago Show

Talented young pianist Natalie Hinderas and the NBC-Chicago Orchestra, directed by Joseph Gallicchio, were heard and seen in a special simulcast presentation of "New Dimensions" on Sunday, March 7, on WNBQ-Channel 5, WMAQ and WMAQ-FM.

The program offered a world premiere of stereophonic sound techniques (dubbed "3-D Radio") and developed by NBC-Chicago with its weekly experimental stereophonic broadcasts of "New Dimensions" and "The Northerners", coupled with a regular telecast on WNBQ.

This "first time anywhere" simulcast brought together the visual aspects of a 30-minute concert in miniature and a faithfulness of audio reproduction simulating actual concert hall attendance, through the use of the NBC-Chicago combined radio and television facilities. The simulcast, to be heard and seen in the full "3-D plus TV" effect required the use of both a TV receiver and a regular AM radio, placed in accordance with a diagram which was printed in newspaper ads prior to the broadcast and also explained on WNBQ news telecasts.

According to NBC engineers, homes where both radio and TV sets were not available received satisfactory reproduction on the program on either medium, but dual AM and FM audio re-

ceivers were needed to obtain a full reception of the program.

The simulcast, which was sponsored by the Illinois Bell Telephone Company, included two featured piano works played by Miss Hinderas with the NBC-Chicago Orchestra; excerpts from the "Rhapsody on a Theme by Paganini," by Rachmaninoff, and the final movement of the Shostakovich Piano Concerto. The orchestra played three numbers: "American Salute" by Morton Gould; "Ebbtide," and "Es-pana Cani."

Don Herbert, NBC-TV's Mr. Wizard, introduced and explained the technical aspects of the unique premiere program.

George Heinemann served as executive producer of the New Dimensions simulcast; Don Marcotte, producer of the regular series, was assisted by Larry Johnson, WNBQ music supervisor. Don Meier directed.

Natalie Hinderas, featured soloist on the special program, is a graduate of Oberlin Conservatory and a brilliant concert performer. She has been guest artist on several NBC network TV programs, and has appeared previously on WNBQ in the summer of 1953. The "3D" show, with the NBC-Chicago Orchestra under Joseph Gallicchio, was repeated for the TV network after its initial Chicago presentation.

KNBH Honored:



George W. Irving (left), President of the Burbank Symphony Association and Burbank City Attorney, presented Lewis S. Frost of NBC the organization's yearly merit award at a dinner several weeks ago. Mr. Frost, Public Relations director, NBC Hollywood, accepted the award on behalf of NBC and KNBH. For the past three years, KNBH has televised the Christmas program by the Symphony and Chorus.

Nelson Named As Weaver Assistant

James H. Nelson, former manager of advertising and promotion for the NBC Radio Network, has been appointed a staff assistant to Sylvester L. Weaver, Jr., President of NBC, Mr. Weaver announced late last month. Mr. Nelson handles matters as assigned by the President.

Mr. Nelson joined NBC in 1942 as a promotion writer for Spot Sales.



Chicago's special "New Dimensions" "stereophonic sound simulcast" spotlighted pianist Natalie Hinderas and the NBC Chicago Orchestra conducted by Joseph Gallicchio.

John D. Howard

Joan D. Howard, senior radio set-up man in NBC Hollywood Plant Operations, was stricken while at work on March 20th and later died as the result of a blood clot condition described as coronary embolism.

Mr. Howard joined NBC in August of 1944 and only last year became the senior member of his department.

He was born in Evon, Colo., May 5, 1893. He is survived by his wife, Winifred C. Howard.

WEAVER ANNOUNCES COLOR 'SPECTACULARS'

90-Minute Shows
Begin in October

A series of color "spectaculars" ranging across the vast panorama of show business and embracing the most celebrated of producers, directors and stars was announced Friday, March 26, by Sylvester L. Weaver, Jr., President of the National Broadcasting Company. The series, which begins in October, marks the fruition of plans launched by Mr. Weaver, who outlined the concept of "spectaculars" as early as 1950 when he was Vice President in charge of the NBC Television Network.

Mr. Weaver's announcement followed a closed-circuit address to NBC affiliates in which he outlined the plans for the "color spectaculars" and other color planning for the 1954-55 season. He described the "spectaculars" as "great entertainment events which will stand out like peaks in the schedule and gain great audience attention by their massiveness and quality."

Thirteen in the series, which will be scheduled on a fortnightly basis, will be under the supervision of Leland Hayward, distinguished American producer, who will shortly announce the line-up of productions and producers for this group. Sponsor for the thirteen will be announced at the same time, Mr. Weaver added.

In addition to the regularly scheduled "spectaculars," Mr. Weaver said, there would be occasional special "one-shots" of the same character, which would be networked on a pre-emption basis, as provided in facilities contracts. He said that NBC's present color mobile unit, and others now being built, would permit NBC to pick up important entertainment events, special events and sports outside the studio.

Mr. Weaver revealed that Max Liebman, producer of "Your Show of Shows," may produce a black-and-white series similar to "spectaculars" in concept, and which would be scheduled three Saturdays in four during the 1954-55 season.

Mr. Weaver said that "spectaculars" are expected to expand the exciting pattern of such great events on NBC Television as the Ford Anniversary Program, produced by Hayward; the Maurice Evans performances of "Ham-

Harry C. Kopf, Veteran NBC V. P. in Chicago, Dies Suddenly

Harry C. Kopf, NBC Vice President and general manager of stations WNBQ and WMAQ, National Broadcasting Company owned and operated stations in Chicago, died suddenly Friday night, March 26, of a heart ailment.

Mr. Kopf, 51, was stricken at the Evanston, Ill., home of his brother-in-law and sister, Mr. and Mrs. Rolla S. Pribble, with whom he had lived for many years.

Mr. Kopf had been associated with NBC for almost 25 years, having joined the network's sales staff in Chicago in 1931. In 1939 he was promoted to sales manager of the NBC Central Division, and in 1940 he became general manager of the division. A year later he was appointed an NBC Vice President.

In 1946, Mr. Kopf was transferred to NBC in New York as Vice President in charge of Network Sales and in 1950 he returned to Chicago to head up the operations of WNBQ and WMAQ.

Under Mr. Kopf's direction, the NBC Chicago television outlet, WNBQ, which went on the air in 1949, achieved stature as one of the most successful stations in the country. The station made many outstanding contributions in the field of general and public service programming and won prominence as an origination point for many highly successful NBC-TV network programs.

let" and "Richard II" sponsored by Hall Brothers; and Robert Sherwood's TV original, "Backbone of America," sponsored by the Miller Brewing Company.

The series will be broadcast in color under the RCA compatible color system: by October, many thousands of viewers will have access to color receivers. The programs will be seen in high-quality black and white on the nation's 27,000,000 monochrome sets.

Under existing plans, "spectaculars" in the regular series are projected for Saturdays (9 to 10:30 p.m.) Sundays (7:30-9 p.m.) or Mondays (8-9:30 p.m.) at the rate of one every other week.

Under his administration, too, WMAQ maintained its position of leadership in radio broadcasting.

His long record as a radio and television sales executive was one equaled by few men in the industry.

Mr. Kopf was born Dec. 26, 1902, in Shawneetown, Ill. His father was the late Charles Kopf, an electrical



The late Harry C. Kopf, who was Vice President and general manager of WMAQ, WNBQ, Chicago, until his sudden death late last month.

engineer. All of Mr. Kopf's early schooling was in Chicago, where he attended John Fiske Grade School and Hyde Park High School. He attended the University of Illinois, majoring in advertising and sales, and received a B.S. degree in 1925. He was active in campus affairs and athletics, and was a member of the Alpha Tau Omega fraternity.

Mr. Kopf began his business career in the local advertising display department of the old Chicago *Herald-Examiner*. Later, he became Midwest representative of *Systems* magazine and was sales and advertising representative for *Literary Digest* magazine.

In addition to his sister, Mrs. Pribble, Mr. Kopf is survived by a brother, John M. Kopf, of Chicago.



Photo on right—Assisting honor guest J. Fred Muggs as he drew the door prize ticket are (left to right): NBC executive producer Barry Wood; Roy Waldron, Muggs' co-owner; Bill Martin, NBC sales chief for New England; and Buddy Mennella, Muggs' other co-owner. Photo on left—Barry Wood explaining to luncheon group NBC's color television plans.

Boston Ad Club Honors NBC

The National Broadcasting Company was honored by the Boston Advertising Club on Tuesday, March 2, at an "NBC Day" luncheon. The occasion featured an address by Barry Wood, NBC's executive producer in charge of color, and a surprise appearance by J. Fred Muggs of "Today."

Mr. Wood spoke of the network's activities in color television production and of the NBC color corps' research into staging, costuming, make-up and lighting as affected by conversion of programs to color. He was presented with an engraved silver bowl by Edward C. Donnelly, President of the Boston Advertising Club, on behalf of that organization.

"Color television is already here and will grow by leaps and bounds during this first year of its official existence," Mr. Wood said. "There are now 26 television stations in the NBC network equipped to handle color; 53 or more have orders in for color equipment and by the end of the year there will be 130 stations ready to transmit color."

"The number of viewers of color television will grow proportionately. There will be 100,000 sets equipped for color television by the end of 1954; a total of 10,000,000 sets five years from now," Mr. Wood estimated.

A kinescope preview of NBC-TV's new "Home" show was shown to the

audience as part of the meeting. In it, Dave Garroway noted the success his "Today" program has achieved and then introduced Sylvester L. Weaver, Jr., President of NBC, who described how "Home" was planned and produced. He in turn introduced Leland Hayward, NBC program consultant, who predicted that "Home" will be among the most successful of TV shows.

Later, Arlene Francis, editor-in-chief of "Home," was introduced by tape recording, and noted that she was sorry she couldn't be there in person, but it was just the second day of her new

show. She extended greetings to the Boston Ad Club on its 50th Anniversary and extended to it her best wishes for a very successful convention.

J. Fred Muggs, who had been flown up from New York that morning, appeared in a cutaway suit with striped trousers. Escorted to the head table, he banged the speakers' stand in lieu of a talk, and picked the first ticket in the door prize drawing. President Donnelly then presented him with a Paul Revere Hat, the club's traditional gift to distinguished visitors.

Chairman of the day was Bill Martin, NBC's sales chief for New England.



Overall view of the NBC promotion display at Boston Ad Club luncheon honoring NBC



A split-second after the announcement, winner Harriet Egan is radiant as husband John Fraser squeezes her hand.



(Left) The courtly Ed Herlihy leading New York's Miss NBC up for the crown



(Right) The newly-invested winner beams as Herlihy announces prizes. With finalists (L to R): Joan Lind, Sandy Boley, Mary High, Barbara Klopp

At NBC New York's Big Spring Dance:



(Above) Deep in conversation at dance are (L to R): Sydney H. Eiges, Vice President in charge of Press and Publicity; Mrs. Weaver, and Sylvester L. Weaver, Jr., President of NBC. (Below) Seated around table 17 clockwise, beginning at six o'clock, are: Robert W. Sarnoff, Executive Vice President; Mrs. Sarnoff; NBC VP's J. V. Heffernan and Manie Sacks; Mr. and Mrs. Weaver, and Mrs. Heffernan. (Right) Several overall scenes of the dance.



HARRIET EGAN CROWNED AS MISS NBC



A key event in the Miss NBC contest was the selection of five finalists from among the 150 photos of NBC girls. This was done by a panel of famous personalities, including the three judges seen here (L to R): Ben Grauer, Herb Sheldon and the nationally known illustrator, Arthur William Brown.

Lovely Harriet Egan, secretary to NBC Staff Vice President David C. Adams, was crowned "New York's Miss NBC of 1954" at the Annual Spring Dance for employees of NBC New York, held in the Grand Ballroom of the Waldorf-Astoria on April 2.

More than 1,500 NBC employees and their guests, including NBC President Sylvester L. Weaver, Jr., and Mrs. Weaver, and Executive Vice President Robert W. Sarnoff, and Mrs. Sarnoff, attended the affair.

Entertainment was headed by NBC star Milton Berle, who acted as emcee. He introduced such top-flight acts as the Bob Hamilton dance trio, the Skylarks, vocalist Judy Johnson, singing discovery Charlie Applewhite, and comedian Jonathon Winters.

Harriet Egan, the 25-year old bru-

nette who is now "New York's Miss NBC," was elected to that honor by her fellow employees in a competition held throughout the New York office. A panel of judges — including John Robert Powers, Russell Patterson, Arthur William Brown, Arlene Francis, Ben Grauer, Herb Sheldon, and NBC Personnel Director B. Lowell Jacobsen — selected five girls as finalists from among the 150 entries. Ballots were imprinted upon pay check envelopes distributed on March 26 and 31, and the elected choice of NBC employees was the beautiful Miss Egan.

As winner, Harriet is the recipient of an all-expense paid trip for two to Miami, a complete wardrobe, and many television and radio appearances. Shortly after the announcement at the dance, she was whisked off by Tex and

Jinx McCrary to be interviewed by them on their late evening radio show from the Waldorf. She also has appeared on Dave Garroway's "Today," and with Arlene Francis on "Home," and on "Jinx' Diary." Herb Sheldon's morning show, and Richard Willis' "Here's Looking at You" on WNB.T.

Most people got to the dance between nine and nine-thirty. There was dancing to the music of Jimmy Lanin's orchestra until about ten-thirty, when the popular NBC radio and TV personality, Ed Herlihy, took the floor and introduced Mr. Weaver and Mr. Sarnoff. Both expressed pleasure at this, their first opportunity to address such a large number of NBC employees directly. Then followed the crowning of Miss NBC and the entertainment. Dancing continued until 2:00 a.m.



The five beautiful finalists in the New York's Miss NBC of 1954 contest: Harriet Egan, Finance and Services-Executive; Sandy Boley, Planning and Research; Mary High, Guest Relations; Joan Lind, Guest Relations, and Barbara Kloop, WNB.T Traffic

A&P Activities Consolidated Under Evans

A consolidation of NBC's national advertising activities under Jacob A. Evans as director of national advertising and promotion was announced last month by Robert W. Sarnoff, Executive Vice President.

Mr. Evans, who reports to Mr. Sarnoff, is responsible for all national advertising and all national direct mail promotion for the various operating divisions of the company, for all NBC institutional advertising, and for all network audience promotion.

"The operating divisions of the company will continue to be responsible for sales presentations, sales information material, program availability data and promotional materials for sales development within their individual fields," Mr. Sarnoff said. "The Owned and Operated Stations will be wholly responsible for their own on-the-air promotion. Local promotion campaigns on behalf of individual Owned and Operated Stations will be coordinated with the National Advertising and Promotion Department at



Jacob A. Evans, director of National Advertising and Promotion.

the planning stage, and will be conducted by the individual stations in accordance with the general pattern developed from such coordination."

He also announced the following appointments and responsibilities:

Ridgway Hughes, named Radio Network sales presentation manager, is



WTAM-WNBK News director Edward Wallace interviews Cleveland transit system official Ray Turk during recent snowstorm that had city traffic tied up in knots. Cameraman is Herb Posnik; other man is associate director Rue de Gravelles. NBC Cleveland got special newspaper recognition for its on-the-scene reporting of the Cleveland storm as well as its great public service aid.

NBC in Cleveland Aids Snowbound Listeners

April is now upon us, bringing, happily, some semblance of spring. This makes it almost impossible to believe that it was only several weeks ago that large parts of the U. S. were buried under one of the worst snows in years.

Smack-dab in the middle of the blizzard was Cleveland—and employees of NBC's WTAM and WNBK knew it! Many were stranded in the city overnight, unable to get to their homes.

Cleveland's Community Stations, WTAM-WNBK, really proved their salt then in aiding their snowbound audiences with important public service messages throughout the broadcast day. School closings, factory shutdowns and scores of meeting and church cancellations were broadcast during the five days Clevelanders were digging out from under 22 inches of snow.

responsible for all sales presentations, and sales and program availability information material for the NBC Radio Network, and reports on these matters to Fred Horton, director of Radio Network Sales.

David Hedley, Television Network sales presentation manager, is responsible for similar functions for the Television Network, reporting on these matters to Walter Scott, administrative sales manager.

Harold Shepard, manager of new business and promotion for the Spot

To assure NBC's audience of round-the-clock service during the emergency, WTAM-WNBK General Manager Lloyd E. Yoder during the peak of the storm made arrangements to keep key personnel in downtown hotels.

WNBK ran frequent weather shows from a remote camera position in downtown Cleveland—hoping to convince the home audience to stay there and not add to the traffic snarl that took as long as ten hours to get moving.

The 24-hour broadcast day of WTAM's 50,000 watt voice really proved a definite service to the news-hungry northern Ohio audience, with "All Niter" Joe Mulvihill passing along at frequent intervals the latest road reports from the State of Ohio Highway Patrol and other announcements of an urgent public service nature.

Sales Department, is responsible for that department's sales presentations, research, sales and program availability information, promotion assistance to represented stations, sales planning and new business development, reporting on these matters to Thomas McFadden, director of Spot Sales.

Reporting to Mr. Evans in the National Advertising and Promotion Department are: John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.

WAAM Fellowship Competition Open

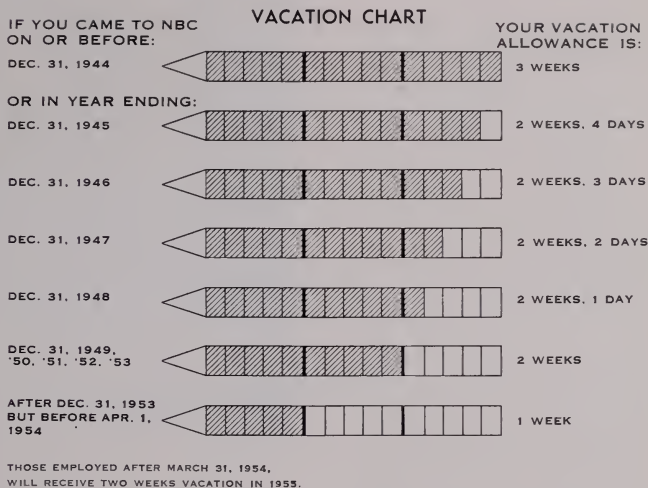
The third annual competition for the WAAM Television Fellowship for graduate study at Johns Hopkins University for 1954-1955 has been announced. Open to anyone now actively engaged in television, it carries a stipend of from \$4,500 to \$6,000, with no tuition charges for the Fellow.

The Fellowship was set up so that one mature person of high standing may have nine months free from professional duties to pursue special studies of his own choosing which will add to his effectiveness upon return to his regular work. If an NBC employee were to win this year, as one did last year, he will be given a leave of absence without pay for the duration of the Fellowship.

Applications may be obtained from D. A. Rutledge, NBC Personnel Department. Applications must be filed by May 15, 1954. The name of the recipient will be announced no later than June 15, and the Fellow will begin his work at Johns Hopkins on Sept. 15.

In 1953, Tad Danielewski, studio supervisor in NBC's Plant Operations Department in New York, was awarded the Fellowship. Now well into the second half of his Johns Hopkins tour, Tad has affirmed many times the great value of the Fellowship and how it has been helping him learn more about his area of specialization in television.

*Check Your Vacation Time
—Plan Your Holiday!*



Last year, NBC's vacation policy for certain employees was changed to provide an additional day of vacation for each year of service from the sixth through the ninth year, besides the regular two weeks. For some time, three weeks have been provided to members of NBC's 10-Year Club. Presented above for ready reference is a chart showing just how much vacation you are entitled to this year. This represents basic company policy, subject to collective bargaining agreements where applicable.

90-Minute TV Show Honors Rodgers and Hammerstein

An hour-and-a-half television tribute was paid to two of the greatest figures in the musical theatre — Richard Rodgers and Oscar Hammerstein II—over the four major networks on Sunday, March 28.

One of the most extraordinary line-ups of talent in television's history were seen on the show, which was a cavalcade of numbers from the six Broadway hit musicals of Rodgers and Hammerstein. Mary Martin acted as mistress of ceremonies, did a scene from "South Pacific" with Ezio Pinza, and sang "It Might As Well Be Spring," from the R&H movie, "State Fair."

Other outstanding performers who were seen in selections from the musicals were Gordon McRae, Tony Martin,

Rosemary Clooney, Patricia Morison, Yul Brynner, John Raitt, Jan Clayton, Bill Hayes and Janice Rule. Groucho Marx, Edgar Bergen and Charlie McCarthy and Ed Sullivan were seen in comedy bridges between the musical numbers.

The great Rodgers and Hammerstein successes which were highlighted during the "General Foods 25th Anniversary Show" were "Oklahoma!" "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet."

**"RCA PIONEERED AND
DEVELOPED COMPATIBLE
COLOR TELEVISION."**

NBC Marriages

Wanda Watson, San Francisco, to Jack Hollywood

Loretta Leehive, N.Y., to Cpl. Ronald Brandmayr

Jane Roane, N.Y., to Stuart Langley

Kaye Durbin to Bunny Svec, both Cleveland

NBC Engagements

James Gladstone, N.Y., to Nancy Wolfe

Carol Mayer, N.Y., to Edward Schaeffer

Mary Catherine Morgan, Chicago, to Dr. Joseph Grana

Audrey Jenkins, to Edwin Kampa, both Chicago

Peggy Garner, Chicago, to Philip Kent

Lynn Koykar, Chicago, to Joseph Christen

Tuition Payments Now Subject To Withholding

Payments to employees under NBC's Tuition Plan henceforth will be subject to the normal payroll taxes, such as the Federal withholding tax. It recently has been determined that such payments are considered as additional compensation under present tax laws and are subject to normal payroll withholding.

Therefore, employees participating in the Tuition Payment Plan will find that the reimbursement given to them will be reduced by the amount of payroll withholding tax applicable.

NBC established the Tuition Payment Plan to assist employees in paying for courses that in the judgment of the company would make him better able to do his present job or help qualify him for possible future promotions. Courses are approved for any recognized educational institution.

On January 1, 1954, NBC increased its payments under the Tuition Plan from a maximum of \$50 a semester to \$75 and from a maximum of \$150 a calendar year to \$225.

Don't Be Stamp Chiseler

The other day in one pickup of mail at least 40 letters, clearly identifiable as personal letters, were sent to the Mail Room in New York without postage stamps. The company can assume no responsibility for the stamping and mailing of such letters.

NBC Births

To Robert Costellos, N.Y., a daughter, Kathleen

To Grey Lockwoods, N.Y., a son, George II
To Harold Gallaghers, Cleveland, a daughter, Kathleen

To Bill Johnstons, N.Y., a son, William, Jr.
To Ken Fosters, N.Y., a son, Robert
To Irving Shapiros, N.Y., TWIN daughters, Linda and Marcia

To Robert Juncosa, N.Y., a son, Robert, Jr.
To Rick Caros, N.Y., a daughter, Deborah
To Bill Urbans, N.Y., a son

To John Tompkins, Washington, a daughter, Vanessa

**"RCA PIONEERED AND
DEVELOPED COMPATIBLE
COLOR TELEVISION."**

IT PAYS TO BE . . . A TELEPHONE GENTLEMAN!

By Elmer G. Leterman, Author

"The Sale Begins When The Customer Says No"

We live in an age of speed. In the short space of a year, jet propulsion has made the speed of sound seem only a snail's pace. In the rush of today's tempo, we frequently are unable to deal with our clients face-to-face. This means the bulk of business today is done by mail and telephone. At the moment, I'd like to talk about the use of the telephone — a rarely emphasized part of our work.

I have seen people who are fine gentlemen in their face-to-face dealings but whose telephone manners are atrocious! The telephone seems to affect people somewhat as an automobile does. Often the mildest-mannered pedestrian refuses to yield the right-of-way to anyone when he gets behind the wheel. He becomes a roaring speed merchant — endangering his own life, as well as the lives of others.

The telephone is a passive tool — its usage becomes what you make it! It can be the greatest asset you have in your business, or it can make you a miserable failure. Is it worth five minutes of your time to check these 10 rules for a telephone *gentleman*?

1. ANSWER THE TELEPHONE PROMPTLY.
2. IDENTIFY YOURSELF IMMEDIATELY, both when making and taking calls.
3. FIND OUT THE CALLER'S NAME AND USE IT! To many, the sound of one's own name has a musical quality second only to Beethoven's Fifth.
4. SPEAK DISTINCTLY. There are few things more exasperating than trying to make something out of the hash of a telephone mumbler.
5. SPEAK EXPRESSIVELY. Your voice should carry the color for the listener's ear, instead of his eyes.
6. GIVE EVERY CALLER YOUR FULL ATTENTION. Concentrate on what he is saying and on your answers to him. Don't conduct other business operations during a telephone call.
7. DON'T TRANSFER HIM! Take care of the caller yourself, if possible.
8. DON'T LEAVE THE LINE. If you have to get information, arrange to call back — and do so promptly.
9. BE PREPARED TO TAKE ORDERS, NOTES OR MESSAGES QUICKLY AND ACCURATELY.
10. HANG UP GENTLY!

D.C. Employee Collars Thief

The Communications office of NBC Washington has a right to be proud of one of its pages. His name is Don Beagle, who with the aid of a friend captured a thief in the act of holding up a downtown Washington restaurant.

Don and a friend entered the restaurant about 11:45 p.m. on a February night. They were talking with the proprietor, a friend of theirs, when a

girl nervously edged up to the counter, drew a gun, and announced her purpose of holding up the restaurant.

The proprietor grabbed the gun and Don seized the girl and pushed her into a booth. She tried to escape several times but to no avail, since Don kept a steady watch on her. The police soon arrived and took the girl desperado into custody. She was identified as "The Blond Bandit," who previously had robbed three stores.

To report on his quick thinking and acting, Don appeared on a local news telecast the following day.

Record-Breaking Merchandising Package:



(L to R) Fred N. Dodge, director of Merchandising; Murray Heilweil, manager, and Gordon Lane, promotion manager, going over plans for the "NBC-TV Star Value Parade."

'NBC-TV Star Value Parade' Wins Immediate Acceptance

For weeks now the NBC Merchandising Department has been busily putting together one of the most extensive promotions ever staged in the 34 billion dollar retail food industry.

"NBC-TV Star Value Parade", as the promotion is called, wraps up NBC's galaxy of television stars with a merchandising package geared for increasing the sales of those grocery store products advertised on NBC-TV.

Under the plan, top NBC stars such as Bob Hope, Jimmy Durante, Dave Garroway, Wally Cox, Sid Caesar, Imogene Coca, and others will be featured at the point-of-sale in a continuous, year-round promotion in 20,000 of the country's leading supermarkets. For NBC advertisers, "Star Value" offers the kind of help needed in an ever-increasing competitive market as it gives advertisers on NBC-TV a coordinated series of feature displays in 5,000 food stores every 13 weeks.

Acceptance of "Star Value" has been immediate with advertisers and their agencies. Already signed are: Kraft

Foods Co.; Armour & Co.; S. C. Johnson; Quaker Oats; Pet Milk; Dow Chemical; Griffin Manufacturing Co.; Doeskin; Borden's and the Kellogg Co.

Colorful display material "built around the big star appeal", is being made available to participating stores, and to advertisers on a shared-cost basis. "Star Value" is the first known media promotion which gives NBC-TV Affiliates a "show case" to promote their top national programs in the heaviest traffic stores — supermarkets. Station snipes with identifying call letters are provided in kits for that purpose.

Fred N. Dodge, Director of the department, and Murray Heilweil, Manager, first conceived the plan after conducting a series of tests which proved the effectiveness of the concept.

Some of America's largest chains and independents have already signed including: Divisions of Safeway Stores; Colonial Stores; American Stores; Food Fair; Dixie Home and Humpty Dumpty Stores.

Pencils Take on New Hue at NBC

One of the most familiar of all NBC office supplies will begin to take on a new look, starting this month. The standard yellow pencil we have known for so long will start to give way to a sprightlier model with a bright red outer surface. As with the yellow version, "National Broadcasting Co., Inc." will be imprinted upon the pencil.

Just when the various locations of NBC will begin to use the different types of the new red pencils will depend on the size of the existing stocks of yellow ones. When the supplies of the latter hue are exhausted, the red ones will be ordered exclusively.

In New York, most populous office of NBC and correspondingly biggest user of pencils (about 800 dozen a month), the No. 1 (soft) red pencil will come in about the end of this month. The most popular pencil at NBC, the No. 2 (medium) will make its debut about June, and the No. 3 (hard) in late summer or early fall.

Although the yellow pencil has been used at NBC since 1929, this change is scarcely a break with time-honored tradition, for that color is simply the conventional one of nine out of ten pencils made in this country.

In fact, the adoption of the new tint, according to William S. Hedges, Vice President in charge of Integrated Services, constitutes "going back to a heritage given us years ago by the Telephone Company — the identification of NBC with the color red."

This came about, relates Mr. Hedges, "back in the early days of broadcasting, when there was just one network — NBC. When we ordered our first network lines, the Telephone Company traced them out on their map in red. Then NBC started its second network, and its connecting lines were drawn on the map in blue. Then came CBS, shown in green, and Mutual, in brown. Since the first two networks belonged to one company, they became known as the Red Network and the Blue Network. After their separation in the early 'Forties, of course, Blue became the American Broadcasting Company."

"Another reason for adopting red," continued Mr. Hedges, "is that red and white are the official colors of RCA."

People and Places

KNBH, Hollywood

Marianne O'Connor was welcomed to KNBH as secretary to film manager George Burke, replacing Frances Eley, who has resigned.

Jack Kenaston played host to 640 — yes, six-hundred forty — boy scouts recently on their annual outing in the foothills of the Sierra Madre range. He reports that the trip was a success — no lost or bitten scouts.

Muriel Pollia, secretary to Tom McCray, is busy in her new home workshop making unusual and original silver jewelry, both for men and women.

Tom McCray was recently appointed a member of the board of directors of the newly formed Municipal Art Patrons of Los Angeles. The purpose of the non-profit corporation is to help and work with the City Art Commission and eventually form a Municipal Art Center.

Jim Kilian, Bob Pelgram and two newspapermen recently returned from South of the Border in Mazatlan, Mexico, after a successful marlin and sail fishing trip. The story will appear in *Sports Afield* later in the year.

John Wehrheim returned from a trip to New York as did Tom McCray and Jim Damon.

It's alpha to Gene Terrell, who leaves after two years to join the Honolulu station KONA.

Ann Anderson hasn't really settled in her new apartment, as her advertising agency husband's business keeps them on the road weekends to Phoenix, Tucson or Bakersfield.

Jim Turner is taking swimming lessons in preparation for his boat trip down the Colorado this spring. In the 283-mile trip there are over 300 rapids, 60 of which are considered major obstacles. Only 139 persons have attempted the feat since 1916, and 49 people were unsuccessful and drowned. Good luck, Jim!

WTAM, WNBK, Cleveland

Congratulations, orchids, etc. to the talent team who came out on top in the annual AFTRA Awards presentations. Cy Kelly and Glenn Rowell are top winners, claiming three awards. As a team they were awarded certificates for the best children's live television

show, best TV weather reporting and best TV commercial announcing. Johnny Andreus won an award for the best radio performer and the "Morning Bandwagon" won two awards: best musical variety show and best Cleveland radio program of 1953. Tom Field won for the best radio newscaster. Tom Haley best news feature and humor show. Ken Coleman best sports play-by-play. Joe Boava was awarded the best TV children's film program, and Sam Levine for the best TV sports instruction show.

We have a few new additions to the staff. Welcome to Shirley Rich, who is secretary to Harold Waddell — new Sales Manager of WTAM. Shirley and Hal both hail from a competitive station in Cleveland. Hello to Judy Zerkin, who replaces Beverly Hammond in the Nancy Dixon office. Bev is awaiting a new arrival. Judy attended Ohio State University before coming here.

So nice to have Dorothy Laurence with the staff. Her new show "Come into My Parlor" is already proving to be a hit. Dorothy isn't a newcomer to NBC. During World War II she trained under Pat Kelly, head of the announcer's staff in New York.

Clem Scerback, our station Advertising and Promotion manager, is preparing to start night law school . . . figures to complete in four years. Clem intends to specialize in broadcast law.

Maggi Byrne's women's show has been lengthened by fifteen minutes two days a week and moved to a new time on March 1st. Maggi's extra time is devoted to kitchen hints and cooking.

Carole Engelbert in the AM Program Department became engaged February 23th to Charles Weick. No date set as yet. Harold Callagher, TV Sales, is the proud grandfather of a bouncing baby girl — Kathleen Gallagher. Kathleen was born March 4th. Bunny Sec and Kaye Durbin both step to the altar the 24th of April. Bunny is leaving NBC to devote full time in her new home. Kaye will stay on in Accounting.

Would like to be in TV director Bill Morris' shoes. Bill will usher in a Bermudian wedding April 21st. Good luck to Tom Arend, TV director, who leaves NBC portals for WMTV, Madison, Wisconsin, as program manager. Joe Tanski, same title, developing his creative talents along the operatic lines.

Joe had a singing part in an operetta here, and also designed the sets for another production.

Johnny Andreus and family leave for a southern vacation March 15th. Dick Noel will sub on both Johnny's radio and television shows. Shirley Frye, Sales Traffic, had a wonderful vacation in Miami Beach, Fla.

Bill Davidson and Ted Walworth purchased homes in Shaker Heights. Both looking forward to the arrival of their families.

Mildred Funnell and Gloria Brown, staff talent, have published a magazine of ideas, "The Idea Shop Magazine." They've had 10,000 printed thus far and 10,000 requests for copies. All in 12 days.

WRC, WNBW, Washington

New assistant film editor is Kendrick W. Williams, who comes to WNBW after 20 years in the U. S. Marine Corps, where most of his experience was in the making of motion pictures. He replaces Ed Lynch, who is now with KOA, Denver. Leo W. McDonald, Jr., who goes by the name of Bill, has joined the Network News staff as a film processor and editor. Bill was formerly with McGeary-Smith Laboratories. Jerry Smith of WNBW Film Department has gone on active duty, reporting to the Potomac River Naval Command. Bryan Harris is assisting temporarily in the Music Library. Bill has studied music at the Juilliard School of Music and lived for awhile in Brazil.

The Annual Red Cross Fund Campaign got underway last month, with L. A. McClelland as keyman for the NBC Drive. Drive captains in the various departments were John Martenson, Engineering; Stanley Bell, Sales; Virginia Fiske, Program; Mary Lois Dramm, Traffic; Marion Davis, Accounting; Personnel; Press & Promotion; George MacKinnon, Building Services, and David Brinkley, News.

Nancy Osgood completes the 10th year of broadcasting over WRC on April 16th. A proud exhibit in her scrapbook for that year is an NBC Interdepartment Memo: "To: Nancy Osgood — From: All of Us — Date: April 17, 1944 — Subject: A Very Successful Program. . . Best of luck and all good wishes for success. We'll help all we can." The list of signatures is headed by WRC general manager Carleton D. Smith, who has since spent several years in New York to become NBC vice president. Mr. Smith has

returned to Washington, D.C. as NBC VP and General Manager for NBC, Washington. Nancy recalls with more than a little sentiment the lovely spring ouquet she found with the memo when he entered the studio to do that broadcast with announcer *Kenneth Banghart* (now of the NBC, New York staff).

Last month *James E. Kovach*, program director, announced two important appointments in the Program Department at NBC Washington. *George Dorsey* was named program manager of WNBW, and *James McMurry* joined NBC as manager of program development for radio and television.

NBC, Hollywood

All of *Janet Tighe's* (Press Department) friends extend their thanks that she and her friends were uninjured when their private plane crashed recently while enroute to Las Vegas, Nev. Congratulations to *Maggie Schaffert* on her appointment as supervisor of Commercial Editing in the Continuity Acceptance Department. Telephone operators *Betty Pobst*, *Betty Reed*, and *Gertrude Smith* take a bow. The following item was submitted to CHIMES by one of your unknown admirers. "The heart of NBC Burbank is the switchboard. Operators Betty Reed and Gertrude Smith could qualify for service with the F.B.I., Royal Canadian Mounted Police, and the U. S. Postal Service. They track their man down—always get him—and the message always gets through! Huzzah! for these gals who always serve beyond the line of duty!" (Ed. note: And the same goes for all the wonderful girls in Hollywood.)

Better Late Than Never Section: *Rose Abrams* from Central Stenographic is on maternity leave. . . . *Mary Louise Bailey* transferred to the Press Department from mimeo and doing a fine job. . . . Hi! to new arrivals *Loyce Williams*, night crew in mimeo; *Marilyn Smith* and *Lois Phillips* who join the regular day staff. . . . Zounds! the stork again: *Billie Dotson* returned from maternity leave and was promptly transferred to Engineering Recording to replace *Jeanne Perry* who was out on . . . you guessed it . . . maternity leave. Mimeo again: Welcome to two additional members to the night staff—*Raynor Mann* and *Clarissa Garner*. . . . The snows of Montana proved less attractive than the winds of California, so it's a pleasure to welcome back *Claire Salone Shoup*. . . . Regretful

farewell to *Marilyn Smith*, who resigned because of illness in her family. A great treat was enjoyed by all when "Mother Barbour" of "One Man's Family" fame presented Central Stenographic with some of her justly famous lemon tarts. No wonder she's one of NBC's favorite people.

Sorry to see *Peggy Frank*, Mr. Saxton's secretary, leave NBC, but very, very happy to hear of her forthcoming marriage to a KTTV engineer. Congratulations, Peggy. And a hearty congratulations to *Jane Detra*, Mr. DeBaun's secretary, who will assume Peggy's position in Saxton's office. A newcomer, *Judith Atkins*, replaces Jane. Welcome, Judy.

Hey, have you noticed the change in *Gay Faidley*? Mighty nice hair style and . . . color? New type make-up? New par-fume? Hmmm . . . could it be the expected return of a—beau? Sorry to hear about 20-year man *Harry Bubeck's* resignation. Happy to hear of *Karel Pearson's* promotion to his place, however, and congrats to *Bob Seal*, new local radio operations manager. Mr. Burrell returned from New York looking very happy to be back in warm, sunny, Calif. Mr. *Culley* and *Mort Smith* moaning the blues about *Jeanne's* departure—but happy about her forthcoming blessed event. . . . So are we, *Jeanne*. Happy Birthdays to *Don Beckett*, Mr. *Lovell*, and *Gretta Titus*. . . all looking younger these days. Happy Days to the *J. C. Riekerbergs*. . . another boy! His name? John Charles . . . very cute little cherub!

WMAQ, WNBQ, Chicago

Maurie Streitmatter, NBC Chicago music librarian, was a guest vocalist on the Howard Miller-June Valli show, "Close Up," for a week. Singing under the name of Michael Street. *Maurie* was a runner-up in the *Sun-Times*-Harvest Moon Music Festival.

Jules Herbuveaux, new general manager of stations WMAQ-WNBQ, has returned from a Phoenix, Ariz., vacation.

Central Division Network Program manager *Ben Park* and his wife have returned from a holiday in New Orleans where they scored at the Mardi Gras with "Kiss Me Kate" costumes.

Glenn Uhles, NBC Chicago personnel manager, has been named chairman of company Red Cross Drive.

Back at their posts after Florida vacations are *Judith Waller*, direc-

tor of Public Affairs and Education; *Helen Carey*, NBC Chicago talent director; *Rudi Neubauer*, WMAQ sales manager, and *Frances Clark*, Press photo editor.

George Heinemann, director of programming, WMAQ-WNBQ, has been appointed Chairman of the Radio and TV Committee for the 1954 Cancer Crusade. Heinemann, along with commentator *Alex Dreier*, actor-writer *Norb Locke* and TV director *Paul Robinson*, were guests of the U. S. Navy on a cruise down to the Navy base at Pensacola, Fla., recently.

Dick Wehrheim of the NBC Chicago engineering staff has been promoted to the newly created post of supervisor of technical operations for both radio and TV, reporting to *Howard C. Luttgens*, NBC Chicago chief engineer.

Newest lunch-hour "Scrabble" fans are *Bea Agnetti*, *Terry Opela*, *Sanita Nunez* and *Anne Kennedy*, who meet daily armed with Websters'.

Rolland J. Reichert, formerly supervisor of program operations for NBC Chicago, has assumed the newly-created position of manager of production facilities with NBC Chicago.

Kenneth R. Christiansen, one-time NBC-ite and most recently with ABC-Chicago, will assume the duties of supervisor of program operations formerly handled by Reichert.

Welcome to new NBC Chicago employees *Charles Dyer*, WNBQ Sales; *Robert Anderson*, TV Spot Sales; *Mary Zahumensky*, Accounting secretary; *Don Anderson*, announcer; *Carol Huber*, script girl; *Robert Dressler*, associate TV director; *Rosemary Coryell*, PBX operator; *Evelyn Stapleton*, payroll clerk; *Frank Howell*, TV Film Sales; *Janet Eppstein*, TV Film Sales secretary; *Paul Barnes*, announcer, and *Susann Larke*, TV Film Sales secretary.

KNBC, San Francisco

One of professional football's top stars has been added to the KNBC stable of sports commentators. *Gordon Soltau*, who has been a star end and place kicker for the San Francisco Forty-Niners since 1950, is doing a 15-minute sports commentary three days a week over KNBC. The new show marks the first commercial radio venture for Soltau, who is the leading scorer in the National Football League. However, at the University of Minnesota, where he was a unanimous All-American, Soltau did sports commentary and play-by-play for the campus

radio station. Veteran KNBC sports editor *Hal Wolf* shares late afternoon billing with *Soltau* . . . and for his work with the 49ers' "Toe," Hal has been dubbed with a new monicker, "The Heel," by his co-workers. KNBC's third sports commentator, *Ira Blue*, remains "The Tonsil."

Seven of KNBC's tired old men banded together recently to take on KGO and KGO-TV (Paramount-ABC's two San Francisco stations) in a game of basketball. The KNBC gladiators were engineers *Phil Ryder* and *Howie Ritscher*, salesmen "Sparkie" *McGovern* and *Ed Macaulay*, announcer *John Bowles*, deejay *Doug Pledger* and newsman *Bill Cothran*. After being defeated 35 to 20, the KNBC squad termed the foe "too many and too young."

San Francisco Briefs: *Norma Robison*, gadabout Girl Friday to flamboyant promotion manager *Dean Moxley*, made San Francisco gossip columns again last month. Flame-tressed *Norma* was the belle of a Cabaret Society group which spent a weekend snowbound in the rugged Sierra Nevada while en route to a gay Reno sojourn.

The ski season was a full one here at KNBC. Network sales secretary *Mary Bland* fractured one of her lovely akles in a ski mishap; *Lorrie Bunker*, secretary to Program Manager *John Thompson*, had a near miss involving a sitzmark.

Vitals: New members of the KNBC audience include a son, *Mark*, born to the wife of sports commentator *Gordon Soltau* . . . a daughter, *Doe*, for the wife of newsman *Ed Arnou* . . . and a son, *Kirby*, for the wife of Program Manager *John Thompson*. Mrs. *Thompson*, incidentally, describes her new son as "just like his father. He's tall and skinny, has big feet and a crew cut." . . . *Jan Carrel* of sales traffic is the proud possessor of a new Ford; and for announcer *Dudley Manlove* and his pretty songstress wife *Patty Pritchard* it's a shiny black Cadillac Coupe de Ville.

WNBC, WNBT, New York

There have been many, many changes going on in the Local Station . . . in fact, so many it is hard to know where to begin. Starting with those who moved to 67th Street (and who we hope will come to visit us once in awhile) we have *Elsie Ciotti* and *Barbara Klopp* of Traffic; *Sunner Glimcher*, Production Supervisor; and the entire *Steve Allen* Office, which includes *Doris Braverman*, *Dale Reming-*

ton, *Dwight Hemion*, *Stan Burns*, *Bill Harbach*, and *Mr. Allen*.

There are several changes in the Publicity Department: *Bob Blake* is director of Publicity for the NBC Owned Station Division; *Bill Anderson* is manager of WNBC-WNBT Publicity; *Pat Richer* is radio contact editor; *John O'Keefe* is television contact editor, and *Marilyn Rosenberg* is secretary to *Bob Blake*.

We want to wish *Barbara Mulligan* the best of luck in her new position as secretary to *Dick Pinkham*. Changes and more changes . . . *Mary Regan* has moved up to Room 313 and is now secretary to *Dick Pack*, and welcome to *Barbara Muller* (another ski-enthusiast, by the way), who is new secretary to *Steve Krantz*, WNBT Program Manager. Congratulations to *Bob Leder*, on his new position as General Manager and Vice-President of WINS . . . and to *George Stevens* who is now WNBC Sales Manager. Couldn't have happened to two nicer guys. Also congratulations to *Nancy Wheeler* on her new position as director of Broadcast Operations at Station WINS.

The skiers from Local are still as enthusiastic as ever. *Barbara Muller* and *Pat Richer* were among those who traveled to Stowe, Vermont over the weekend of March 5th. Both returned with all their bones intact, we are happy to say.

School Daze. . . . Teacher *Jim Mullen* has his hands full since he has been instructing juniors and seniors Television Fundamentals at the College of New Rochelle. Ever have to keep anyone after school, Jim? *Harry Olesker* feels as if he has gone back to school since he has been preparing a new TV series in conjunction with Princeton University and working on New York Album, which is presented in cooperation with Columbia.

Mary McVulty, Secretary to *Max Buck*, Director of Advertising, Promotion, and Merchandising, gave a wonderful "apartment-warming" attended by the Advertising-Merchandising gang, in honor of her new apartment. The party was a huge success with everyone enjoying themselves immensely. *Jeanette Capriano*, secretary to *Ernest de la Ossa*, station manager, will be leaving us this month, and is expecting her baby in August. If the baby is a boy it will be named *Mike* after *Jeanette's* husband. Lt. *Mike Capriano*, who, by the way, is a boxing coach at Camp Lejune and recently had a winner in the Eastern Division of the Golden Gloves Finals. *Arax Kazanjian*,

secretary to *Ham Shea*, general manager, must arise at the crack of dawn since she is commuting now-a-days from New Jersey where she recently moved. And we all wish belated congratulations to *Steve Krantz*, program manager, WNBT, and *Judy Tarcher*, on their wedding.

NBC, New York

TV Network Programs

MUSIC—The day before *Jane Roame* became *Mrs. Langley* we had a wedding shower for her with appropriate decorations, a huge cake, and the customary present from the office. *Jane's* wedding was small and informal. *Dorothy Metcalf* who was her maid of honor told us all about it.

Peggy Schlumpf enjoyed her weekend of skiing and took the little mishap of a sprained ankle like a good sport!

There is a new face in Room 293, that of "Pagliacci". He is a light bulb with character, trimmed with a polka dotted cap and a big white bow. The idea took form when the girls got tired of seeing the bare glaring bulb light up whenever a wire arrived down the pneumatic tube.

News and Special Events—Kudos: And this one's big and wonderful! *Pauline Frederick*, recipient of Dupont Award as outstanding commentator of 1953, for her "aggressive, independent and meritorious gathering, interpretation, and presentation of the news." Award was presented at a dinner in Washington on March 26. Congratulations, *Pauline!*

Nominees: For Overseas Press Club Award: *Pauline Frederick*, New York; *Frank Bourgholtzer*, Paris; *John Rich*, Tokyo; *Gary Stindt*, Berlin; *H. V. Kaltenborn*, New York; and *Morgan Beatty*, Washington.

For Miss NBC of 1954, news department secretaries *Adele Morgan*, *Helen Uhlein*, and *Jean Mackiewicz*.

Sick List: *Art Barriault*, Washington news staff, recuperating from heart attack. During his absence, *Jack Gerber*, of the New York staff, is in Washington filling in for Art, and supervising "Your Esso Reporter" in New York while Jack's away — *Bill Weinstein*.

Speakers: *Reuven Frank* addressed nationwide high school scholastic convention at Columbia University.

Speaking before the Association of Motion Picture and Television Engineers seminar at NBC — *Gene Juster*,

ave Klein, Bill Behr, James Pozzi and Leven Frank.

Travelers: *Leon Pearson*, NBC's critic at Large, returned from lecture tour of Cleveland, Wichita, Topeka, Kansas City.

Commentator *Irving R. Levine*, andsonder than ever with suntan acquired at brief Palm Beach vacation.

"Today's" *Frank Blair*, also back from a Florida vacation, and *Bob Graff*, back from three-week skiing vacation in Europe.

Visitors: *Joseph C. Harsch* and *Lou Lazam*, Washington; *Ad Schneider*, formerly of NBC News, up from Florida.

Addenda: *Horace Sutton*, travel and vacation expert, added to "Weekend" roster, and *Guthrie Jensen*, noted semantician, is now heard on "People".

Bill Garden, now a Colonel in Air Force Reserves; *Eleanor Martino* has a new parakeet — Ricki — she's open to suggestions on the care and feeding of birds; *Rose Homa*, taking driving lessons.

New Faces: *John Griffin*, night-side copy clerk, filling spot vacated by *Marty Boyle*.

Production Operations — We wish to extend our congratulations to *Robert Indruss*, who recently was promoted to broadcast Coordination Assistant — schedules, and also to *Garland D. Grant*, who was promoted to Broadcast Coordinator. Kudos, also, for *Maurice Corwin*, who left our Broadcast Coordinators' department last January to become Manager of Broadcast Operations at NBC in Hollywood. Best of luck to all of you.

A big welcome to *James Gaines*, who recently left the ticket division of Guest Relations to join our Broadcast Operations Department. We missed *Vince Mitchell* for a week or so this past month when civil duties took him away from his desk to serve on jury duty.

Program — Congratulations are in order to the *Robert Costellos* on the birth of Katherine and to the *Grey Lockwoods* (*Marietta Richardson*) on the arrival of George II.

Welcome to new members of the department: *Lois Zierk* to "TV Playhouse" unit; *Dorethea Belcher* from NBC Hollywood and *Claire Orday*, receptionists on the twenty-eighth floor, *Lida Edwards*, secretary to *Dick Jackson* of "Today," and *Bob Hopkins* to the "Howdy Doody" unit. And of

course, a great big welcome to all the "Home" staff.

Vacation news here again: *Marylyn Evans* off for a few days in sunny (?) Florida. *Fred Coc* just returned from a cruise to South America. Congrats to *Shirley Fischer*, TV's answer to the bowling league. She hit a 222 — highest women's score so far this season.

Public Affairs — We were a little one-sided for a while last month with our two men off on vacation . . . *Bob Graff* skiing in Kitzbuehl, Austria, with stops along the way at Paris and Rome; and *Ed Stanley* on a little excursion to Florida. On his way to the not-so-sunny (he tells us) South, Mr. S. received "kudos and encomia" for his fine speech at a dinner honoring his brother, Lamar, who is retiring from the Newport News School System. We gals were glad to welcome our menfolk back looking well rested and well tanned.

Doris Corwith's foot is on the mend now after a nasty fall during one of her many cross-country convention jaunts.

Flo Reif, putting her speech degree to work, is teaching a six-weeks' evening course in Public Speaking to telephone operators at one of their New York offices as part of their voice improvement program.

And a rather belated but nonetheless hearty welcome to *Marilyn Jacobs* who came to us via the Program department. Marilyn's presently working with *Doris Ann*.

Not only does NBC have hundreds of stars, but also people who resemble them — or so a recent AP release described *Giorgia Marconi* . . . and we agree . . . she does look like Ingrid Bergman!

Radio Studio Operations — The urge for artistic expression, stimulated by *Nick Kramer's* success as an amateur painter, is now widespread in this department. Paint work on TV scenery is being scrutinized with a critical eye, and two of our men, *Ray Farnan* and *Tom Baricak*, have just enrolled for study at the Art Students League.

Not to be out-done by the others, *Tom Longmore* has again picked up the brushes and palette which have been unused since the days when he was a Slade School student, some forty years ago. Tom started on a reproduction in oils of Her Majesty the Queen in Coronation robes, and was making nice progress until illness — a combi-

nation of gout, dyspepsia, and the vapors forced him to stop. We are all pulling for his recovery, especially since he has a deadline to meet; the painting is to be presented to the Yonkers Chapter of the Daughters of the British Empire on May 24, Empire Day.

Stenographic — We welcome only one new addition to Stenographic this month — she is *Margaret McKenna*.

Ann Lovell can consider herself a very lucky girl. She won a rotisserie recently which will come in very handy after her wedding.

Steno was well represented in this year's Miss NBC contest. We had five entries, *Ellen Krieger*, *Margot Lampe*, *Ann McBride*, *Betty Roman* and *Peggy McGrath*.

Mary Tallon is back to work and feeling fine after having her tonsils removed recently.

Lots of luck and happiness were wished to *Rose Kraphol* who left March 6 to enter the convent. We also say goodbye to *Margradel Lesch* who is returning to her studies.

Talent — Talent Tips: *Liz Moloney*, *Gus Margraf's* secretary, off to Florida for two weeks of sun and sundries. She's driving down and back and rumor has it that a Confederate flag will wave proudly from her buggy as she rolls over the Mason-Dixon Line. At that rate she may never get past Washington.

The wanderlust has also hit the Literary Rights and Story Division these days with plans being made for *Olga Pavlova Schaefer's* Miami vacation with her husband in April to visit her folks, and *Ronnie Fowler's* spring trip to Europe. Wedding bells will ring this June for Literary's *Dorothy Carpenter* and Andrew Wallace. Congrats to *Robert Williams* for his work as stage manager of the Pilgrim Players production of "The House of Bernarda Alba".

"Something new has been added dept." *Olga Schaefer's* spinet piano gifted by hubby Fred; *Doris Williams'* bluetiful '54 Ford; *Helen Walker's* three straw chapeaus to get spring rolling.

Lots of luck to *Jack Reavis*, exec trainee, who spent a couple of weeks in Talent getting acquainted with the people and procedure. P.S. Thanks for the scoops, *Olga*.

TV Technical Operations — Congratulations are in order — to the *Ken*

Fosters on the birth of Robert, 6½ lbs., born February 21st; *Irving Shapiro* is the proud father of twin daughters, born February 20th, Linda Shari, 3 lbs., 15 ozs. and Marcia Susan, 5 lbs., 10½ ozs.

New Faces of 1954 — *John R. Myers* and his secretary *Ann Becker*, *Margrit Hahn*, also *Lillian Tierney* are now official 501-ers.

Tid-bits — *Ann Pacurar* limping after her ski trip to Canada; *Winifred Cregg* enthusiastically planning her future trip to Europe; *Florence Herrlich* off for Canada and a week of fun — skiing, etc.; *Bernard Fleck* enjoying the Florida sunshine after a siege of illness. Goodbye, WNBT boys — we enjoyed your short stay with us.

Film Studios — Future members of the "Stork Club", *John McGinty*, *Joe Doherty*, *Leonard Greenberg*, *Larry Duwokin*, *Tony Romeo* and *Dominic Swaliva*.

Just heard the good news — Baby boy arrived at *Robert Juncosa's* home March 9th, tipping the scales at 7 lbs., 3 ozs. — name is Robert Jr.

Finance and Services

Legal — Your regular CHIMES reporter, *Joan Lindemayer*, is at home recovering from an appendectomy, so here goes with a first try at reporting:

Tina Falcone, who is a member of the Radio Workshop, produced her first show — such talent!

The whole department kept their fingers crossed for the safe return of *Scott Shott*, *Howard Monderer* and *Louise Sather* who all spent the holiday weekend skiing.

Valentine's Day was a memorable one for *Eleanor Peterson*, who received a beautiful engagement ring. No date has been set for the wedding.

Questions of the month: Is it true that *Palma Bisogno* has comic books in the Legal Dept. files? What is it with the chairs in *Mr. Denning's* office? Ask *Mary Ann Schmidt* — she can give you a real good answer.

Ann Debus is hereby elected Legal typist of the year. Let's have "two tears" for Ann.

Exclusive Flash! 8:15 on the morning of March 12th. *Doris Crooker* became the proud grandmother of an 8 lb., 15 oz. baby boy. Mom, Dad and Baby must be doing fine but will report more when Mrs. C. returns to earth — as of this time, she is still floating on Cloud Seven.

Press and Publicity

Joan Moran's departure from NBC March 12 was a very good reason for our having a coffee party, so we did, right in the fourth floor photo studio. A luncheon was also held in her honor that day at Toots Shor's. *Joan's* husband Pat, who has been in Korea for two years, is coming home in April and *Joan* has decided that after she and Pat have a good long vacation (including a few weeks in Bermuda), she will settle down and devote all of her time to being a housewife.

Everyone was happy to see *Warren Cromwell* return March 15. *Warren*, who has been out ill for almost a year, is back on his job as assistant magazine editor. The welcome mat is out also for *Bette Curtis* of Great Neck, L. I., who has taken over *Joan Moran's* duties, and for *Joe Derby*, our newest staff writer, who comes to us all the way from Tennessee where he wrote for the *Memphis Commercial Appeal*. Congratulations to *Alex Mumford* upon his new public relations enterprise and also to *Barbara Simpson* who is now Mrs. Warner Szentz. It happened Feb. 21 in Maryland.

Our best wishes to *John McTigue* for luck and happiness in that new home he has just completed in Babylon, L. I. (by the way John, did you ever land that lawnmower?) While we are applauding the accomplishments of our staff members, the boys in the photo studios should take a low bow. Their pictures of NBC talent were the best in the Kodak Radio and TV personality exhibit at Grand Central Station. No, that's not an NBC star, that's *Millie Bracco*, with a new hairdo. I take it back — that is an NBC star.

Controllers

Jim Whalen "sporting" a beautiful tan after returning from his Florida honeymoon. Lots of luck, Jim, on your marriage.

Jane Paradiso Onorato, one of our former employees, recently gave birth to a baby boy.

Controllers wish to welcome *Bud Pettway* and *Bill Reisner*, who have joined their Station Compensation section.

Stew Warkow has left the 15th floor to work for *Joe Fuller*.

Did you know that *Maria Niles* and *Elda Artioli* have very talented para-kets. They are both blue in color and so attractive. *Maria's* "Pali" speaks many words and even answers back at

times. Whereas, *Elda's* "Pretty Boy" speaks English and Italian. This I would love to hear! I think we should have a "Parakeet Day" and the girls should bring in their pets.

National Advertising and Promotion

TV Advertising and Promotion — Ah, the call of the open road, or sea, whatever the case may be, is upon us all — and *Dottie Brodine* may be languishing in Bermuda when this is read. *Clyde Clem* is another, getting in an early joust with spring by a weekend visit to North Carolina.

Joan Scherm is enjoying an accumulated vacation which she decided might be just as enjoyable spent right around home. From the take-it-easy aspects to the work-a-day, *Ann Riaca* attends a school at nights which teaches the fine points of advertising production methods. *Mildred Brandon* settling herself in a new apartment and reports considerable progress in the undertaking.

Muriel Smith was maid of honor at *Dot Healey's* recent wedding. An attractive attendant she was, from all reports, which sounds quite logical. A newcomer to the on-the-air unit is *Nancy Kugel*, and similar reports from sales promotion concern *Elaine Rubenstein*, new secretary for *Pierre Marquis* and *Ernie Fladell*.

Radio Advertising and Promotion

—Even with the slight chill in the air, the scent of orange blossoms in this department is overpowering. We have welcomed back a new bride, two of our fair damsels are planning spring weddings — and one of the male members has a September date in mind. *Loretta (Leehive) Brandmayr* exchanged vows with her Fort Monmouth (NJ) Corporal in late February and is now a Jersey Shore commuter from her new home in Red Bank. *Loretta* is with *Bob Hutchins'* department. *Margery Wilcox*, Girl Friday for *Jim Nelson*, is shopping for her trousseau prior to tying an early Spring bridal knot with *John Hanson*. And *Charlotte Collins* has announced May 8 for her church wedding to Petty Officer S/C *Kenneth Langer*. Marge will be married in New York, Charlotte in Ridgefield Park, N. J., her home town. *Len Giarraputo* is the gentleman who will be hearing wedding bells this fall.

A new addition to the department is *Frank Macaulay's* new first sergeant, *Paula Goldstein* of Freeport, Long Is-

and, who comes to NBC after four months travel in Europe. Paula brings experience in newspaper and magazine work to her new writing assignment in the-the-air promotion. And she's gaining still more experience and knowledge of sports and racing cars from rank as well as from *Bob Zeller's* sales pitches on new trends in fire engines and equipment. She's almost convinced it's a man's world . . . at least in 304.

Speaking of Europe, *Mary James*, secretary to *Ridge Hughes*, is in a two-way hookup with New York's travel bureaus plotting her extensive tour of Europe starting near the end of March. Mary is planning to be away about three months and will endeavor to see just about every country on the Continent.

Staff Engineering

Madeline Butler off to Mont Tremblant, Canada, for a week of skiing. Why is *Carmela Sgarlato* majoring in English at Brooklyn College? Hmm? Vanted: An expert on Japanese midget ameras for *Mary Hill*, who is having trouble with hers. *Gordon Strang* became Father of the Bride on March 13, when his daughter was married in Westwood. Wonder who the trapper is in *Peg Conroy's* family now that she's added a silver-blue mink to her fur collar collection! The girls of 612 lined on "hot" shrimp at Sardi's and then enjoyed a performance of "Tea-house of the August Moon," a hilarious howl! *Dolores Taylor*, away for a weekend of skiing, returned with a broken leg from jumping in a hayloft! Hayloft??? Summertime will find *Lloyd Clark* skimming along the Jersey coast in his newly purchased "yacht." *Ed Bertero* is complaining of being lost in his "spacious" new apartment! Good luck to *Roy Moffett* who is campaigning for Trustee of Tarrytown.

Our sympathy to *Ralph Kennedy* on the loss of his mother.

TV Network Sales

Merchandising—Off hours are busy hours for *Gordon Lane*, who is an active member of New York City's *Roof Top Garden Club*. For two years, Gordon has struggled to make his own roof-top garden a thing of beauty and charm. He's succeeded! Exotic flowers grown in neat and orderly patterns and shrubbery of all types adorn his roof top patio as does an endless variety of springtime flowers.

Last year Gordon hauled four tons of soil up 12 stories to accommodate a giant weeping willow. This year a 3' x 12' fish pond has been moved brick by brick. No fish yet, but when the weather warms up, Gordon says he's going to Macy's.

Loy Lee just returned from a two-week swing down through the Southern states. Loy was working out promotion plans with NBC-TV stations and supermarkets for their joint participation in the Star Value Parade to be kicked off in April.

If *Jean Groves* retires early, we'll know why. Little brother Tommy in Wayne, Michigan, is already the proud possessor of a sizable collection of foreign and American commemorative stamps. If any come your way, please send them over to Jean in RKO 200.

Research and Planning—*Marvin Baiman* showing favorable after-effects of daughter Joan's first birthday, which was celebrated March 14. Her tastes now have definitely soared from milk to champagne and from pabulum to lobster thermidor.

On Thursday, March 18, *Doris Michelson* was dined at Town and Country by close to 20 co-workers in honor of her marriage to Julius Katz, which took place Sunday, March 21. Best wishes to the couple from the whole department.

Carol Burton spent the week of March 21 at the Homestead, Hot Springs, Va., accompanying her husband on an insurance convention. An enjoyable trip was anticipated and definitely achieved, one could perceive the minute Carol returned. You might consider this trip a prelude of the vacation season, which will soon be upon us in full swing.

Personnel Division

We'd like to roll out the welcome mat to *Maryann Krauss*, a newcomer to the Records Section. Hope you like it, Maryann, and make your stay a long one. Congratulations to *Julie Hewitt* who became Salary Administration Assistant, and though Labor Relations said goodbye to *Vivi Nilan*, their loss was *Dave Broadfoot's* gain as she moved next door to take Julie's place as his secretary.

I guess nothing will dampen *Roberta "Bobbie" Graham's* cheerful manner. Bobbie took a trip to the Poconos with a real exciting ski weekend in mind, only to find that the only thing missing

was the snow. She came back a little disappointed but with the cheery expression of "wait 'til next year."

Congratulations and the best of luck to the friendly Irishman, *Jack "Shawn" Sughrue*, one of our promising trainees who has become a Floor Manager in the Production Department. The good news came in time for St. Patrick's Day so we know the legend of "Kissing the Blarney Stone for luck" holds true.

Traffic—Trafficites are extending heartiest congratulations to *Bob Sammons* on the adoption of "Lex." His new son is a pedigreed French poodle, weighing 30 lbs. 5 ounces, and no new father was ever prouder than our Bob. But he didn't pass the candy and cigars yet. Why the delay, Bob? Lex has him spinning, so much so he absent-mindedly went to the opera the other night wearing sneakers! *Elsi Norwood* is the envy of all the girls, most of us just talk diet, but Elsi really went on the Mayo diet and her new streamlined figure is proof that it really is worthwhile! Congratulations, Elsi, but don't let us see you at the candy machines. We love you the way you are now.

Bargain Counter

For Sale: Kodak Pony 135 camera, with f4.5 lens. Includes carrying case and flash attachment with batteries. Almost new. \$35. Call or see Joseph Basietto, Ext. 450, Room 864, N.Y.

For Sale: Imported English bulldog; 17 months old; female; spayed; famous champion sire. \$300 or offer. Call H. McKeeva, LI 4-0744, N.Y.

For Sale: 1952 Scott-Awater five HP outboard with gear shift. Carefully broken-in; used about 10 hours. 2 1/2 gal. spill-proof gas can. Motor in excellent condition. \$125. Call Jerry Sellar, Ext. 343, N.Y.

For Sale: Colonial type house in Garden City; all brick; slate roof; 12 rooms on 150 x 250 landscaped grounds with fruit trees, beautiful flower beds and shrubs. Recreation room and billiard room in basement. Outdoor grill. Fully air conditioned and completely insulated. Hot water oil heat. 3 car garage. Near Cathedral of Incarnation and St. Joseph's Church. Convenient to shops, schools and 3 famous golf courses. \$75,000. Call Jane Cuff, Ext. 8178, N.Y.

For Sale: Ranch, 400 acres, at city limits, Starke, Fla., 45 mi. S. Jacksonville. Best permanent pasture. Black Angus cattle, valuable timber, bearing peans, good strawberry country, two paved roads, buildings, full equipment and improvements, many beautiful lakes nearby, good hunting and fishing. \$80,000. liberal terms. Call Paul Knight Ext. 420, N. Y.

For Rent: Beautiful 2 1/2 rm. furnished apartment, with landscaped garden. Available May 1. Rent \$200. 303 E. 53rd St. Call Paul Knight, Ext. 420, N.Y.

Wanted: Persian, Angora or Siamese kitten, will have good home. Call Nat Glaser, Ext. 163, N.Y.

Lost: At NBC N.Y. Dance, white gold form bracelet, 3/4" wide circled with leaves and pear-shaped rhinestones. If found, call Elwood Schmidt, Ext. 8412, N.Y.

For Sale: 1953 Carrier room air conditioner, 1/2 ton. Adjustable window type unit. \$200. Call Peg McNeany, Ext. 375, N.Y.



**A GOOD
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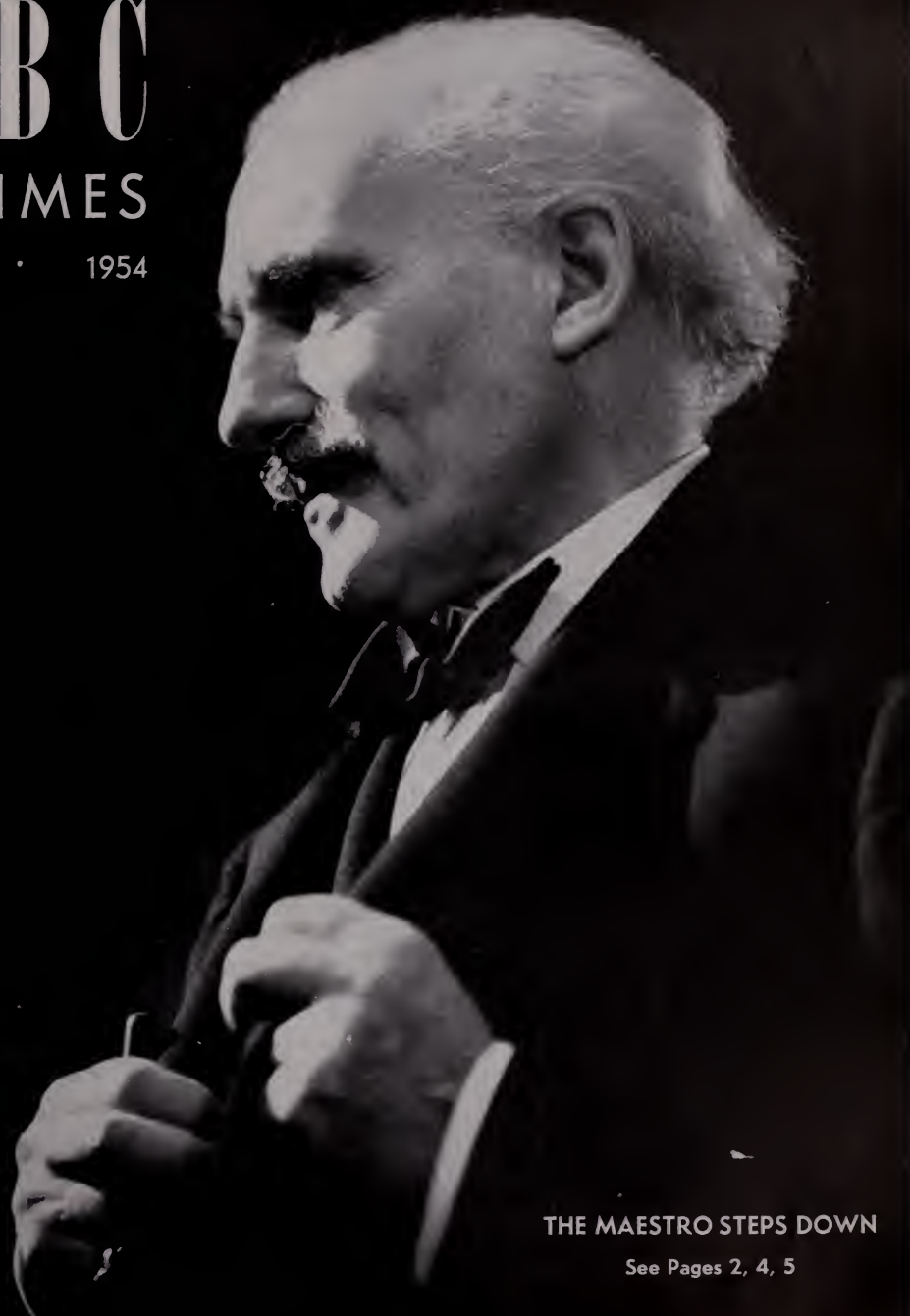
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NBC

CHIMES

MAY • 1954



THE MAESTRO STEPS DOWN

See Pages 2, 4, 5



CHIMES

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The Cover

On Sunday, April 4, the incomparable Maestro Arturo Toscanini conducted his orchestra, the NBC Symphony, for the last time. Immediately following the concert, Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, announced the retirement of Maestro Toscanini.

On the cover of this month's issue of CHIMES is probably the best-known and best-loved portrait of the great conductor. It was taken several years ago, and displays the Maestro in a somewhat benign mood, as he stood in

the wings and surveyed the orchestra that was founded by General Sarnoff especially for him.

According to members of that small circle of NBC employees who worked closely with Toscanini, it is this serene and gentle aspect which best typifies the Maestro, in spite of the hundreds of tales of his monumental outbursts of temper, which have circulated among NBC employees for years. See pages four and five of this issue for more on the retirement of Arturo Toscanini.

Ohio State Awards

Four of the five First Awards for network television programs went to NBC Television last month at the 13th American Exhibition of Educational Radio and Television Programs held under the auspices of Ohio State University. The NBC Radio Network took two First Awards and "Firsts" also went to two of NBC's Owned Stations, WNBQ, Chicago, and WNBW, Washington.

The exhibition was held in conjunction with the University's annual Institute for Education by Radio and Television, which met last month in Columbus, Ohio.

The NBC-TV First Award winners were:

"Frontiers of Faith," religious program presented in cooperation with the nation's three major faith groups. Winner in the "special interest group" category.

"Hallmark Hall of Fame," dramatic program sponsored by Hall Brothers, Inc. Winner in the "cultural" category.

"American Forum of the Air," discussion program. Winner in the "dealing with basic freedoms" class.

"Mr. Wizard," science program. Winner in the "programs for children and youth out-of-school listening" class.

Three NBC-TV programs won Honorable Mentions, and one a Special Award. Honorable Mentions went to "Conversations," the network's series of filmed visits with distinguished persons of our time ("cultural" category); "Youth Wants to Know," discussion program for young people ("public affairs" category), and "Excursion,"

program for young people presented by the Ford Foundation's TV-Radio Workshop ("programs for children and youth out-of-school listening" category). A Special Award went to "Ding Dong School," the nursery school program, in the latter category.

The NBC Radio Network took two First Awards. They were:

"The Challenge of Our Prisons," special series on penology. Winner in the "dealing with personal and social problems" category.

"Peace on Earth," a special broadcast presented in cooperation with United Nations Radio. Winner in the "special one-time broadcasts" category.

One NBC Radio Network program received an Honorable Mention, and one a Special Award. The "NBC Lecture Hall," a series featuring talks by distinguished persons in various fields, won an Honorable Mention in the "cultural" category. "Eternal Light," produced by NBC in cooperation with the Jewish Theological Seminary of America, won a Special Award in the "special interest groups" class.

Two NBC Owned Stations won First Awards for television programs presented by local stations: WNBQ, Chicago, for "The Independent Mr. Jefferson" ("dealing with basic freedoms" class), and WNBW, Washington, for "District of Columbia Public School Series" ("school telecasts" category).

In radio, WNBC, New York, won an Honorable Mention for "The Ezio Pinza Show" ("children and youth" category), and a Special Award went to WMAQ, and WMAQ-FM, Chicago, for "New Dimensions" ("unclassified" program category).

NBC News Roundup . .

New WNBK Transmitting Plant Now in Action

WNBK, NBC Owned Station in Cleveland, opened its new million-dollar transmitting plant in Parma, Ohio, on April 25, and switched from Channel Four to Three the same day.

Ohio Governor Frank J. Lausche pushed the button that put the new plant into action. The cue was given by Wally Cox at the end of his "Mr. Peepers" show.

Next month's CHIMES will feature a complete round-up on the new installation.

Crosley, NBC Spot Sales, Enter Reciprocal Representation Plan

The completion of a reciprocal national sales representation arrangement between the Crosley Broadcasting Corporation and NBC Spot Sales to gain the maximum in selling depth and client servicing was announced last month by Robert E. Dunville, President of Crosley, and Thomas B. McFadden, director of NBC Spot Sales.

Under the terms of the arrangement, NBC Spot Sales will represent certain Crosley properties, and Crosley, in turn, will represent certain of NBC Spot Sales' list of stations.

54 NBC-TV Color Stations Anticipated This Year

NBC's color television network will be more than doubled in station lineup by the end of the year. O. B. Hanson, NBC Vice President and Chief Engineer, late last month said that 31 stations throughout the nation would be equipped to carry color programs within the next eight months. These stations are in addition to 23 now carrying colorcasts. The color network is an existing part of the black and white network.

Colgate-Palmolive Continues 'Comedy Hour' Sponsorship

The Colgate-Palmolive Co. will continue its sponsorship of the "Colgate Comedy Hour" for the '54-'55 season, it was announced last month by Sylvester L. Weaver, Jr., President of NBC. The show will return to the air Sept. 19 in its usual time spot after a summer hiatus. It will be seen three Sundays out of four over a 39-week span. NBC has scheduled a series of color spectacles on Sunday nights when the "Comedy Hour" is not on.

Steve Allen to Star in 15 'Show of Shows' Next Season

WNBT star Steve Allen will star in 15 programs next season on "Your Show of Shows." He will appear on the 90-minute series approximately every other week, presiding over a comedy-and-music revue, according to plans announced by producer-director Max Liebman.



"Vigilante" action by Peg Stewart, secretary to NBC President Sylvester L. Weaver, Jr., in getting representation for her home state of Washington in the Growery on "Home" has sparked action by Gov. A. B. Langlie of that state. Peg (left) is seen here with Arlene Francis, editor-in-chief of the show. When no soil for the Growery was forthcoming from Washington, Peg took matters into her own hands and asked friends to send a box of soil from Vancouver. The attendant publicity has brought from the Governor's press secretary the assurance that the official soil is on the way.

First West Coast Color TV Studio Now Being Built

Construction of NBC's first West Coast color television studio began last month in Burbank. To be known as Studio 2, this studio is the first to be built exclusively for colorcasting. It will be 90 by 140 feet in area and 42 feet high.

The new studio will be southwest of the present Burbank buildings and connected to them by a service corridor. Programs from the studio will go on the air in January 1955.

John K. West, Vice President in charge of the Pacific Division, announced the start of construction last month. O. B. Hanson, Vice President and Chief Engineer, personally supervised the beginning of work. William A. Clarke, administrative assistant, NBC Staff Engineering, is the architect. Chester A. Rackey, manager of Audio-Video Engineering, is in charge of the design and installation of RCA color equipment.

Another Award for 'Hall of Fame'

Another honor came the way of the "Hallmark Hall of Fame" when the American Shakespeare Festival Theatre and Academy presented an award in the form of a medallion to Joyce C. Hall, president of Hallmark Cards "for distinguished service to Shakespeare."

The inscribed citation read: "For sponsoring a distinguished performance by Maurice Evans in 'King Richard II' on NBC-TV, and making the kinescope available to the schools of the country."

The Evans production of the classic was seen on "Hallmark Hall of Fame" on Jan. 24 of this year in a special two-hour version which won wide critical acclaim. Albert McCleery is producer-director of the series.

The Maestro Steps Down

Arturo Toscanini Retires as Conductor of
Famed NBC Symphony After Seventeen Years

A small white-haired man walked slowly off the stage in Carnegie Hall, on April 4, his head bowed. It was Arturo Toscanini leaving for the last time after his farewell appearance with the NBC Symphony Orchestra.

Toscanini at 87 had decided to retire. He revealed this decision in a letter written on his 87th birthday, March 25, to Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, the man who founded the NBC Symphony Orchestra as an instrument for the incomparable talents of the veteran conductor.



Toscanini at the outset of his career, almost 68 years ago.

What memories of the past 68 years crowded the sorrowful head of the great man, no one will ever know. As he left the stage he went without a word to his dressing room and closed himself in alone. There

with his thoughts sat one of the world's most famous men. Outside in the auditorium thousands of music lovers at the concert cheered themselves hoarse, but Toscanini, too moved, did not return to the stage. Neither the orchestra itself nor the audience in the hall knew that this was Toscanini's farewell. For that was the way Toscanini wanted it. He left as he always had worked, simply and modestly.

His son Walter came in to the dressing room, and then some close personal friends, including the young conductor Guido Cantelli and Samuel Chotzinoff, NBC's general music director. Toscanini's daughters, Mrs. Vladimir Horowitz and the Countess Wally Castelbarco, also entered. The family left for their home in Riverdale, N. Y., where a dinner party originally was scheduled for later in the evening. Toscanini left Carnegie Hall at the front entrance to avoid the waiting throngs outside. The dinner was cancelled because of the Maestro's emotional strain.

Toscanini has not made definite plans for the immediate future. At present he is scheduled to listen to a large backlog of recordings he has made for RCA Victor, prior to approving them. He probably will leave for Italy in May or June. His plans on returning to the United States are still indefinite.

After the last concert, General Sarnoff made public the exchange of letters between the Maestro and himself. Maestro Toscanini's and General Sarnoff's letters follow:

My very dear David:

At this season of the year seventeen years ago you sent me an invitation to become the Musical Director of an orchestra to be created especially for me for the purpose of broadcasting symphonic music throughout the United States.

You will remember how reluctant I was to accept your invitation because I felt at that time that I was too old to start a new venture. However, you persuaded me and all of my doubts were dispelled as soon as I began rehearsing for the first broadcast of Christmas night in 1937 with the group of fine musicians whom you had chosen.

Year after year it has been a joy for me to know that the music played by the NBC Symphony Orchestra has been acclaimed by the vast radio audiences all over the United States and abroad.

And now the sad time has come when I must reluctantly lay aside my baton and say goodbye to my orchestra, and in leaving I want you to know that I shall carry with me rich memories of these years of music-making and heartfelt gratitude to you and the National Broadcasting Company for having made them possible.

I know that I can rely on you to express to everyone at the National Broadcasting Company who has worked with me all these years my cordial and sincere thanks.

*Your friend,
ARTURO TOSCANINI*

Dear Maestro:

Your letter, significantly written on your birthday, touched me deeply. I realize that after more than sixty-five years of absolute dedication to the art of music you have fully earned the right to lay down your baton. Yet I am saddened, along with millions of people in America, indeed all over the civilized world, at the thought that we shall no longer be privileged to look forward to your broadcasts and concerts which for so many years ennobled our lives. That you have made your decision at a time that finds you at the very height of your artistic powers only adds poignancy to our deprivation.

As you know, my own life has been chiefly devoted to the development of instruments of communication. But, however important

these may be, they are at best only instrumentalities. Their function is only to transmit. In the final analysis they will be judged by what they transmit.

For the last seventeen years radio, television and the phonograph have done their best to transmit with the utmost fidelity your self-effacing, incomparable re-creations of the great music of the past and present. And those of us who have striven to perfect these instruments feel in the highest degree rewarded for our labors. Happily, these instruments have recorded and preserved for us, and for posterity, the great music you have interpreted so faithfully and magnificently.

During these seventeen years of our intimate and happy association, I have learned from you much that is as vital in industry as it is in music. Your attitude towards your art and especially that human instrument—the orchestra—which realized your musical ideals, became an inspiration to me from the very first time I watched you at work. You proved so convincingly that in striving to attain perfection, the leader who seeks to obtain the maximum from those he leads, must demand the utmost not only from them but also from himself.

I know, dear Maestro, you will carry with you the love and gratitude of your many friends and the great multitude, unknown to you, whose lives you have enriched.

May God bless you and keep you.

*Your friend,
DAVID SARNOFF*

Thus a great chapter in an active career of almost 68 years devoted to the cause of music drew to a close. The Maestro already was a legend when he



The 100 degree-plus heat in Houston during the 1950 tour gave photographers one of their very rare chances to catch the always impeccable Toscanini sans jacket. To Maestro's immediate right is Leonard Meyers.

Music Editor, NBC Press.

came to NBC and the Symphony in 1937 and the magnificent concerts presented under the auspices of our company further enhanced his reputation.

This applied not only to his phenomenal musical accomplishments. For the past 17 years among the favorite lunchtime conversation pieces of NBC employees have been the latest tales of Toscanini's temperament, his lusty humor, his fabulous memory and amazing vitality. It is now sometimes difficult to distinguish between the true stories and the apocryphal. But nothing has been more amazing than the spectacle of this octogenarian at the peak of his powers — powers which most music lovers agree have rarely been equalled.

This man was born in Parma, Italy, on March 25, 1867, the son of tailors. His early inclination was to follow the same trade, but fortunately he turned to music and graduated from the Parma Conservatory in 1885 an excellent cellist. He took a job playing that instrument with a touring opera company bound for South America. He was also assistant choral director of the company and had many occasions to work with the singers.

This job was the turning point in his career, for when the company was in Rio, the conductor squabbled with the singers and would not conduct. Two other conductors attempted to take over but were hissed off the stage. Then some of the singers pointed to Toscanini and shouted, "He will save us! He knows all the operas by heart!" Amid shouting and jeering from the audience, the young cellist leaped to the podium. He started the performance, having opened the score to the first page of Verdi's "Aida." After the final notes were sung and played, his book was still open to page one. The audience was thrilled and gave Toscanini an overwhelming ovation. That was June 25, 1886.

From then on, his fame spread, and engagements with increasingly large opera companies became quite frequent. For the world premiere of Verdi's masterpiece "Otello," Toscanini returned to the cellist's chair, but in 1892 he conducted the world premiere performance of Leoncavallo's "Pagliacci." In 1895 he introduced Wagner's "Götterdämmerung" to Italy. The same season he conducted the world premiere of "La Bohème." For many years he conducted both operas and concerts at the great La Scala Opera House in Milan.

He came to the United States in 1908 and conducted his first Metropolitan



Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, who founded the NBC Symphony Orchestra, is seen here with Arturo Toscanini 17 years ago, shortly after he had persuaded the Maestro to abandon semi-retirement in Italy and take over the NBC Symphony.

Opera performance. He remained at the Met for seven seasons, conducting what musicians consider some of the most memorable performances of opera ever given in this country. He left in 1915 due to a disagreement never explained, never to return to the Met.

In 1921 he returned to the United States with the La Scala orchestra and toured the country. In 1925 he was offered the post of director of the New York Philharmonic-Symphony Orchestra. He remained with that organization from 1926 to 1936, achieving as great fame throughout this country in symphonic concerts as he had in opera.

Although he had thought of retiring in 1936, he was induced the following year by Brig. General David Sarnoff, now Chairman of the Boards of RCA and NBC, and Samuel Chotzinoff, NBC's general music director, to return to the United States as director of the newly-formed NBC Symphony Orchestra. This orchestra was formed especially for Maestro Toscanini and was composed of many of the finest musicians available.

The first Toscanini concert with the NBC Symphony took place on Christmas night, 1937. Except for one year when he was on leave (1941-42) and conducted only five Treasury concerts for Bond sales, he was regular director of the orchestra up until the present. His broadcast concerts with this group, according to music critics, were among the most exciting musical events in America. As conductor of this world-renowned orchestra, Toscanini offered

outstanding symphonic concerts as well as opera performances.

During World War II Toscanini directed the orchestra in many other War Bond concerts, raising vast sums of money. He also conducted for the Red Cross. Although he had refused a quarter of a million dollars to make a single film for Hollywood, he worked free for the U. S. Government in making the film "Hymn of the Nations" in 1944.

In 1950, at the age of 83, the Maestro took his orchestra on a coast-to-coast tour of the United States, covering 20 cities. This brought him for the first time face-to-face with thousands who previously had enjoyed his music only over the air or through recordings.

On the podium, Toscanini has been an absolute dictator, accepting nothing less than perfection. But though dictatorial himself while conducting, he is uncompromising in his refusal to accept political dictatorship. He was physically attacked on the streets of Bologna in 1931 for his refusal to play the Fascist hymn.

Although he has conducted for almost 68 years, Toscanini is as modest about his position as he was when, at 19, he took up the baton of a touring company without advance notice or preparation. This man whose name has made musical history always has shied away from the spotlight. In an almost naive fashion he once asked, "Why can't they leave me alone and just let me conduct?"

BOSTON SYMPHONY IS WELCOMED TO NBC

World-Famous Group Under Charles Munch Starts on NBC in Fall

Sylvester L. Weaver, Jr., President of the National Broadcasting Company, has announced that exclusive arrangements have been concluded to broadcast the concerts of the world-renowned Boston Symphony Orchestra over the coast-to-coast facilities of the NBC Radio Network direct from Symphony Hall in Boston during the 1954-55 season.

"We are happy, indeed, to be able to present the concerts of the Boston Symphony Orchestra to the American people," said Mr. Weaver. "These concerts will continue our long-established policy of bringing to our listeners the finest orchestral music available. We are confident that music lovers throughout the country will look forward eagerly to our weekly broadcasts of this great orchestra under its distinguished musical director, Charles Munch, and with preeminent guest conductors and soloists."

Arrangements for the broadcasts were made with George Judd, manager of the Boston Symphony. These arrangements also give NBC the rights to the Boston "Pops," the Esplanade Concerts and the Berkshire Festival at Tanglewood.

On Saturday Evenings

The broadcasts will start early in October and continue through April. They will be presented on Saturday evenings. Details as to the exact time schedule will be announced later.

In 1937 the NBC Symphony Orchestra was created under the leadership of Maestro Arturo Toscanini. At that time Brig. General David Sarnoff promised the maestro an orchestra of the finest musicians available for as long as he wished to conduct. NBC fulfilled that promise. Toscanini's decision to retire after 17 years with this orchestra was regretfully announced by General Sarnoff on April 4.

Beginning this fall, the Boston Symphony concerts will comprise the NBC Radio Network's principal offering in the field of symphonic music. As such, they will replace the NBC Symphony. The composition of NBC's musical per-



(Left): Charles Munch, regular conductor of the Boston Symphony. Guest conductors next season will be Pierre Monteux (center) and Guido Cantelli.

sonnel will be rearranged into smaller orchestral units to serve the requirements of NBC. The incomparable music of Toscanini and the NBC Symphony is available to the public on RCA Victor recordings.

This year's spring season of concerts with the NBC Spring Symphony Orchestra already is in progress with outstanding guest conductors. These broadcasts of symphonic music, Sundays, 6:30 to 7:30 p.m., New York time, will continue until the new schedule with the Boston Symphony begins in October.

Guest conductors of the Boston Symphony Orchestra next season will include Pierre Monteux and Guido Cantelli, both of whom were guest conductors of the NBC Symphony Orchestra this past season. Among the soloists scheduled for the 1954-55 season are: Claudio Arrau, Joseph Szigeti, Isaac Stern, Robert Casadesus, Margaret Harshaw and Irmgard Seefried.

The Boston Symphony Orchestra has been heard on the NBC network in a number of distinguished program series. The late Dr. Serge Koussevitzky conducted the orchestra in a series of rehearsal broadcasts during the season of 1947. With Robert Merrill as soloist, the Boston "Pops" Orchestra under the director of Arthur Fiedler was heard on the "RCA Victor Show."

The Boston Symphony Orchestra has recorded for RCA Victor exclusively since 1916. Its recordings have always been among the "best sellers" in classical music and the recordings of the Boston "Pops" have led in their field.

Charles Munch was appointed musical director of the orchestra in 1949, succeeding Dr. Koussevitzky. He first

directed the Boston Symphony as a guest conductor late in 1946 and was re-engaged in 1947. His appointment two years later to succeed Dr. Koussevitzky was acclaimed in the musical press. Under his direction, the orchestra's subscription concerts have continued to be sold out regularly.

Founded in 1881

The Boston Symphony Orchestra dates from 1881 when it was founded by Henry L. Higginson. Its recordings for RCA Victor are prized by music lovers the world over who have not been able to attend the concerts in person. During 1952 the orchestra made a triumphal tour of Europe. In 1953 its tour of the United States was a similar success.

The NBC Television Opera Theatre, which by presenting its operas in English has greatly broadened both the audience and appreciation of opera in this country, will begin its sixth season this fall, also in October. Many of the opera productions next season will be presented in color television.

The signing of the Boston Symphony Orchestra continues the NBC tradition of presenting the world's greatest musical artists and organizations. The inaugural program of the NBC network in 1926 included the celebrated singers Mary Garden and Titta Ruffo, the New York Symphony Orchestra under the direction of Walter Damrosch, the New York Oratorio Society and the New York Light Opera Company. This beginning was a promise that has been fulfilled with great success and over the years NBC has led the field in virtually every musical category.

Top Peabody Awards to NBC



(Standing, L to R): Dean Drewry, reading NBC Opera Theatre citation; George T. Shupert, President RTES; Samuel Chotzinoff, NBC's general music director, who accepted award. Seated are Edward R. Murrow of CBS and Chet Huntley of ABC.

Top honors went to NBC April 14 in the George Foster Peabody Awards competition, with awards for "distinguished achievement" for 1953 going to four NBC-TV network programs and personalities and to one NBC radio-TV affiliate. Presentation of awards was made at a luncheon meeting of the Radio and Television Executives Society of New York in the Hotel Roosevelt.

The NBC Television Opera Theatre was the winner of the TV music award, "Mr. Wizard" of the TV youth and children's programs award, and the Philco-Goodyear "Television Playhouse" and Imogene Coca of the double award for TV entertainment.

Station WSB-AM-FM-TV, NBC affiliate in Atlanta, Ga., was the winner for public service by a regional radio-television station.

The winners were announced by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards.

This was the 14th successive year that the Peabody Awards have been presented, and the eighth consecutive year that the presentations have been made at a luncheon meeting of the Radio and Television Executives Society of New York (and its predecessor, the Radio Executives Club).

The awards are designed to recognize the most disinterested and meritorious public service rendered each year by radio and television, and to perpetuate the memory of the late George Foster Peabody, a native of Columbus, Ga., who became a successful New York banker and philanthropist. The Peabody Awards were set up by the

Board of Regents of the University System of Georgia, and are administered by the Henry W. Grady School of Journalism and a national advisory board.

The choices announced last month came from entries submitted by many individual broadcasting stations, networks, radio and television editors of newspapers and magazines, listener groups, and others throughout the nation. The Peabody board in its choice also had reports of its own listening-post committees and a University of Georgia committee on preliminary selections.

George T. Shupert, president of the Radio and Television Executives Society of New York, presided at the luncheon, which was attended by several hundred persons prominent in the industry.



(Left photo): Television Playhouse Producer Fred Coe receiving award from Dean Drewry. Standing (L to R): Drewry; R. B. George, Philco VP; Coe; Pearson Mapes, Hutchins Ad Agency VP; G. T. Shupert, President RTES. (Center photo): Imogene Coca and Dean Drewry just after the ceremony. (Right photo): Don Herbert, NBC's "Mr. Wizard," with Dean Drewry.

Herbiveaux Named General Manager of WMAQ-WNBQ

Jules Herbiveaux last month was appointed general manager of WMAQ and WNBQ, NBC's Owned Stations in Chicago. The announcement was made on April 14 by Charles R. Denny, Vice President in charge of the Owned Stations Division of NBC. Mr. Herbiveaux assumed his new duties immediately.

Mr. Herbiveaux was formerly assistant general manager of WMAQ and WNBQ. He succeeds the late Harry C. Kopf, who was in charge of the NBC-owned stations in Chicago until his sudden death last month.

In making the announcement, Mr. Denny said: "Mr. Herbiveaux's qualifications for the position of general manager of the two NBC Chicago stations are outstanding. He has an intimate knowledge of the stations' operations, he is a prominent member of Chicago's advertising, showbusiness and civic circles, and a pioneer broadcaster with 25 years' NBC service."

Mr. Denny pointed out that in addition to being a pioneer of sound broadcasting in Chicago, Mr. Herbiveaux was instrumental in the establishment and growth of NBC's Chicago television station, WNBQ, which he now heads.

Jules Herbiveaux's background in Chicago is notable. He spent the early part of his career as a music director, and his orchestra was the first to be heard on station KYW in 1922. In 1927 he arranged and conducted the first music program for NBC in Chicago, and in 1931 formally joined the National Broadcasting Company as music director for the network. He subsequently held various creative and administrative positions with NBC, and in 1939 was made program manager of WMAQ, the company's radio station in Chicago. In 1949, with the advent of television, Mr. Herbiveaux was appointed manager of television for NBC's Central Division, and in January, 1953, was named assistant general manager of WMAQ and WNBQ.

Mr. Herbiveaux was born in Utica, N. Y., but has spent most of his adult life in Chicago. During World War I, he served in the U. S. Navy. He is married and lives in Wilmette, Ill. He is a member of the Merchants and Manufacturers Club, and the Sunset Ridge Country Club of Winnetka, Ill.

The week following his appointment, Mr. Herbiveaux announced that Henry T. Sjogren, business manager for the NBC Owned Stations Division, had been named assistant general manager of the Chicago stations. Mr. Sjogren, who reports to Mr. Herbiveaux, assumed his new duties immediately.

The new assistant general manager joined NBC in 1949 as controller of the Radio Network. In 1952 he was appointed business manager of the Owned Stations Division. He was born in Brooklyn in 1910 and began his career in 1928 as a cost accountant. He progressed through increasingly important financial posts in various corporations until he came to NBC five years ago.

The promotion of Thomas S. O'Brien to the position of business manager for the Owned Stations Division, succeeding Mr. Sjogren, was then announced by Mr. Denny. Mr. O'Brien was previously assistant to Mr. Sjogren. A graduate of Fordham College and Fordham School of Law, he joined NBC in 1952. Before that he was with Socony-Vacuum and with Trans World Airlines.

Improved Service For RCA Purchase Plan Installed

NBC New York employees who are in the market for RCA products will find that a newly-installed Purchase Plan system, operating through the RCA Harrison, N. J., plant, has vastly expedited the handling of such sales.

For many years the RCA Purchase Plan has enabled NBC employees to obtain many RCA products at discounts varying from 20 to 30 per cent. Among the instruments that employees may buy are TV sets, radios, phonographs, air conditioners, gas and electric ranges, tape recorders, film projectors, Hi-Fi systems, and radio and TV parts.

Prior to the installation of this new system, all employee purchases were handled through the RCA Employee Sales Store in Camden. Now, however, everything goes through Harrison. This is not only much closer to New York, but its facilities are less heavily taxed than Camden's, making for much improved service.

At NBC, all sales are made through Employee Services, Room 793, RCA Bldg. For employees on the regular payroll, installment buying (one third down, six months to pay) facilities are provided at no extra charge.



Jules Herbiveaux (left) being congratulated on his appointment to general manager of NBC's Chicago stations by Charles R. Denny, Vice President in charge of NBC Owned Stations Division.

In Service:

Dick McCue, NBC NY, Now at Aberdeen

Cpl. Richard T. McCue of Jackson Heights, New York, has been appointed Public Information Supervisor of the Office of Technical Liaison, The Ordnance Training Command, Aberdeen Proving Ground, Md.

In his new position, Cpl. McCue's duties consist of writing Army feature stories, home-town newspaper and radio releases, and Ordnance service school recruiting and publicity material. As assistant to the Public Information Officer he will supervise the administrative and clerical work of the office.

Prior to his induction into the Army, the 23-year-old Corporal was employed by the National Broadcasting Company in New York for three years. There he worked in the Radio Night Operations Department in the evening and during the day attended New York University where he studied advertising, radio writing and production. He graduated in June, 1952, with a B.A. degree in Advertising.

Shortly after graduation, Dick was drafted into the Army and sent to Aberdeen Proving Ground, Maryland. He completed his basic training here and went on to the Automotive Fuel & Electrical Systems Repairman Course given at The Ordnance School. Before his assignment to the Office of Technical Liaison, Dick was a clerk-typist for the Fuel & Electric School.

True to past experience, Dick's identical twin brother, Bill, followed him into the Army seven months later, took Military Police Training at Fort Dix, and was transferred to Camp Hanford, Washington, where he was assigned to a Public Information Office. He was news editor for the post newspaper before his recent assignment to Japan.

With only three more months before discharge on August 3rd, Dick expects to benefit by his writing assignments and plans to return to NBC where he hopes to put the experience he has gained to good use.

"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."

First Commercial RCA Victor Color TV Sets Introduced

April 30 was "C"-Day — the target date for the long-awaited introduction of the first commercial RCA Victor color television receivers, destined to open a new world of color to the nation's TV viewers.

In 38 markets from coast to coast—wherever television stations are equipped for color broadcasting—the RCA Victor Home Instrument Division, its distributors and dealers, prepared an all-out merchandising and promotional campaign for the debut of natural color on the home TV set screen. Although April 30 was the target date, the actual "C"-Day kickoff varied from market to market, in accord with distributor arrangements and merchandise availability from the production lines at the RCA Bloomington plant.

Playing the same historic role as our famous 630-TS model receiver did in 1946-47 in the birth of the present television industry, the model CT-100 set, which ushers in the age of color TV, bears a suggested list price of \$1,000. Also reminiscent of our Company's pioneering in 1946, consumer satisfaction with the first color receivers is assured by the availability of both demand and contract service by the RCA Service Company. A full coverage contract, including instrument set-up, instruction in operation, parts replacement, and unlimited service, is \$149.50 a year.

One of the major "C"-Day promotions was held in New York City, where RCA Victor Home Instrument Division and distributor ads in newspapers welcomed the public to a color television demonstration at the RCA Exhibition Hall. In other markets, heavy newspaper advertising invited the public to demonstrations at dealers' stores.

To help dealers in the introduction of color television, the Home Instrument Division has prepared for their use a complete "package" of advertising and promotional material, ranging from newspaper ads to window displays, streamers, floor displays, explanatory booklets and other sales aids. A unique "Festival of Color" window display will enable department and other stores to tie in color promotion of other items with the debut of RCA Victor color television receivers.

The RCA Exhibition Hall in Radio



RCA Color TV receivers are shown undergoing final color tests on the assembly line of RCA's Home Instrument Division plant at Bloomington.

City was the focal point of the debut of RCA Victor color television in New York. The windows of the Exhibition Hall were decorated with special displays explaining color, how it is seen, and the wonder of the RCA tricolor television picture tube.

Inside the Exhibition Hall, five RCA Victor color television sets were in operation. During the time when there wasn't a color TV broadcast on the air, a color picture was fed to the sets from film.

The RCA Service Company installed and operated its "Color" Dynamic Demonstrator, which shows all the components of a color receiver, arranged in plug-in fashion, so that the function of every part can be shown. It also had on hand two lecturers to answer questions on color TV.

Another thrilling highlight of the debut was made possible by the National Broadcasting Company's famous Mobile Color Unit, which parked outside the Exhibition Hall from April 30 through May 3, to enable visitors to "See Yourself on Color Television."



Engineers Stan Saueressig, Hal Platt and Russ DeBaun, assistant supervisor of TV Technical Operations, are shown with part of the control panel used for show.



Stage manager Bob Gilmore (with back to camera) and television cameraman Paul Bender covering the last-minute arrival of some guest of the Academy Award ceremony.



Cameramen Don Dunbar (left) and Carl Pitch film action on the Pan-tages stage from a special raised platform which was constructed in the center of the theatre.

BEHIND THE SCENES

The impeccably turned-out gentlemen you see here, perched high on boom cameras, adjusting equipment and applying make-up, are all NBC employees, the behind-the-scenes people who made the NBC telecast of the 26th Academy Awards Presentation the great success that it was. The tuxedo is normally the working garb only of waiters, bandleaders and playboys, but on this occasion it became the uniform of the day for NBC engineers, technicians and makeup artists as well. Apparently everyone connected with the Academy Awards Presentation, whether on camera or off, donned formal regalia, in keeping with the elegant occasion.



(Photo on left): Howard Cooley readies part of the special radio set-up moved into the theatre for NBC coverage. (On right): Paul Stanhope, Jr. (left) and Fred Williams of NBC Makeup Dept. put final touches on Joan Weldon, who modeled gown on show.



Action shot shows Richard Pickens zeroes his boom camera for the opening shot of the Awards program at the Pantages Theatre.



The "Swing Kings", the NBC-sponsored Junior Achievement group. (L to R): Mel Ferrer, bass; Jack Bieterman, piano; Herb Friedman, sax; Steve Klausner, drums; Bob Alex (President of the "Swing Kings") accordion, and Donald Weiss, 2nd accordion.

Junior Achievers

NBC-Sponsored Band Learns Workings of Free Enterprise System at First Hand

Every Tuesday evening at 6:30, six young men in their teens gather in one of the smaller studios in Radio City, New York. The purpose is to make music.

This is not an unusual activity to be transpiring in an NBC studio, but these particular music makers are certainly out of the ordinary. These six musicians comprise the "Swing Kings," a musical corporation organized under the auspices of Junior Achievement and sponsored by the National Broadcasting Company.

From 6:30 until 9:00 on these Tuesday evenings, the "Swing Kings" rehearse over and over. Their diligence is being rewarded, for they've reached a high enough degree of excellence so that they now are handling a busy schedule of important dance dates. The other week, they auditioned for Ted Mack's Amateur Hour, but the results are not known yet.

Junior Achievement, the organization that makes all of this possible, is a national activity sponsored locally by many of the largest corporations in America, including NBC. Its purpose is to introduce young people from 15 to 21 years of age to the actual workings of the free enterprise system by

letting them work under it themselves.

A dozen or so youngsters may form a manufacturing company, such as the one sponsored last year by NBC, which made and sold plastic jewelry. Or it can be a group that provides a service, like the orchestra NBC is backing this season. The little companies are organized on a completely business-like basis. They elect officers and sell stock. It is up to them to make their particular business earn a profit, so that they can pay off the stockholders and possibly even declare a dividend for themselves. Although the young people train themselves for industry by running their organization themselves, each group has several adults as advisers. These advisers are usually from the sponsoring company.

The two NBC New York employees who act as advisers to the "Swing Kings" are Janet Hurley, secretary in the Controllers Department, and H. Duncan Wood, senior salary analyst in the Personnel Department. They provide general assistance on organization, finance and date-booking, as well as lining up facilities here at NBC for the weekly rehearsals. A third adviser, Harold Bruce, who gives specialized musical direction, is not from NBC.

Weaver Advises AAAA On Color TV

Color television is here — this year — ready to go to work for the alert advertiser. And the company anxious to protect and increase its share of the market will start a campaign in color TV this fall. That was the strong advice offered to the country's leading advertising executives by NBC President Sylvester L. Weaver, Jr., at a TV symposium at the annual meeting of the American Association of Advertising Agencies held at Greenbrier last month.

"When it comes to color television, this year, I have this counsel," he emphasized. "First, the color television campaign will determine the share-of-market of most consumer goods in color television homes, and this will start within this coming year.

"And to those companies which need effective advertising to survive (all package-goods, trademark-brand items), the time to start color television is this fall. And the place to get the money is from management, as extra money to insure that the company learns how to use the most vital new force in its history, and at once."

Observing that television is "too great and too powerful to be shackled with chains of custom and usage from radio," Mr. Weaver called for TV to "serve all segments and all interests in our population." There must be an overall program control that makes the rules in the interest of public service and all-segment population service, he said, and then stressed:

"This is the business of the networks."

"If our service dwindles, you will use less of it, or pay less for it," he said. "That's the end of your responsibility . . . it is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet."

Radio's 'New Look'

*NBC's New Basic Radio Sales Presentation
Explained by Vice President Fineshriber*

Radio's "new look"—based on rapidly changing listening habits that have helped to stimulate the medium to bigger and faster growth today than ever before—was graphically outlined at a special press preview Thursday afternoon, April 15, by the NBC Radio Network.

It's a "new look" focused sharply on these basic facts:

Measure radio and you measure America. Of the 47,500,000 homes in the United States, 46,600,000 are radio homes.

Today there are 117,000,000 radio sets in this country—117,000,000 listening posts for the message of the American advertiser.

Radio is moving rapidly away from the living room to the kitchen, the den, the bedroom, the car. Two out of every three radios bought in 1953 were purchased for use outside the living room.

Each week a tremendous audience of 41,500,000 families listens to radio, not for one minute or one hour but for an average per home of almost 24 hours.

NBC Radio, through new programming techniques, new buying methods and new sales strategies, is expertly geared to help the advertiser reach this new kind of radio listening around the house and around the clock.

These were the highlights of NBC Radio's new Basic Radio Sales Presentation explained at the press preview. William H. Fineshriber Jr., Vice President in charge of the NBC Radio Network, presided at the conference, which also was attended by Ted Cott,

Operating Vice President of NBC Radio; Fred Horton, director of NBC Radio sales; and Ridgway Hughes, manager of sales presentations.

Beginning Monday, April 19, NBC radio salesmen began making the new sales presentation to prospective clients and agencies. At the preview, Mr. Fineshriber, using slides to illustrate his talk, brought out these impressive points:

The 117,000,000 radio sets in the country today are more than two and a half times as many as the number of radio homes (or radio living rooms) in the country.

Thus, "family listening" to radio in the living room is being augmented by audiences throughout the house. The floor plan of today's radio home features radios in the living room, kitchen, bedroom, den, children's room, on the terrace and in the car.

The figures tell this story simply. Measured in total distribution, two out of every three radios in the country are used outside the living room—more than 83,000,000 of the nation's 117,000,000 sets.

More radios are being bought today than ever before, with one new set purchased every three and a half seconds.

In 1953, for example, 12,000,000 radios were purchased in this country. This is one-fourth more than were bought in 1952 and nearly double the number of television sets bought in 1953.

In buying these 12,000,000 sets, the American public paid the vast sum of \$575,000,000—over half a billion dollars in cash, solid evidence that peo-

ple are finding more different uses for radio both within and outside the home.

And after buying these sets, the public is turning them on.

Nielsen audience reports, alone, based primarily on living room listening, show that 41,500,000 families listen to radio for an average per home of nearly one full 24-hour day each week. In the mornings, 34,000,000 families spend six and a half hours per week with radios; in the afternoons, more than 33,000,000 families spend eight hours each week listening to the radio; and in the evenings, more than 35,000,000 families spend nine hours each week with the radio turned on.

Impressive as they are, these audience figures reflect primarily living room listening. Mr. Fineshriber pointed out. Meanwhile, there are 83,000,000 radios in other rooms and outside the home.

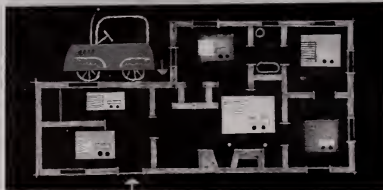
"With 117,000,000 radio sets being used by 46,600,000 families, it no longer can be said that one radio makes a radio home," Mr. Fineshriber said. "Likewise, one commercial does not equal an advertising campaign. To advertisers, the expansion of radio listening throughout the house and throughout the day dictates new selling strategies—tactics that emphasize the need for around-the-clock circulation, cumulative coverage of millions of different homes, frequency, or the repetition of the sales message over and over to the same people. Radio's ability to preselect the advertiser's market becomes even more valuable. Likewise, there is

model house with



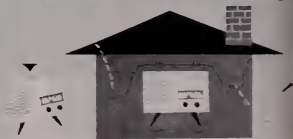
117,000,000 rooms

for 46,600,000 radio homes—the floor plan shows 117,000,000 radio sets.



Today

2 out of every 3 radios in the home are outside the living room





William H. Fineshriber, Jr., Vice President in charge of the NBC Radio Network, who explained the new Basic Radio Sales Presentation.



Ted Cott, Operating Vice President of the NBC Radio Network, who has been working with Mr. Fineshriber on new program and sales strategies.



Fred Horton, director of Sales of the Radio Network, with the equipment used by NBC Radio Salesmen when presenting the new plan.

continuing need for advertising which can merchandise—"name" talent which can be promoted through attention-getting displays at the retail level.

"For all national advertisers, regardless of the size of their budget, NBC Radio provides new ways economically to achieve these primary objectives."

Five Basic Buys

Mr. Fineshriber then outlined the five basic buys on NBC Radio, buys that offer a plan for every sales objective, every budget:

1—The exclusively sponsored nighttime program, with its long history of successful selling, which today sells at its lowest cost in years and on NBC is reaching a cumulative audience of 11,500,000 different homes (22,000,000 different listeners) in a 12-week period.

2—The quarter-hour strip, which for

years has provided commercial impact and cumulative coverage, and which today offers saturation coverage of nearly 17,000,000 homes during a 12-week period on NBC Radio.

3—The Three Plan, an NBC-pioneered concept of insertion buying which capitalizes on the changing listening habits of the public and reaches more customers at less cost. Through morning and afternoon audience participation shows and the "Fiber McGee and Molly" nighttime program, the advertiser puts his message on the air to reach mass audiences of different types at different hours of the day.

"The record of 'Fiber McGee and Molly' shows dramatically how the participation concept pays off in mass audiences of different homes," Mr. Fineshriber said. "During the 1952-53 season, McGee and Molly, as a half-hour program once a week, reached 2,700,000 homes at a cost better than

\$21,000. This season, their weekly audience is more than 3,800,000 different homes and one participation every night would cost but \$14,500 weekly. In the participating 15-minute strip format, McGee and Molly enable an advertiser to reach 40 per cent more homes at 33 per cent less cost."

4—The participation buy into "Weekend," NBC Radio's new Sunday Newspaper of the Air, which sells at only \$2,250 per participation and which had become the highest rated Sunday afternoon show in the business by its fifth week on the air.

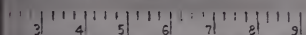
5—The participation buy into "Roadshow," four-hour Saturday afternoon program which also sells for \$2,250 per participation and which is the only national show beamed directly at the country's 29,000,000 car radios.

"This, then, is the NBC Radio Network . . . designed for the floor plan of America's new radio home with 117,000,000 rooms," Mr. Fineshriber said, and concluded:

"The advertiser's customers live in 47,000,000 of these radio homes across the country. Last year they spent \$575,000,000 cash on the line for new radios, and two out of three of these 12,000,000 new radios are being used out of the living room.

"To get to all of these radios, in and out of the home, NBC Radio has designed new programs and new efficient buying methods for maximum listening at minimum cost . . . around the new radio home and around the clock."

measured audience—each week
41,500,000 families listen



not for one minute—
not for one hour—
but for an average per home
of almost 24 HOURS a week

A plan for every sales objective, every budget, on NBC radio

	Weekly Cost	Estimated Home Reached	Total Cost's Investment	Cost's Participation per Home	Cost per 1,000 Homes	Participation
1/2 HRS. (12 participations)	\$16,700	3,122,000	8,388,000	2.7	\$5.35	\$1.50
15 HRS. DAYTIME STRIP (12 participations)	17,800	6,261,000	44,840,000	6.8	2.81	.41
THREE PLAN (3 participations)	7,475	4,008,000	5,934,000	1.3	1.87	1.48
WEEKEND (3 participations)	6,750	2,420,000	2,629,000	1.5	2.70	1.85
ROADSHOW (3 participations)	6,750	3,079,000	4,194,000	1.4	2.19	1.81

(Based on Nielsen Ratings, Week of January 17-23, 1954)

A low of \$2,250 for one minute participation on NBC

In This Corner



Bob Pierron

By
Howard Coleman

A four-year-old hobby, entered into as a means of relaxation from his script-writing duties, has become a financially profitable as well as a stimulating avocation for NBC Chicago scribe Bob Pierron.

Pierron specializes in the design and construction of silver jewelry, samples of which are shown to the right. Beginning with an original design, which he sketches quickly on odd bits of papers at "almost any time of the day," Bob translates his pattern into silver wire or sheet silver, fashioned, sawed, filed and fused into startlingly different and original modern jewelry pieces. Earrings, cuff links, tie bars, bracelets, rings, necklaces, pins and pendants are some of the forms into which Bob shapes his raw materials. Backed with "findings"—tiny hardware clips, clasps and catches—the Pierron jewelry designs make useful, decorative and valuable "one-of-a-kind" pieces.

Testifying to the Pierron designer's eye and technical skill are two awards, recently bestowed upon Bob for his jewelry work. The Ninth Annual National Decorative Arts-Ceramics Exhibition, held from April 10 through May 10 at the Wichita Art Association Galleries, Wichita, Kan., honored Bob's work with a second prize in the jewelry classification of the show. During the same month (April) Pierron received the top award for jewelry at the Midwest Designer Craftsman Exhibition, held at Chicago's Art Institute.

Bob became interested in jewelry design in 1950, the same year that he joined the NBC Chicago writing staff. He says that he took "20 two-hour lessons from the Contemporary Art Gallery, and then was on my own." Pierron is now an associate and one of the backers of the Contemporary Art Workshop, an outgrowth of the gallery where he learned the jewelry craft. The "adults only" school offers evening classes in sculpture, painting, weaving and sketching as well as in jewelry making and design. Bob cites Johnny

Desmond and Connie Russell among the many broadcasting personalities who have studied at the school. One pupil, NBC Chicago announcer Paul Barnes, took up weaving, and now makes most of the materials for his own sports coats, top coats and overcoats.

Illustrated are two pendants from the Pierron collection. The one Bob describes as "simply a mask"; the other, titled, "Self-portrait: The Mechanical Man," is a "perfectly straight, photographic reproduction of a cross-section of Bob," according to Mickie Pierron, Bob's wife.

Bob is highly enthusiastic about jewelry design and construction as a hobby. "The concentration required," he says, "is a wonderful means of relaxation from your professional duties. You just can't be worrying over what happened yesterday while absorbed in the intricacies of cutting or soldering. Many doctors, and especially psychiatrists, recommend the hobby for relief from tensions."

"Also," Bob continues, "from a very practical point of view, this is one hobby that can pay for itself, and even turn out to be highly profitable. We've seldom had a pupil in our school who hasn't begun turning out salable pieces in a few months, and the market is widespread and also wide open."

Pierron's own products are carried by over a dozen art galleries and gift shops in the Midwest, including La Boutique Fantastique and the Avant Arts in Chicago, Chiku-Rin in Detroit, and Contemporary Arts in Evanston.

"The beginner in a school such as ours," says Bob, "can derive a good deal of satisfaction from jewelry work. He sketches a piece—something of his



Two silver pendants designed and constructed by Bob Pierron. (Left): "Self-portrait: Mechanical Man." (Right): Pendant fashioned as semi-abstract mask.

own design — and then proceeds to make it.

“Most tyros can make a simple piece of jewelry in two or three hours, and as they become proficient in handling the tools, the time is reduced. I spend anywhere from one to eight hours on a piece. As an example, the three-dimensional wire fish pendant which won for me in the Midwest show took me three hours to construct.”

Bob states that the price of silver used for jewelry construction is “not too expensive—about a dollar an ounce when bought in quantity.” A piece of jewelry can be made from silver for 50 cents to a dollar, with findings ranging from 10 cents for pin findings to 50 cents a pair for cuff link findings — again when purchased in quantity.

“A basic workshop,” says Bob, “can be set up for 50 to 100 dollars, and a fairly complete shop would cost between 300 and 400 dollars. However, most jewelry hobbyists work with a school or craft group, and share in the costs of equipment and maintenance. They also profit from the group purchasing available to them, and are able to pursue their hobby for a very nominal investment.”

Bob Pierron joined NBC Chicago in March, 1950. He began his professional writing career in 1946, with the sale of a story to *Esquire*; worked as a free-lance writer of dramatic and comedy scripts for radio from 1946 to 1950. Chicago-originated network radio programs for which Bob wrote include “Meet the Meeks,” “Curtain Time,” “Grand Marquee” and “Sky King.”

Bob and his wife, Mickie, live on Chicago's Near North Side; share hobby interests in jewelry, with ex-ad copywriter and now employment counselor Mickie also a weaving enthusiast.

Chess, Anyone?

A group of five NBC Chicago stalwarts, who consider themselves experts in the intricacies of that patient game called chess, do hereby challenge any and all comers at NBC New York to long-distance games via postcard, carrier pigeon or what-have-you. Interested parties should contact *Joe Josephson* at the NBC Chicago operations office.

Speaking of New York-Chicago sports competition, on May 21, the New York Bowling League will bowl against its Chicago counterpart via teletype. More on this in the next CHIMES.

Harry Faulkner Retires from NBC:



On March 31, Captain Harry Faulkner of NBC's Protection Department in New York retired from the company after more than 10 years of service. Shaking hands are Harry (on left) and Edward M. Lowell, manager of Building and General Services, at surprise party held that day. Some of the many friends of Harry who attended are seen in the background.

23 'Variety' Showmanagement Honors for '53-'54 to NBC

Twenty-three programs, divisions and affiliates of the National Broadcasting Company have been honored with plaque awards, citations and highlight mention in *Variety's* 21st Annual Radio and Television Showmanagement Review. Results of the publication's Showmanagement Review for 1953 and 1954 were announced on April 21.

Two NBC-TV programs were honored with Special Citations. The “NBC Television Opera Theatre” received a showmanship accolade for “hitting a new high in artistic level this season.”

“Thanks to the public service-minded Board Chairman, David Sarnoff . . . and under the expert guidance of Samuel Chotzinoff and Peter Herman Adler, the Opera Theatre emerged far and away as the No. 1 cultural sustaining program in television,” *Variety* reported.

Second NBC-TV program to receive a Special Citation is the “Philco-Good-year Television Playhouse,” which,

according to *Variety*, “has become the most consistent of the medium's dramatic showcasers.”

The NBC-TV Film Division won a *Variety* TV Film Award for “sparking a drive that pumped life into the floundering economics of the TV-film industry” and reminding the industry of “that old show business maxim about giving the public a good show above all.”

“To Robert W. Sarnoff (since moved to the network as Executive V.P.) and to Carl Stanton, his successor as vicep of the division, and to all the NBC Film Division staff, *Variety* doffs its hat for a job well done,” the award reads.

Another Showmanagement Citation went to “The Railroad Hour,” which “week after week on NBC Radio emerges as one of the brighter tonics on the AM kilocycles.”

Three NBC affiliates received Plaque Awards and were listed on *Variety's* Honor Roll of Radio-TV Stations.

'To Europe Cheaply' Theme Of Story by A&P's Fladell

A year ago this summer a young New York ad man and his wife decided that 1953 was the year in which they would realize a long-standing ambition—to see Europe together.

Of course, it's not especially unique for Americans to go to Europe. A stroll down the Blvd. des St. Germain on a July afternoon would probably show you more Americans than Frenchmen. What was unique about this couple was their decision to see the Continent cheaply and see it in style. What's more, they lived up to their good intentions.

year is the story's separation of fact from fiction in the much-discussed money exchange field.

"When I say we saw Europe on a budget," explains Ernie Fladell, "I don't mean we did it for nothing. It cost us a thousand dollars each, including everything. I know that's a lot of money, and many people will wonder where we get the word 'cheaply' in connection with the trip. But anyone who has been to Europe will attest that 14 weeks abroad can cost you ten times that amount, without your even trying."

In the article, Ernie points out that traveling at low rather than high cost may even be preferable:

"We based our budget on our bank account and hoped for the best. As it turned out, the best happened. We had the time of our lives living quite comfortably, traveling by car and stopping at the world's finest resort areas. We found Europe beautiful, bountiful and kindly disposed toward young Americans who wear their hearts instead of their bankbooks on their sleeves. Because of our limited budget—not in spite of it—we enjoyed our trip as few older, wiser and richer travelers might have."

The author of this article joined NBC in New York last October, shortly after he and his wife, Judy, returned from their European tour. Since coming here he has worked mostly on sales presentations for "Today" and "Home." Pre-Europe he was with the Emil Mogul ad agency in New York as a copywriter. Before that he attended C.C.N.Y. nights and did sales and merchandising work during the day.

Ernie Fladell is no neophyte when it comes to long-distance traveling. Three and a half years ago he and Judy (they celebrate their fifth wedding anniversary this June) went to Mexico, also on the limited budget plan, and had a wonderful time. And nine and a half years ago Ernie made a tour of France and Germany in the company of other members of the Ninth Armored Division.

So if this is your year for Europe, make sure you examine the Fladell plan before you jump. "Everything except the boat fare," says Ernie, "is variable and the ways to enjoy Europe are limitless."

NBC Births

To Mirth Durbahn Kennedy, Chicago, a son, Scott Keenan
 To Paul Robinson, Chicago, a daughter, Katharine
 To John Geagan, N.Y., a son, John
 To Edward Burke, N.Y., a son, Edward
 To Frank Caden, N.Y., a daughter, Pamela
 To Douglas Coulter, Jr., a son, Alan Douglas
 To Max Berry, N.Y., a daughter, Brenda
 Lisa
 To Robert Weintraub, N.Y., a daughter, Anita
 To Dominic Salviola, N.Y., a son, Jeffrey
 To Leo Lillian, N.Y., a daughter, Nancy
 Fran
 To Don Mulvaney, N.Y., a daughter, Eileen
 To William Hildreth, N.Y., a daughter, Joy
 To Charles Tesser, N.Y., a daughter, Bonnie
 To Andrew Switzer, N.Y., a daughter, Janet
 To Walt Van Gieson, N.Y., a son, Peter
 To Michael Cases, N.Y., a son
 To Reuven Frank, N.Y., a son, James
 To Joe Lesko, N.Y., a daughter, Victoria
 To Bill Breen, N.Y., a son, William

NBC Marriages

Dorothy Walsh, N.Y., to Luke Donlon
 Dominic Dunne, N.Y., to Ethen Griffith
 Don Bohl, N.Y., to Dorothy Zierick
 Cynthia Vose, N.Y., to John Udris

'Operation Search Warrant':



Sandy Stewart, 16-year old vocal welcomed to WNBC-TV by (L to R): Edwards, on whose early-morning Sandy is featured; Hamilton Shea, general manager of the New York station; Steve White, WNBC program manager. Sandy is the first find of the station's "Operation Search Warrant," which is designed to uncover new talent for integration into present shows and for development during a period of years.



The smiles here are somewhat forced, because Ernie Fladell (left) and wife Judy (extreme right) are on a tender at Southampton which put them on the *Liberte* for the reluctant but unavoidable trip home. Girl in center is shipboard friend.

The story of how this was accomplished is told in the June issue of *Today's Woman*, in a story by Ernest Fladell, TV sales presentation writer in NBC's National Advertising and Promotion Department. Entitled "How to See Europe on a Budget," the article describes all the intricacies of how to eat wisely and well, see all the places you want to, and still not spend a fortune. Of genuine interest to prospective Europe-bound travelers this

NBC Takes Over March of Time Film

The largest transaction for film footage in the history of television was made last month when the NBC Film Division took over the March of Time Film Library for sales and distribution. The announcement was made by Carl M. Stanton, Vice President in charge of the division.

The addition of M.O.T.'s ten to fifteen million feet of film augments to well over thirty million the amount of footage contained in the NBC Film Library, at present the largest collection in the world of stock footage shot exclusively for television.

The arrangement with March of Time, which became effective May 1, made the NBC Film Division the first television company which is able to make available to users the inventory of a major motion picture library. Frank Lepore, manager of Film and Kinescope Operations, is in charge of combining the M.O.T. footage with NBC's. Ted Markovic, Film Library supervisor, is in direct charge.

NBC Engagements

Pete Fry, N.Y., to Ann Houghton George Orville, Chicago, to Diane Young Helen Norton, N.Y., to Lincoln Wieser Eleanor Peterson, N.Y., to Alan Pearson Mary Ann Schmidt, N.Y., to Edward Scully Charles Thompson, N.Y., to Carol Post Joe Dembo, N.Y., to Margot Bettauer

New Slate of Chicago AA Officers:



(L to R): Justie Eckersley, Treasurer; Audrey Jenkins, Secretary; Frank DeRosa, President; Francis Scott, Second Vice President, and Sally Recht, First Vice President.

Frank De Rosa Is New Chicago AA President

Ring out the old—welcome the new! The ballots have been counted and NBC-Chicago staffers have made their choices of Athletic Association officers to guide activities through 1955.

Retiring president Herb Lateau has announced these ladies and gentlemen have romped home the winners: Frank DeRosa, president; Sally Recht, first vice president; Francis Scott, second vice president; Audrey Jenkins, secretary; Justie Eckersley, treasurer, and Walt Emerson, custodian.

Tom Horan has been elected membership chairman; John Brookman, social secretary; Earl Crockett, publicity; Ken Nelson, horseshoes; Marilyn Harsin, swimming; Ed White, camera; Norm Barry, golf; Norm Frank, baseball; Mary Riley, tennis, and Herb Lateau, Marching and Chowder Society.

Polk Award to NBC for 'Weekend':



Admiral R. L. Conolly, President of LIU, (left) presenting plaque to William R. McAndrew, manager of NBC News and Special Events (right) and Merrill Mueller (center) executive producer of "Weekend."

Bargain Counter

For Sale: In exclusive Indian Point Park section of Greenwich, Conn., a five-bedroom house on 1.1 acres; 3½ baths, 2 car garage; 3 fireplaces. New. Call Garry Simpson, Ext. 8271, N.Y.

For Rent: 3½ room apartment in Gramercy Park area of Manhattan. Floor through with garden and patio in back. Lots of closets. Room for three or four people. \$140. Call Harris, Ext. 8951, N.Y.

For Sale: 3 bedroom ranch in Old Greenwich, Conn. Partially finished fourth bedroom or study. Space available for second bathroom. One half acre plot. Five minute walk to station; three minute ride to beach. Fireplace. Four years old and in excellent condition. Asking \$29,500. Call Jack Carson, Ext. 8957, N.Y.

For Sale: All brick colonial house in Rockville Centre. 75 x 100 landscaped plot. 3 bedrooms, 2½ baths, 2 car garage, sun deck, finished basement with bar. Call Rockville Centre 6-1961 or Bill Asip, Ext. 7168, N.Y.

People and Places

Controllers

We'd like to thank Ethel Perry for the wonderful job she did in writing the "news" for Payroll and IBM. Catherine Dainler is now Senior Comptometer Operator. Congratulations, Catherine. Farewell to Eleanor Darcy, who left *Vin Carey's* section. Eleanor is now in the Film Division. *Cy Hartman*, from the Mail Room, has joined the staff in *Mr. Burholt's* section. The girls in IBM recently gave *Violet Fairhurst* a farewell luncheon at the Plymouth. If you happened to see *Charlie O'Loughlin* and *Gloria Cricchio* marking off days on the calendar it's because they're getting married. Charlie is "tying the knot" with *Dotty Spagna* of Technical Operations. *Annie Cahill* has been traveling to Washington, D. C. to visit relatives. The main reason, though, was to see her "soldier boy."

Finance and Services

Continuity Acceptance — The first among us to depart for a wonderful vacation is your reporter, who plans to fly to Vancouver at the end of May to visit her brother and meet her two young nephews.

Judy Freed departed at the end of April to await a blessed event. *Jane Crowley* is riding around the countryside in a brand new green Ford. (No Easter clothes this year, eh, Jane?!)

Legal — If you walk by *Ed Denning's* office in Legal and see a blinding flash, don't be alarmed. 'Tis *Mary Ann Schmidt's* beautiful engagement ring from Ensign Edward Scully. All in Legal extend their best wishes.

Dick Graham, our West Coast barister and frequent source of information via the long distance telephone, paid the department his annual visit the end of March and early April. *Ed Denning* gave a party at his home for *Legaltie Graham*, which we hear was quite a success.

Ann Debus and *Mary Ann Schmidt* are "brushing up" on their tennis (at least they've been carting their tennis rackets around with them).

Last month *Tom Ervin* and his girl Friday, *Joan Baird*, took some time off for good behavior. TEE went to Nassau, and JGB recuperated in N. Y. State.

National

Advertising and Promotion

"All brides are beautiful" — as the saying goes. At this writing, *Marge Wilcox* and *Charlotte Collins* are not yet married — but it's safe to assume they'll make an unusually beautiful picture as they go down their respective aisles in May. The best to both. *Marge* stays with the company, *Charlotte* leaves the department. A & P lost *Jim Nelson*, but the loss is a gain not only to the network but to the President, to whom *Jim* is now a staff assistant. Another *Marge*, this one *Marge Evans*, has moved from the Island and chosen East 93rd Street, between Fifth and Madison yet.

Mike Lannon has a "legitimate" and "reel" crush on *Audrey Hepburn*. Him and a million more. *Mary James* hied herself off to Europe. *Ed Antonioli* hooked himself an 18 inch brown trout. Close to three pounds it was. Rest of the season will be an anti-climax, he fears. *Joan Culette* has a new boss, name of *John Wilkoff*, who came into A&P from Co-Op Sales. *Joan's* former boss, *Pat Steel*, is now with Grey Agency, working on the NBC account there, along with Art people *Fred Vite* and *Bob Dolobowsky*. They were fed at a party we threw for them at the Essex House, as was *Jerrie Soba*, who also has left the company.

Owned Stations Division

WMAQ, WNBP, Chicago — NBC Chicago announcer *Louis Roen's* son *George* has just become engaged, and *Louis' big* worry of the moment is that of becoming "Grandpa" *Roen*. The handsome vet announcer stalks the halls muttering "By gosh, he'd better not make me a grandfather yet — I'm too young!"

Birthday celebration in advertising and promotion was for *Barbie Albright*, but chief attraction was a "first attempt" three-layer cake baked by chum *Joyce O'Malley* of the network sales office. High spot was an original poem, scribed and read by copywriter *Steve Krasula*. No quotes here.

Ben Park, network program manager for NBC Chicago, and senior unit manager *Jim Troy* of the Park office are currently converting Chicago's suburban highways into an unofficial race-

way each morning as they blast their way to work in their MG's. *Park* has an MG-TC and *Jim* an MG-TD.

Other sports car fans include sports-caster-announcer *Norm Barry*, who now wheels a Chevy Corvette about town, and *Bill Hohmann* of network advertising and promotion, the proud owner of a spanking new Nash Metropolitan—and in shrieking red!

Pfc. Fraser Head, former member of the guide staff, reports from Korea, where he's with Armed Forces Radio.

"Cool," reports Central Division TV network sales manager *Eduard R. Hitz*, when asked about his Florida vacation in March. While it would sound as though *Ed* made more use of his overcoat than his bathing suit, he did return with a deep tan.

Coconut cake and coffee was the surprise treatment for radio spot salesman *Harry Simmons* on his March birthday anniversary. A large "H.S." with "far too many candles," according to *Harry*, graced the cake. *Bob Flanigan*, radio spot sales head; salesmen *Frank DeRosa*, *Williard Butler*; office assistant *Lillian Wack*, *Anne Kennedy*, *Sarita Nunez*, *Dorothy Denzler* planned the surprise for *Harry*.

Chicago Briefs: NBC Chicago net program director *Ben Park* elected to the mass communication commission of the National Conference of Christians and Jews. . . . WNBQ-WMAQ program director *George Heinemann* and wife, former "Ding Dong School" secretary *Jackie Pashley*, now suburban commuter types with the occupancy of a home in Northfield, Ill. . . . Continuity Acceptance assistants *Dorothy Masters* and *Joe Month* both in new residences: *Dorothy* to a new apartment near Chicago's Lake Michigan for weekend swimming and sun bathing; *Joe* and family to a new house — twin girls born last month plus his year-old boy sort of crowded the Month apartment! . . . Promotion writer *Janice Kingslow* flew to New York over a recent weekend to confer with producer *Otto Preminger* on possible role in new movie. . . . *Archie Sweet*, NBC Chicago janitor of many years standing, in Henrotin Hospital for major surgery. . . . The noon-hour ping-pong tournament in *Jim Wehrheim's* building maintenance department threatens to become the town's hottest sports attraction. . . . AM field engineer *Art Hjorth* on year's leave of absence to serve as secretary-treasurer of NABET. . . . WNBQ set designer *Stan Rames* applying his skill with the

ketch pad, doing quick drawings of guests at country club parties. . . . WNBQ salesman *Johnny Walker* absent from his usual Michigan Avenue seat while doing jury duty.

Congratulations to recipients of recent promotions: *Jules Herbeuieux*, former WMAQ-WNBQ assistant general manager, to general manager; *James Troy*, network program office, to senior unit manager; *Harry Trigg*, network program office, to network program supervisor; *Kenneth Guge*, engineering office, to assistant technical maintenance supervisor, and *Howard Coleman*, press department, to assistant manager.

NBC Chicago vacationers include: *Adele Hemphill*, assistant supervisor of Guest Relations, back from two sunnanned weeks in Jamaica; Newsman *Len O'Connor* back from a week in Acapulco; *Joy Fairtrace* and *Lynn Koykar*, of TV network sales and net advertising and promotion respectively, spent a long weekend in New York in early April; sales service secretary *Vina Parvulescu* planning a European vacation this June; *Bob Flanigan*, head of the Chicago office of radio spot sales, on a short April vacation; Net program secretary *Shirley Willer* vacationing in New York for a week late in April; TV engineer *Bob Smith* vacationing in Daytona Beach, Fla.; Receptionist *Ginjie Allen* back from a trip to California; Local ad-promotion manager *John Keys* vacationing as of this writing; WMAQ sales traffic gal *Val-etta Press* off on an extended vacation to Paris and Brussels; Net sales secretary *Ann McCammon* just back from a "hag party" vacation with sorority sisters from Northwestern U., to Ft. Lauderdale, Fla.

WRC, WNBW, Washington — WNBW took first place in the Ohio State awards in shows produced for "in school" viewing with its series in cooperation with the Board of Education. WNBW was also honored as the originating station for the "American Forum of the Air" which received the top honor for programs dealing with our basic freedoms. "Youth Wants to Know," which also originates from WNBW, won honorable mention. Director *Frank Shingland* took part in a panel discussion of educational programs at Ohio State and reported that educators are enthusiastic about the program work WNBW has done in cooperation with school officials.

Over two hundred members of the

Advertising Club of Washington turned out at the special TV clinic chair-manned by WNBW-WRC director of Sales *Joe Goodfellow* recently. It was announced at the seminar that Joe had been appointed chairman of the Nominating Committee to select the new slate of candidates for Ad Club directorships. He is himself a nominee.

Vice President *Carleton D. Smith* is very active these days as chairman for the annual fund drive for the District of Columbia Cancer Society.

New member of WRC-WNBW page staff is *Paul Hand*, a freshman at George Washington, majoring in Business Administration. *Jerry Smith*, former film editor, writes that he is enjoying Navy life. Jerry has been assigned to a destroyer and has left for a six months' cruise. *Martha Cosgriff*, secretary to Joe Goodfellow, is recovering from an operation. Publicity director *Jay Royen* took some time off to have his tonsils removed.

KNBH, Hollywood — *Grant Reckseick* of the Promotion Department leaves soon on his vacation to Death Valley, Zion National Park and Las Vegas. Grant plans to get plenty of rest on this trip, for when he returns he intends to bicycle to and from the office every day from Westwood, a round trip of approximately 16 miles. *Bud Mertons* is still in a dither over being one of the two males at a luncheon for 80 models at the Hollywood Brown Derby. *Bobbie Ricksen* is back to her desk after four weeks of jury duty. Huntsman *Jim Damon* returned from a hunting trip to Ocean-side, and his bag consisted of one rabbit. Damon claims it attacked him.

Tom Belcher and *Marc Breslow*, station directors, both handed out cigars to announce the arrival of their young ones. Another new arrival is *Rose Meyers*, who has taken over the duties as secretary to *John Wehrheim*, KNBH's golfing addict. Rose has just returned from 10 months in Indo China, plus a trip around the world with her husband, brother to KNBH's long-time friend, Lee Hogan.

Jack Kenaston is currently "bach-ing" while his family vacations at his Santa Barbara cattle ranch. Jack and his eldest son took up small game hunting in their back yard after the last California rains. It seems their fish pond found itself host to 6 bull frogs.

WTAM, WNBK, Cleveland — A welcome to the two new members of

our Film Department, *Ken Stevens*, film editor, and *Dorothy Inglis*, film secretary . . . and at the same time, farewell and good luck to *Bill Edwards*, also of Film, who is leaving NBC to join WMTV, in Madison, Wisconsin.

George Cyr, new TV program manager, *Lawson Deming*, new AM program manager, and *Gene Walz*, now manager of Continuity Acceptance and Public Affairs, are all in "full swing" in their new positions. *Jeanne Walker* is now assisting Gene in Continuity Acceptance, and will continue in a secretarial capacity for George and Lawson.

New apartments are the topic of conversation among many of our NBC girls these days. *Eileen McGinley*, of our TV Program Department, and *Glenna Hanson*, Spot Sales secretary, are busy buying new furniture for their new apartment in Shaker Heights. *Sandy Muzilla*, *Patti Babb*, and *Carole Engelbert*, all in Continuity, will be settled in their apartment soon, too.

Bunny Svec, of Radio Traffic, and *Kaye Durbin*, Accounting, were both surprised with bridal showers in honor of their April weddings. *Rosemary Bartlett*, also in Accounting, has a vivid memory of Kaye's party. Rosie drove home eight of the girls on this "blizzard" night, only to stall her car in front of *Joanne Barnes'* home. Joanne was the last girl to be driven home. But, being a true fellow Accounting Department friend, Joanne gave her "lodging" for the night.

Now that spring has arrived (we hope!), everyone has new projects to occupy their spare time. *Erv Palmer*, of Accounting, is busy weekends working on his sailboat, getting ready for the coming yachting season. *Jean Vokoun*, of Public Relations and Publicity, flew to Washington Easter weekend for a view of the cherry blossoms. Spring and golf are synonymous with many of the folks at NBC Cleveland. Among those putting their golf clubs in order are *Shirley Rich*, AM Sales secretary; *Clem Scerback*, our Advertising and Promotion manager; *Ted Sliva*, salesman; and *Tom Manning*.

Carolyn Bertko, formerly of the Continuity department, is now assisting on *Maggi Byrne's* women's show. Carolyn replaced *Pat Ferko*, who is now doing free lance work.

Attention! *Shirley Frye*, our TV Traffic girl, is not blushing! Shirley is trying to keep the ruddy complexion she acquired on her Florida vacation. Another NBC'er who vacationed in the

"land of sunshine" was *Jack Elliott*, TV engineer. *Gordon "Skip" Ward*, announcer, and *Paul Newell*, transmitter engineer, both won the monthly news awards for the best news tips. A "speedy recovery" to *Kim Hoemiller*, of Continuity, who was ill with appendicitis.

Assistant general manager *Bill Davidson* hopes to move into his new Shaker Heights home this month. Incidentally, Bill is still looking for someone who needs a nice home in Riverside, Connecticut . . . his former home, of course. The *Ted Walworths*, he's our TV sales manager, are now settled in their new home on Fairmount Blvd.

WNBC, WNBT, New York—Congratulations to WNBT's *Barbara Klopp*, who was a finalist in the Miss NBC Contest. Welcome to *Bill Redman*, Programming Cost Clerk, who is now working with *Herb Brotz* in Controller's. Bill Redman started working with NBC, Monday, April 5th. Also welcome to *Bill Kreitner* who will be working with *George Stevens*. We all hope *Ceil Zelak* will be back soon. Ceil has been out ill and we all send her greetings for a quick recovery. *Marvin Camp*, who has been working with *Bill Berns* on the Training Program, is now officially Coordinator of News and Special Events. *Harry Olesker*, WNBT producer, is finishing a jokebook for Dell Publishing called "Bride and Gloom." Harry usually does intellectual-type programs. At this writing, we're wondering whether *Dan Sobol's* first will be a boy or a girl. We should know very soon!

Pacific Division

From Central Stenographic: Welcome to *Joan Ballinger*, typist. An office party was held for *Norma Stoddard*, now on leave of absence to await the birth of her first child. Also congratulations via another office party were extended to *Darling Scott*, who married *John Herod* on Palm Sunday. *Midge Leadingham*, again laid claim to being NBC's most ardent angler when she sat up all night to acquire a boat for the opening day's fishing at Lake Crowley. *Carol McGahan*, Mimeo's own ballerina (and they tell us she's quite good), will appear in a dance demonstration for Eugene Loring's American School of the Dance. *Daisy Goodson* and husband are moving into a new apartment.

From Press: *Janet Tighe* recently

"trained" to Truth or Consequences, New Mexico, to handle the press coverage for the annual "T or C" broadcast from that city. She was originally scheduled to make the trip by plane but her recent crash while in flight to Nevada caused her to mix that in preference to the "earth bound" mode.

Belated "welcome aboard" to *Bob Sunderland*, who joined Press in February. He came to us from 20th Century Fox.

Personnel Division

We sure miss *Connie Hausamann*, who transferred up to 67th Street where she's doing a fine job for "Home." We sent *John Titman* off to his new job as personnel interviewer for *Time*.

One of my little helpers in gathering news, *Ann Allsopp*, has gone to spend a week in Florida and *Carol Mayer* was not far behind.

Mary Fitzgerald had a double birthday treat last month. She not only was taken to lunch by several friends, but got back to the office just in time for an ice cream party in her honor. Happy Birthday, Mary.

Press and Publicity

Press—While watching the Academy Awards on NBC-TV last March 25, we decided that the Press Dept. had much to be proud of in 1953, and maybe a few awards of our own were in order.

Best performance by an actor: *Milt Brown*, for his clever satire at our Christmas party.

Best performance by an actress: *Violet Young*, for her portrayal of a real lovable gal (this really isn't acting, but we love the performance).

Best direction: *Mr. Eiges*.

Best performance by an actor in a supporting role: *Dick Connelly*.

Best performance by an actress in a supporting role: *Eileen Lange* for her fine job as acting magazine editor.

Best picture of the Year: The one of *Leonard Meyers* smoking a cigar.

Best achievement in photography—black and white: *Jack Zwillingler* for his photo of *Barbara Simpson*.

Best achievement in documentary: *John McTigue* for his running commentary on military life.

Best achievement in editing: *Leo Hershdorfer* and *Sam Kaufman* (need we say more?)

Best achievement in short subjects: *Ariel Macfie* (I think it was 8 lbs. 12 oz.)

Information—In recent months the work of Information has been told to the nation through the radio and television columns of over a half dozen of the leading newspapers across the country. Among those columnists who interpreted *Mrs. Cole* was Harriet van

Horne of the New York *World Telegram and Sun*. An article about us also appeared in the *Morning Telegraph*. Other newspapers telling our story were the *St. Louis Post Dispatch*, *Chicago American*, *Cleveland Plain Dealer* and the *San Francisco Chronicle*. Also a magazine, the *National Foreman's Institute Magazine*.

Eileen Tobin, formerly a correspondent, was recently promoted to supervisor while *Alice Kennell* was made a correspondent. Incidentally, last March was Alice's tenth year with NBC and she became the fourth member of this department to have worked for NBC for ten years or longer.

George Deubel is busy counting the days left until his graduation from Rutgers University at Newark, where he has been spending the better part of his weekday evenings for the past six years. It was not easy to do and we are all looking forward to graduation day with George. And to close on a bright note, *Melba Thomas* is coming to work fresh and early these mornings, no doubt enjoying her first spring at Valhalla where she moved recently. Excusing the pun, we bet it's heavenly there.

Radio Network

Radio Network Sales—*Fred Horton* jumped the vacation gun with a sunny three weeks in Florida . . . we pale faces welcomed him back well rested and tanned. The indications of approaching warm weather started the "505 green thumbs" to itch . . . potted greenery now sprouts from the desks of *Tommy Phillips*, *Jean Martin* and *Linda Schmidt*, after an extensive tour of local flower shops.

It's about time we congratulated poppas *Vint Freedley* and *John Doscher*. Vint's first girl (fourth child) is named *Addie*, and John Junior made a boy and a girl for the *Doschers*. *Mac Walker* has switched homesites from Montclair, N. J. to Darien, Conn. *Doris Holmes* traded the country life of Pepack, N. J., for an apartment in Manhattan. *Ned Armsby* also located in a new apartment there.

Tom Wright and *Vint Freedley* are conducting an investigation on mysterious phenomena of April 1. Seems that instant coffee turned up in the tea bags the boys use to make tea each morn. *Howard Gardner* also looking into the causes of blue water in his water jug on the infamous day.

There are going to be many thankful

and warm orphans in Korea this next year. Several of the "503" girls have spent their free time (including lunch hours) unselfishly making clothes for those needy kids, with *Tommi Phillips* at the helm.

Bob Pauley, *Jim Fuller*, *John Moscher* readying their watercraft for good weather. *Bob Pauley* finds very few enemies these days since winning trap shoot in Darien last week. *John Pirge* proud of his recent acquisition of a Hillman-Minx. *Joyce McKenna* looking for new contests to enter. Objective: finance Bermuda vacation.

Radio Sales Traffic—We nearly lost *William McNaughton* and *Agnes Sivale* when they went to toast a friend off to Europe on the *Queen Mary* recently.

By the time this edition is off the presses, we will have moved. Where? That's anybody's guess as of now.

Staff Engineering

Jackie Taylor, invited to a party being given by *Porfirio Rubirosa*, didn't attend because she heard his "next one will be a poor girl!" Welcome mate out to *Fred Himmelfarb* of Audio-Video, and also to *Pat Keaney* who replaces *Bill McManus* in Mr. D'Agostino's office. *Bill* is happily ensconced in TV operations, as is *Dick Oelschlager*. Good luck to all of you. *Charles Porter* enjoying a Miami vacation while *John Galli*, planning his forthcoming Florida vacation, finds he can't get return accommodations. So who wants to come back? *Margie Marshall* ecstatic over her 189 game at the Bowling Alleys!

Gordon Strang, out on the Coast, being sorely missed by the girls of 612! On sunny weekends *Bill Clark* wends his way towards Poquonnock Bridge, a tiny town in Connecticut where he is restoring his early American (1776) home. I wonder if it's one of the places where George Washington stayed?

A lovely charm bracelet dangled from the wrist of *Helen Norton*. The reason? Her engagement to "Link" Wiese. We all thought *Hank Gurin* would tour the Caribbean on his recent two week military leave of absence. His port of call turned out to be Norfolk, Virginia!!

Station Relations

A hearty welcome to *Jane Ifjverstrom*, our gal in charge of the files; to *Jerry Stonebridge*, secretary to *Joe Berhalter*, and to *Helene Tress*, our new receptionist.

Next month, *Mary Mercer* will be

sailing for Europe, visiting England, Scotland, Germany, Italy and France. Lots of good luck to *Barbara Harlib*, who has left the department to go up-town as receptionist for the "Home" show. *Spike Knapp* is combining station trip and vacation in Miami.

Forest Hills waved goodbye to *Joyce Higbee*, who left Long Island to move to the country — Connecticut. Smart move! *Ham McIntosh* is the proud owner of a new ivory Bel-Air Chevrolet.

TV Network Programs

Art and Design Operations—*Kitty D'Alessio* went down to Florida for two weeks in February to work as Fashion Coordinator with the General Motors "Motorama." GM was so pleased with this arrangement that Kitty's services were again requested for "Motorama's" California run in March. She returned April 5th and says that the show played in Los Angeles and in San Francisco, where it was her job to supervise the five models who appeared in the "dream car" display.

Central Booking—It's moving time again for *Mary Cooper* and her ever so famous empire—yep, we're moving to Studio 2D. It's a big move for *Jane Costello*—before joining us she was in Studio 2E. Everyone's welcomed, including *Lynn Hollywood*.

Duplicating—*Wally Boden* becomes the first Duplicator to go on vacation this year. No leads as to where he went. *Jim Plock* is really looking forward to his vacation this year. It's the first one he's had in several years.

We've never gone into it before, but there are a lot of outside interests among the NBC'ites in Duplicating. For instance, *Donald Bartsch*, our erstwhile assistant supervisor, is an avid sports car enthusiast. (Finally got around to trying out a Jaguar but didn't like it after all. Bought an Olds 98 instead!). *Ralph Hausser* is crazy about machines—motorcycles to you. *Charlie Atlee* and *Joe Lazaro* both bought new cars. New to them anyway. *Tom Wade* spends his spare time taking pictures. He develops his own. *Wally Boden* is on a diet. Says the girls would like him better if there was a little less of him! *Dave Goble* spends his nights lifting weights. Makes it easier to open reams of paper. *Paul Barnwell* spends his nights looking at the stars. Alone? And last, on the more cultural side, *Joe Lazaro*, *John Corso*, *Karl Torjussen* and *Wally Boden* are going to college.

General Service—A festive surprise party was given March 31, on the 10th floor for *Harry Faulkner* upon his retirement after completing more than 10 years of service with NBC. Harry, completely surprised, was even more so when Mrs. Faulkner crossed the floor to greet him. A large group turned out for the happy occasion and entertainment was also in abundance. Harry was presented with cash, a scroll bearing the names of his many friends, and a unique cartoon. It was a sketch of a ball field depicting all of Harry's baseball pool friends as players with Harry at bat. Caricatures were topped with small pictures of each individual adding to the humorous sayings listed. Mr. Edward M. Lowell made the presentation. Incidentally, you can't keep a good man down. We have been informed that Harry is again working. Where? He's switched from baseball to the raceway.

Although we were in a merry mood preparing for that happy occasion, we were saddened by the death of *Dominick Vaccaro* on March 21. Many did not know Dominick, a fine and likeable man, because he was on the midnight to 3 A.M. shift but to those who came in contact with him, we sorrowfully bid him farewell and "God Rest".

We welcome to our midst *Joan Fraas*, replacing *Joan Johnston*, who left us for the wilds of Hicksville. The attraction—a brand-new home.

Guest Relations — GR was graded with two bee-out-iful gals running in the finals for Miss NBC. They were *Joan Lind* and *Mary High*. We were with them all the way, but maybe next year. . . .

Now to promotions: *Jerry Moring* has brightened the Production staff of WAVE in Louisville, Kentucky. *Carl Levine* to Production right here in our own local station. *Bill Burdon*, *Ray Teague* and *Sandy Ross* to Broadcast Night Operations. *Fred Preuss* to News and Special Events. *Joe Palmer* and *Bud Cunningham* to Engineering 67th Street. *Jim Chandler*, *Jack Roden*, and *Dick Sisk* to Network Engineering. *Ted Tobias* to Main Hall Supervisor. *Pete Fry* is now in the alternate supervisory capacity, and recently put the ring on the finger of Ann Houghton of Elmira. Congrats. Pete. And last but not least. *Joe Trentin* has taken the task on the Mezzanine ticket desk. Who said "Pages ain't got a future"? Also, from the ticket division to receptionist in Station Relations went *Helene Tress*.

The surprise of all surprises here in

the GR office left us numb when Mrs. Nolan announced the expected arrival of an image (to coin a phrase). Into her post as office supervisor went the talented and lovable Joan Lind. A party for Betty was given in the Rainbow Room before she left.

Music—Taking the place of Peggy Schlumpf, who was transferred to Television, is Maryann Arnold, who comes to us from Stenographic.

Marion Murray moved to a different apartment in Staten Island and related to us the customary moving hazards: an endless array of boxes and those mislaid items safely tucked in one of them. But now she has settled down and vows not to budge. Familiar people whom we haven't seen for a while and tiny new ones who resemble them were: John Romaine, and also Rosemary Barnett and Mimi Kilgore, with offspring. We sympathize with Thomas Gannon whose mother passed away after a long illness.

News and Special Events—Commentator Irving R. Levine getting kudos for writing and narration of radio documentary. "Malaya—War Without End"—a culmination of a year's work by Rhona Connery, former BBC reporter, of taping on-the-spot news (a total of 25 hours of tape).

More kudos to new radio series, "Heart of the News"—each night a story is detailed vividly in all its depth and ramifications through an approach designated by the NBC staff as "group journalism." At deadline, raves pouring in on special 45-minute edition covering the Oppenheimer story, featuring newsmen Jim Fleming, Morgan Beatty, Richard Harkness, Leon Pearson, W. F. Chaplin, Henry Cassidy and Joseph C. Harsch. William R. McAndrew heads the operation, assisted by J. O. Meyers and Chet Hagan.

New Faces: Cedric Clark, News Department stenotypist, filling vacancy created by departure of Julius Rehfield; Erwin Welpin, assistant in Les Vaughan's office; Fred Pruess, overnight copy clerk, who comes to us from Guest Relations; and Charlie Bornstein, who's been with us as overnight copy clerk for a long time, but we never stop before.

Visitors: Clifton Utley, Chicago; Bill Monroe, new director of news for Station WDSU, New Orleans; Ray Henle, 3-Star Extra, Washington; Richard Harkness, Washington; and Norman McBain, CBC, Montreal.

Travelers: Merrill Mueller's wife,

Nicki, returning aboard Queen Mary from visit to England; Frank Blair, "Today," back from vacation in South; Paul Cunningham, back from news junket to South Carolina to film "Today" segregation feature; Tom Naud, also "Today," back at work after lengthy hospitalization (it's good to see you again, Tom!) and immediately off to Augusta to cover the Hogan-Snead golf tournament. Irving R. Levine, returned from Providence, where he addressed students of Brown. Pauline Frederick, returned from Columbus, Ohio, where she addressed the annual gathering of National Institute for Education by Radio & Television, and another jaunt, to Kansas City, attending the national convention of American Women in Radio and Television. Film man Jack Yowell, back in Nairobi for short stay at his home. "Private Bag" (honest!) after filming a set of safaris "through Kenya, Uganda, Tanganyika."

Addenda: Mehitabel now has a family of six. Mehitabel is a cat. Mehitabel belongs to newswriter Bill Ryan. The Ryans are moving to a new (and larger!) house in New Jersey. Treva Davis, fashion editor for "Camel News Caravan," insists, despite protests, she'll be spending summer months at Montauk Point lighthouse. "Today's" Aida Rognoni, recipient of citation from Lake Placid for advancing the sporting of skiing. FYI the cast was taken off her broken leg just a few days ago. Director Jim Kitchell first Westchesterite out on Maple Moor golf course on opening day. Sportswriter John Lardner added to reportorial staff of "Weekend." William R. McAndrew named to committee on Mass Communication of National Conference of Christians and Jews. Film man Brownie Ku leaving Hawaii for post-graduate course at Ohio University in Athens. Tom Matsumoto pinch-hitting for a year.

Plant Operations—Jack Geagan is a juror for a front page murder trial. How does the saying go? "Send a thief to catch a thief?" Doug Lutz had a recent addition to his family . . . a television set. Barbara Weiner was recently voted "Queen of the IA" by the stagehands. Pat Cahill is the proud recipient of a personally autographed photo of Arturo Toscanini.

Production Operations—Spring is here but the beautiful yellow roses and lovely white lily-of-the-valley have left our department. You see, the Radio Studios Assignments Group, which in-

cluded Audrey Hanse, Joan Tarpey and Billie Eaton, has been transferred to the second floor. We miss the flowers that usually adorned their desks but most of all their wonderful personalities. The second floor also won our Central Booking Department which included four other swell gals. They are Mary Cooper, Jane Costello, Eloyse Gelfer and Virginia Smith. A big welcome to Harold Genser, who recently left the Film Library to join our Broadcast Film Department.

Program Analysis—Miriam Hoffmeir recently visited St. Louis and Chicago, highlighting her trip with a stop at Kansas City, Mo., where she attended the convention of the American Women of Radio & Television, of which she is Treasurer of the New York Chapter. Verne Heuer has made plans to spend the first part of her vacation with her family in San Francisco, going on to their cabin in the Sierras and climbing her trip with a visit to Hawaii. Connie Menninger and husband Walter are New England bound, as are Arlene and Barton Koslow, the Menningers to their summer home on Cape Cod and the Koslows to Marblehead, Mass. to visit friends. New Britain, Conn. and home will be Lora Silverman's destination when she takes off on her vacation.

Emmie Hill, who comes to us from San Antonio, Texas, hopes to spend her vacation in the Lone Star State, with her daughter, son-in-law and two grandchildren, one of whom Emmie and husband Joe will be seeing for the first time. The continental flavor is especially in evidence in Program Analysis as its various members are caught up in the excitement of Jane Di Leo's possible plans to repeat her enchanting trip of last year to Europe.

Connie Menninger and husband Walter were the house guests of Mimi Hoffmeir at her country home in Wilton, Conn., when Connie's famous father-in-law, Dr. William C. Menninger, addressed a civic group at Wilton on April 14.

Public Affairs—Doris Corwith has recently returned from Kansas City where she presided at the American Women in Radio and Television convention, and Ed Stanley, another itinerant department member, back a few weeks ago from the Ohio State Institute for Education by Radio and TV, where he participated in panels on "Music in Television," "Television Education" and "Religious Broadcasting."

Another early vacationer this year is

ay Stewart. She'll be off the middle of this month to Prestwick, Scotland. From there, she'll tour most of the continent. We might stowaway, Kay . . . better check that luggage carefully!

Set Up Operations—*Joe Kall*, who has sung professionally at clubs, dances, and resorts, is now studying opera and serious music at the Juilliard school. The jury service of *Jim Ashion* came to an abrupt and inglorious end in Kings County Supreme court when he was caught playing poker in the jury room. Spring is rarely here, now that *John Welch* has reopened his country place at Brewster, N. Y. The Royal College of Heraldry, London, has answered *Tom Longnore's* request for his family coat of arms. With the cut was a descriptive commentary, in the archaic language of heraldry. For those who are interested in such things here it is: Arms: Gules, two bars over full moon. Crest: A semi-male figure rampant, around the temples an oak wreath vert, holding in the dexter hand a staff proper. Motto: *Compos Mentis*.

Geneographic—This month we welcome to Steno: *Sandra Hoey*, *Margaret Martin* and *Hope Dusel*.

Happy Birthday to *Margaret McCenna* who celebrated her eighteenth birthday this month.

Jo Ann Clements leaves us on the fifteenth since she is soon to become a mother.

Rose Passarelli, *Margot Lampe*, *Wary Tallon*, *Betty Roman* and *Peggy McGrath* went to see "Kismet" and found it to be quite delightful.

We wish to express our deepest sympathy to *Mrs. Thompson* on the death of her mother.

Talent—*Priscilla Farley* is back after driving down to Tennessee for a couple of weeks on her vacation. Man, what a tan. *Doris Williams* and hubby David, did just about the impossible recently when they found an apartment on East 96th Street in little old you-know-what. Two weeks of her vacation were spent moving into and arranging their new home a la Williams, which is always a la tops. How would you like to fly down to Bermuda on June 3rd to spend eight glorious days basking in the sun with a cool something-or-other at your elbow? Well, that's just what *Audrey Hauck* has in store when she and friend, Alice, begin their

super vacation. They'll stay at the swank Elbo Beach Hotel and return on the *Queen of Bermuda*, which is pretty swanky itself.

Traffic—*Charlie Mangano* and *Russ Strebel* attended the opening game at the Polo Grounds between the Giants and Dodgers. Charlie was beside himself with joy because his Giants won, but poor *Jim Connor*, his co-worker, was miserable. Please pass the crying towel to Jim. Speaking of crying towels, won't someone also please pass one to *Charles Zucker* at the same time, as some meanie stole the hub caps from his brand new car.

Fred Kenworth (retired) paid us a visit the other day and was all aglow telling us about his daughter's new ranch-type home at Metedeconk, New Jersey, which will be finished soon and they expect to move into it around Decoration Day. Ken makes his home with his daughter and son-in-law and he's delighted at the thought of living at the shore, as he's quite the outdoors boy.

Joe Branagan was Traffic's first lucky baseball pool winnah, but since his take was only 80¢, we didn't look for "treats." *Marge Hadley* reports the cherry blossoms were beautiful in Washington, after week-ending there with Lt. Col. and Mrs. Griffin H. Wood (her niece).

TV Technical Operations—Bon Voyage to *Win Cregg* who is leaving for Europe this month for a four-week holiday. You might see some familiar faces over there, Win, as rumor has it that *Larry Lockwood*, *Jim Gibbings*, *George Jacobus* and *Margrit Hahn* will also be "Continental" during the various months of this Spring and Summer.

Also traveling is *Dorothy Spagna*—but in the opposite direction. She and her (by-now) husband, Charles O'Loughlin of Controllers, will be basking on the sands of that beautiful Island, Bermuda. Dotty, please bring us back some "Swizzels" to quench our thirst on the hot summer days to come!

It pays to advertise—considering the fact that we have so many fascinating, fanatic and fun-loving people in our Department, our column is mighty short. If you have any world-shaking news, tiny tid-bits and/or any miscellaneous nonsensical information, please let us in on it.

TV Network Sales

Merchandising—Early in May *Fred N. Dodge*, director of the department, and his wife, Millicent Dodge, headed for a somewhat unusual vacation and possibly a dangerous adventure. Mr. Dodge is a devotee of big game hunting and for years has wanted to obtain a good specimen of the silver tipped grizzly. Though not as large as the Kodiak or big brown bear, the silver tipped grizzly is the most ferocious and dangerous of the bear family. The Dodges are going into Knight Inlet, British Columbia, where last year a grizzly that tied the world's record set in 1894 was killed. Let's hope that both Mr. and Mrs. Dodge have good hunting and come back with the trophies they so highly prize.

Last week *Stafford Mantz* became a father for the fourth time, with a nine and a half pound son named Tim. This makes two boys and two girls for Staff. We understand he's now getting quantity discounts from the diaper service.

Research and Planning—This department is exceedingly proud that one of its members was a finalist in the Miss NBC contest. For a gal who's been with the company only a little over six months, *Sandy Boley* deserves kudos for being a tremendous contestant, ingenious campaigner and an undismayed loser who has brought more glory to room 520 than some veterans do in years.

Our newcomer, *Joan Donnelly*, makes headlines again. On May 1, her engagement to David McCullough was announced. Originally from "Down Under," David presently resides in New York. Who knows but that one day Joan, too, may go through those famous initiations of Equator crossings.

April 23, two birthdays were celebrated at Town and Country. *Jo Capetta* and *Marie* (Labor Relations) *Redling* were feted by a motley crew of party lovers from this here department. If that Marie doesn't get out of our hair once and for all, we're going to institute a grievance.

The *Betros* domain in Brooklyn was invaded by a half dozen or so femmes of NBC on April 29 for a dinner of strictly Arabic cuisine and an evening of strictly unpredictable entertainment.

Congratulations to *Louis Kaciczak* on her promotion in our Ratings Section. She succeeds *Alice Kane*, who left the company April 30.



Adventures of **THE FALCON**

Sure to be the hottest show since Dragnet

NOW ON TELEVISION
... 39 brand new half-hour films

Thrilling adventure. Mike Waring, The Falcon, is an undercover intelligence agent for the government. His assignments take him all over the world—on both sides of the Iron Curtain. Wherever he goes, The Falcon meets mystery and adventure.

Outstanding production. Exciting foreign backgrounds add to the superb realism. Inspired production by Hollywood's Harry Joe Brown keeps the action trigger-fast!

A great new star. Charles McGraw, as Mike Waring, is the most dynamic personality on TV since Jack Webb. His pictures include "The Killers," "War Paint," and the soon to be released "The Bridges At Toko-Ri."

Ready-made audience. The Falcon has proved popular during nine great years on radio for such sponsors as Procter & Gamble, General Mills, and Kraft.

Low cost per thousand. Nielsen says, "Mysteries deliver the lowest cost-per-thousand in night-time television."* And the best new mystery-adventure show on the market is THE FALCON.

THE FALCON carries with it NBC FILM DIVISION'S exclusive merchandising package:

- to help bring in every possible viewer
- to help bring in every possible customer

For high-flying sales in your market, ride with THE FALCON. Call, write or wire today.

*Based on Sept.-Oct. 1953 Nielsen Television Index. Evening shows half-hour or longer.

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NEW CLEVELAND TV PLANT

See pages 2, 7, 8, 9



CHIMES

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The Cover

On the cover of this month's issue of CHIMES are (left to right) NBC Cleveland secretaries Jean Hug, Jean Strobel, Jeanne Walker and Jean Vokoun, being briefed on some of the intricacies of the new WNBK transmitting plant by John Disbrow, engineer-in-charge of the transmitters.

Behind the group is the emergency transmitter which has been installed at the new Parma, Ohio, transmitter, to spell off the 100,000 water in time of distress.

Several weeks ago, WNBK, NBC's owned station in Cleveland, put its new transmitting plant into operation and at the same time switched from Channel Four to Channel Three. This change not only improved the service

WNBK had been offering viewers in the Cleveland vicinity, but it greatly expanded the area of effective coverage of the station's TV signal.

The importance of this engineering improvement was duly recognized by prominent Ohio civic leaders. Gov. Frank Lausche of Ohio was the one who pressed the button that switched WNBK over to Channel Three. Three Greater Cleveland mayors also attended the ceremonies.

The construction of this new engineering installation is one of the most important improvements in the physical facilities of the National Broadcasting Company to be made within recent years. For more on the new Parma plant, see pages seven, eight and nine of this issue of CHIMES.

Statement on Firestone

Following is the statement issued by NBC May 17 on the Firestone program:

The departure of "The Voice of Firestone" program is a source of great regret to the National Broadcasting Company. We made a prolonged effort to relocate the television program in the belief that this would serve the best interests of our viewing audience, our sponsor, our affiliated stations and the program itself.

NBC was convinced that, with such a move, the Firestone program would maintain the great public acceptance in a time period—away from powerful entertainment attractions—that it has demonstrated in single-station markets. In its Monday night slot, faced with strong competition from another network and surrounded by programs of a wholly different character, the Firestone television show suffered a drastic loss of audience over the past years as more and more television stations opened. Conversely, the Firestone simulcast on radio maintained a continued high rating because it was presented within the proper framework of a full Monday evening of great musical broadcasts. It was never contemplated that the radio show would be changed to a different time.

We believe that the millions of Americans who admire the high musical quality of the Firestone telecast would continue to view it at another

hour as they now do on Monday. In addition, we think that many who do not see it now, because they prefer a Monday night television pattern of light entertainment and melodrama, would watch "The Voice of Firestone" during a time when programming emphasis is on cultural presentations.

We therefore suggested to the sponsor a number of alternate proposals. One of these was the move to a late Sunday afternoon time slot between the "Hallmark Hall of Fame" and "Meet the Press" — both of which bear a cultural and educational imprint and both of which programs consistently command large and interested audiences. Within this programming context, the Firestone offering would have captured an increased all-family audience and would have arrested the downward trend of its rating—a trend that soon would have become more pronounced since single-station markets, on which the program increasingly depends, are rapidly disappearing.

NBC and the Firestone Tire and Rubber Company have enjoyed a pleasant and rewarding association for 25 years in radio and five years in television. We hope that the day will soon come when we will be able to resume that relationship. In the meantime we wish the Firestone Company and its program the best of good fortune.

NBC News Roundup..

357 Per Cent Increase Over '53 in Radio Sales

Radio Network sales since Dec. 1 totalled \$9,083,000, a spectacular 357 per cent increase over the comparable six months period a year ago. Radio also obtained \$16,116,000 in renewals since December, making a total of \$25,199,000 in gross billings signed during this six months period.

This tremendous increase in radio business parallels the first six months in office of NBC's new management team of Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President. When they took over, both Mr. Weaver and Mr. Sarnoff listed the revitalization of radio as one of their prime objectives.

WNBQ Presents First Regular Golf TV Series

WNBQ, NBC's owned television station in Chicago, is making TV sports history with its regular weekly (Tuesdays, 11 p.m. to midnight) series of night golf tournaments in capsule form from the famed Tam O'Shanter Country Club.

Because of the controlled conditions under which the series, called "Championship Golf," is presented (it is planned and conducted exclusively for the TV audience) viewers get a unique opportunity to follow the stroke-by-stroke progress of the matches.

Still Another Award to Chotzinoff for NBC-TV Opera

The National Association of American Composers and Conductors has presented Samuel Chotzinoff, NBC's general music director, with an Award of Merit for the NBC Television Opera. This brings to five the number of important tributes that have been paid to the series this season.

The eight productions of the Opera Theatre's fifth season of telecasts were singled out for praise by critics and public as well as in these five signal awards—the Peabody Award, the *Variety* Showmanagement Citation, the Sigma Alpha Iota (National Music Fraternity) Trophy, a flogger by the New York Music Critics Circle (to honor producer Chotzinoff and music and artistic director Peter Herman Adler) and now the NAACC Award of Merit.

Gillette Boxing Bouts Move to NBC Radio

The NBC Radio Network received a major program addition late last month with the announcement by NBC sports director Tom Gallery that the weekly "Gillette Cavalade of Sports" boxing bouts will be carried by NBC Radio as well as on NBC-TV, effective Sept. 3.

Veteran fight announcer Don Dunphy will provide the low-by-blow account of the bouts, with Win Elliot handling color commentary and commercials. Jimmy Powers is the commentator for NBC-TV.



This photograph of NBC Spot Sales' redesigned entrance on the third floor of 30 Rockefeller Plaza in New York is featured in the current issue of *The Architectural Forum*. The architects were Warren Nardin and Albert Radozcy, who planned the approach and doorway with ideas given them by Hank Shepard, New Business and Promotion manager of NBC Spot Sales. The panels between the elevators feature illuminated cut-outs in the shape of TV screens which depict personalities and programs presented on NBC owned and NBC represented stations.

'Sid Caesar Show' a Sellout Four Months Before Debut

Sid Caesar is SRO on NBC-TV for next season. Three sponsors already have signed as clients, thus selling out the program four months before it makes its debut on NBC-TV on Monday nights.

Three clients—the American Chicle Company, the Speidel Corporation, and the Radio Corporation of America—have each bought one third of the 60 minute program, which will be presented on Mondays from 8-9 p.m., EST, three weeks out of four.

NBC-Northwestern Announces Plans for 13th Annual Session

The NBC Chicago-Northwestern University Television Institute, offering a full-time, six-weeks session of advanced training in television management, directing and production techniques, will be presented for the 13th year beginning June 18. Classes are held in NBC's Merchandise Mart studios.

The Institute provides nine quarter-hours of credit in the regular Northwestern University Summer Session. Enrollment is limited to 25 students.

FCC 20 Years Old This Month

The Federal Communications Commission (FCC) will be 20 years old on June 19. The act that created it—the Communications Act of 1934—was signed in that year.

RCA Stockholders Meet

Gen. Sarnoff Tells 35th Annual Meeting of Best First Quarter in RCA History

Business volume of the Radio Corporation of America for the first three months of 1954 was the largest of any first quarter period in the history of the Corporation. Brig. General David Sarnoff, Chairman of the Board of RCA, announced on May 4 at the 35th Annual Meeting of RCA Stockholders in a studio of the National Broadcasting Company in Radio City, New York. Approximately 900 stockholders attended the meeting.

stant need for appraisal and adjustment. However, these symptoms of youth respond to intelligent treatment with much greater promise for a healthy future than do the ailments of old age.

"We look forward to the future of this promising industry and the maintenance of RCA's recognized position of leadership with complete confidence."

General Sarnoff said first-quarter

and-white and color television were listed by General Sarnoff as follows:

Television continues to expand as a medium of entertainment, news and education. As a new service in commerce and industry, it has become a major factor in the Nation's business. In RCA, television accounted for 50 per cent of the total volume of business over the past seven years and it reached 54 per cent in 1953.

RCA's steadfast faith and confidence in the ultimate triumph of the compatible color television system which it advocated was completely vindicated when the Federal Communication Commission in December, 1953, approved compatible signal standards for commercial operation of color television.

RCA's intensifying efforts to bring this great advance to the American people, has helped and encouraged others in the industry to do likewise. Progress continues in development of the RCA tri-color tube, and RCA expects to improve its performance, increase the picture size and reduce the cost. Since February, tri-color tubes have been produced at the rate of 2,000 a month.

RCA has made and delivered four thousand 15-inch color television sets. Based on orders from distributor RCA expects soon to be over-sold on its first production run of these sets. Nineteen-inch color sets are expected to reach the market by autumn.

By the end of this year, NBC will be colorcasting two programs a week from New York and a third from Burbank, California. In addition, NBC is planning a series of especially produced 90-minute shows, "Spectaculars in Color," to begin in October. NBC expects to have 60 stations on its network equipped to transmit color programs by the end of 1954, covering 60 per cent of all homes in the United States.

During this year and next, RCA believes the demand for color sets will exceed the supply. According to these estimates the industry should be able to sell about 50,000 sets in 1954, several hundred thousand in 1955, and progressively increasing number each year thereafter, adding up to a total



Overall view of the Annual Meeting of RCA stockholders, which was held in NBC's studio 8H in Radio City, on Tuesday, May 4. Standing at the microphone is Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, who presided.

"Our present inventories are well balanced with current sales and we foresee a good volume of business for the year 1954 as a whole," declared General Sarnoff. "We believe that color television will speed the day when the volume of RCA business will reach and exceed a billion dollars a year.

"The youngest child in the electronics industry—color television—offers the greatest stimulus for progress and the surest promise for prosperity. In our new, rapidly developing and fast changing art and industry, it is only natural to find growing pains and con-

sales of RCA products and services amounted to \$226,609,000, an increase of nine per cent over the first quarter of 1953. Profits, before Federal taxes, amounted to \$20,470,000. After providing \$10,404,000 for these taxes, the net profit for the quarter amounted to \$10,066,000. This is an increase of eight per cent over profits earned in the first quarter of last year.

After Preferred dividends, the Common stock earned 66 cents a share compared with 61 cents a share in the first quarter of 1953.

Significant developments in black-

approximately 10 million color sets in use five years from now.

Stages of Pioneering

Pointing out that color television, like any other large pioneering undertaking, is divided into three stages, general Sarnoff listed them as follows:

First: Research and invention

Second: Engineering and development

Third: Mass production and sales

"The first two stages usually are costly and unprofitable," he said. "But the third stage is generally profitable. Both in black-and-white and in color television—RCA has carried the major financial and technical burdens of the first two stages. In these instances, as in others, we blazed the trail and established the basis for a profitable business for our company as well as for our licensees and competitors.

"It is obvious that the high cost of trail-blazing is the price of leadership. But only through such pioneering efforts and leadership can new industries be created and progress be made.

"Despite these natural burdens of leadership and pioneering, the record before you proves that through hard work and experience we have earned a reasonable return on the investment, paid dividends to our stockholders, and steadily increased the value of their equity in the Corporation. At the same time, we have utilized our leadership to build a solid foundation that supports our faith in the great future we see for RCA and others in this industry.

"The possibilities for further development and expansion of radio and television—both black-and-white and color—as well as the new field of electronics, are many and real. They can help to sustain and increase employment and to provide opportunities for the expression of many talents."

Four members of the Board of Directors of the Radio Corporation of America were reelected by the stockholders to serve a term of three years. They are Frank M. Folsom, President of RCA, Harry C. Hagerty, George L. Harrison, and Charles B. Jolliffe.

"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."

WNBT's 'Princeton '54' Widely Hailed by Press

Educational television in the United States has mushroomed within the past five years to such an extent that last year 84 colleges and universities and 49 public and private school systems were participating in telecasts in 79 cities, 32 states and the District of Columbia.

The form educational TV has taken has varied from school-operated stations to the preparation of programs telecast on commercial outlets. Some of the "telecourses" on the air offered full college credit; others gave no credit but provided courses materials to viewers at a small fee. Many prominent institutions, such as Yale, Georgetown, Brown, Rutgers, Columbia, NYU and Princeton, took part in television projects of one nature or another.

One of the most noteworthy, and according to magazine and newspaper observers, one of the most effective,

educational television experiments has been "Princeton '54," a series presented by that university and WNBT, NBC's owned TV station in New York City.

Time magazine, among other publications, devoted a great deal of space to praising this markedly successful marriage of commercial television and higher education. "Showing that TV need not be dense to make sense," *Time* said, "the professors have tackled such unlikely subjects as perception, molecular theory and the paternity of a musical chord, all in a manner brimming with meaning for (1) educators still wary of TV and (2) telecasters anxious to harness academic brainpower."

The series of eight telecasts was seen on WNBT each Saturday from 5:30 to 6:00 p.m., beginning on April 17. The last presentation was on June 12.

An Exclusive, We Think

Editing a monthly house organ can be a little discouraging at times. Main trouble is, most every time you think you've got a scoop, the daily or weekly trade press beats you to it. This issue, though, we think we've got an exclusive, and we defy *anyone* to get *this* out on the streets before us:

Mr. and Mrs. Bill Parish (supervisor of playreading for NBC) are going to have a baby in September and *it's going to be a girl!*

How can we speak with such cold certainty about an event whose outcome is normally the most unpredictable of things to come? Well, a Frenchman named Dr. Charles Welbert feels that he can, and we won't argue. To explain: seems Eleanor Parish, Bill's wife, is science editor of *Life* and several weeks ago prepared a story (*Life*, May 17) on how this French doctor, now in the U.S., claims he can predict the sex of unborn children. Eleanor, herself *enceinte*, couldn't resist trying it. The reading: a girl. How reliable is this system? Well, check the "Births" column in the September or October issue of CHIMES and see.



The history of music was traced in the third "Princeton '54" program by Dr. Edward T. Cone (standing, right) and Dr. Roger H. Sessions (seated), two outstanding music authorities. Jim Elson, director of the show, is on left.

WHILE BERNS ROAMS



WNBC-TV director of News and Special Events Bill Berns as he boarded a Pan American Airways Clipper at Los Angeles for the first leg of his trip around the world.

Travelling is a prominent part of the job for a good many NBC employees. Although we place a fair number of our people on such relatively modest trips as the New York to Camden (RCA manufacturing HQ) run, a major share of the NBC-man's rambles are of the long distance variety.

And quite inevitably so. When you consider the character of our nationwide business and the location of the various NBC offices, expeditions of 240, (N. Y. to Washington), 840 (N. Y. to Chicago), 500 (N. Y. to Cleveland), 3040 (N. Y. to San Francisco) and 2910 miles (N. Y. to Hollywood) are not uncommon to certain of our people whose jobs require them. Then there are the special jaunts to Minneapolis, Detroit and similar cities, taken most often by NBC salesmen for the purpose of bearding the sponsor in his own lair. For some other employees, notably those in Station Relations, Merchandising and News and Special Events, travelling many months of the year is part of the essence of the occupation.

But even in this company of globe-trotters, all previous junkets pale compared to the one taken last month by Bill Berns, manager of News and Special Events of WNBC-WNBT, New York. For the first thirteen days of May, Berns roamed clear around the world—all in the interests of the National Broadcasting Company, Inc. As all employees who read this are turning to scratch pad or slide rule to

determine how much mileage Bill should collect, let us hasten to add that in another way the trip was in the interests of Pan American World Airways, and from Los Angeles to New York, the long way around, the whole journey was via Pan American and courtesy of Pan American.

It all came about as a result of talks held in the WNBC-WNBT Programs Department, back in early April. They revolved around the approaching tourist season, which may be the biggest in history. Newspapers and magazines run travel sections, why shouldn't NBC's Flagship Stations? And what is one of the most dramatic aspects of travel in 1954? The speed and convenience with which it can be done. How better to show this than a flying "Travelcade" around the world, with live broadcasts, on successive days from cities thousands of miles apart.

Of course, the cooperation of an airline was essential, not only for providing the passage but also for setting up a well-planned itinerary that offered speed as well as time to make broadcasts at certain of the stops. The airline that was approached was Pan American, which not only is one of the few systems which goes around the world, but also is an important client of NBC (sponsor of "Meet the Press" on alternate weeks). Pan Am agreed, and WNBC-WNBT news and special events chief Bill Berns was named to do the job. American Express, quick to see in this a splendid opportunity to advance their Travelers Checks, bought

a series of commercial spots featuring Bill, in Tokyo or Rome or Paris, reporting on the ease of cashing the checks.

Bill took off from Los Angeles at 10:00 a.m. on Saturday, May 1. First stop was a two-hour one at Honolulu, and then an even shorter one at Wake Island. At Tokyo, however, Bill spent 17 hours, giving him chance for a live broadcast, meeting George Thomas Folster, NBC correspondent there, and a galloping tour of the sights. Hong Kong also provided enough time for a clothes change, another mercurial tour and even fittings for a couple of new suits. Next stops, and fairly brief ones, were Rangoon, Karachi, and Beirut. Then came Rome, where with NBC correspondent Jack Begon, Bill made two live circuit broadcasts. He spent two days in the Eternal City, and wished it could have been two weeks. The same was true of Paris, where he was for three days, and London, the last stop before New York, a two-day one. In both of those cities Bill made live circuits to home and greeted the NBC correspondents—in Paris, Frank Bourgholtzer and Paul Archinard and in London, Romney Wheeler.

All in all, Berns roamed over 25,000 miles, and returned, maybe a little winded, but convinced that a round-the-world trip is pretty rewarding, even if it's done in less time than the average man spends on his summer vacation.

CLEVELAND'S

New Channel

3

At 7:58 p.m., Sunday, April 25, on a pre-arranged cue from Wally Cox during his "Mr. Peepers" television show from New York, Governor Frank J. Lausche of Ohio pushed a button in the Master Control Room of NBC's owned television station WNBK in Cleveland.

By that action, the Ohio chief executive put into operation a powerful new transmitting plant for the station, and switched WNBK's signal from Channel Four to Channel Three. At the Governor's side as he did this were Charles R. Denny, Vice President in charge of NBC's Owned Stations Division, and Lloyd E. Yoder, general manager of WTAM and WNBK, NBC's stations in Cleveland.

Many months a-building, WNBK's new 100,000 watt transmitter, which is located at Parma, Ohio, means vastly improved service for residents of the Greater Cleveland area. Before the move to Channel Three, WNBK's signal extended to 20 counties, with an audience of 873,131 television homes. Now, the station's coverage takes in 29 counties with more than 1,030,000 TV receivers located in the new WNBK pattern. The new signal is 15 times stronger in the Cleveland area than the old one.

An outstanding reason for this upsurge in power and coverage is the spectacular transmitting tower which WNBK now boasts. The tallest insulated television tower in the United States, it stretches 905 feet into the sky. Moreover, it is the highest structure of any sort in the Cleveland area.

WNBK's new 905 foot transmitting tower is the tallest structure in northern Ohio.

Earlier on the day of the switch-over, three Greater Cleveland mayors—Anthony J. Celebrezze of Cleveland, Stephen A. Zona of Parma, and Raymond J. Calvin of Seven Hills—participated in a special dedicatory television show direct from the new transmitter.

In addition to Mr. Denny, O. B. Hanson, NBC Vice President and Chief Engineer, Raymond F. Guy, manager of Radio and Allocations Engineering, and Frederick Everett, NBC's project engineer, were in the visiting delegation from NBC headquarters in New York. NBC Cleveland participants, besides Mr. Yoder, included S. E. (Eddie) Leonard, engineer-in-charge of the Cleveland stations, who put WNBK's sister station, WTAM, on the air over 30 years ago, and Paul Redford, narrator of "The Story of Channel Three," the special television show which honored the event. The program was produced by WTAM-WNBK News and Special Events director Edward Wallace and was directed by Charles Dargan.

Film portions of the show included extensive aerial surveys of Ashtabula, Akron, Youngstown, New Philadelphia, Mansfield, Sandusky, Dover, Warren and the first eagle's-eye view from the top of the new tower over the whole Cleveland area. From that tower-top vantage point, viewers saw a panorama comparable in size to that offered from the observation roof of the Empire State Building in New York City.

The transmitter building in suburban Parma is designed much like a modern ranch house. The one story edifice is constructed of red brick and measures approximately 80 by 57 feet, including a four car garage where the WTAM-WNBK mobile units are housed.



The transmitter engineers work on shifts, for the transmitter has a 24 hour a day schedule of either operation or maintenance. Because of this, the plant features a kitchen which would be the pride of any Cleveland housewife. It is equipped with a range, refrigerator, sink, and kitchen cabinets. A green composition table with matching chairs completes the home-like kitchen atmosphere, and stainless steel silverware and china that duplicates the table's green carries out the motif. The decorator was Mrs. Frederick Everett, wife



Mr. & Mrs. Charles R. Denny chatting with three Greater Cleveland mayors who participated in the special dedicatory TV show on WNBK. Left to right: Raymond J. Calvin, Seven Hills, Mr. Denny, Anthony J. Celebrezze, Cleveland, Mrs. Denny and Stephen Zona, Parma.



Paul Bedford, narrator of the special show, "The Story of Channel 3," (left) interviews Frederick Everett, NBC project engineer, who supervised construction of plant.

of the project engineer. One of the most important pieces of equipment in the kitchen is a Boston Cook Book — a present from Mrs. Everett.

The transmitter engineers cook their own meals there. "It's like life on a submarine," said one of the engineers. "We're a self-contained, self-sufficient unit."

The larder is kept full by a weekly visit to the local supermarket. Each employee at Parma contributes an equal amount of money to the "food budget" and Army style, each pulls K.P. No cases of malnutrition have been reported as yet from Parma, nor are any expected.

The plant is self-sufficient in other respects, too. An immensely important factor in case of snowstorm or other emergencies is the transmitter's power generator, which would automatically go into action in case both of WNBK's two main power sources fail. The plant contains the latest and finest of RCA transmitting gear. Although it has an electrical heating system, it need never use it except when the transmitter is shut down, because the excess heat given off by the transmitter's tubes is sufficient to warm the building at a comfortable temperature in the most severe winter weather. There is an air-conditioning system to offset this self-



(Left to right): S. E. Leonard, engineer-in-charge of WTAM-WNBK; Raymond F. Guy, manager of NBC Radio and Allocations Engineering, and William N. Davidson, assistant general manager of the NBC Cleveland stations, discussing the new plant at Parma.



principals of the big switch to Channel 3 were NBC Vice President Charles R. Denny, (left), WTAM-WNBK general manager Lloyd E. Yoder (center) and Ohio Governor Frank J. Lausche, who pressed the button that put the new installation into operation.

producing heat during the summer.

The tower lends itself to all sorts of striking calculations. The 905 foot structure rests its 183 tons of down-thrust — equal to the weight of about 280 average size automobiles — on a hollow porcelain base insulator that weighs a mere 450 pounds — the amount of porcelain found in approximately 125 cookie jars. It was erected to withstand gales up to 120 miles an hour in velocity. (The record blow registered in Cleveland by the Weather Bureau was 78 miles an hour in 1940.)

It takes a man 30 minutes to climb the 800 rungs up to the 305 foot level, not counting resting time. To change a beacon light up at the pinnacle, there's another 100 foot climb. The tower must be climbed at least four times a year for maintenance of the antenna, and of course on other emergency occasions. One hundred gallons — or 1200 pounds — of paint cover the structure, in an orange and white pattern approved by the Civil Aeronautics Board. Three layers of beacon lights each throws off a 1240 watt flashing red signal every 30 seconds. In addition, there are four sets of three obstruction lights spaced at 140 feet intervals from the bottom to the top of the tower.

Since the switch to Channel Three, mail has been pouring into WNBK

from viewers as far away as 200 miles who are now seeing NBC's lineup of television shows for the first time. Normally, however, WNBK's signal blankets a 60 mile, 29 county area.

On the special dedicatory TV show, Mr. Yoder pointed out that the change of WNBK to Channel Three brings two important results to set owners in the area.

"The switch to Channel 3 not only increases our power to 100,000 watts so that WNBK's signal will reach out to include 29 counties in Ohio and Pennsylvania with a population of over 4 million," Mr. Yoder said, "but even more important is the fact that with the move to Channel 3, WNBK will no longer experience interference from Detroit, which limited the service we could deliver to Ohio and in some cases caused serious signal interference. The closest station on Channel 3 will be 245 miles away from us."

Mr. Yoder said that WNBK is carrying on "the great pioneering tradition of its companion NBC radio station WTAM".

"We are dedicated to the service of the public by bringing our viewers in this wide and populous area the best news service, public service programs, the finest local programs, and the renowned NBC Television Network's schedule of entertainment."



Beautiful weather on the day of the switchover lured the visitors out of the WNBK transmitter building to look up at the impressive 905 foot transmission tower, part of which is visible in the background. In a small group, just behind the WNBK camera, (L to R) are Raymond F. Guy, O. B. Hanson, Charles R. Denny, Mrs. Denny and Theodore Walworth, Jr.



After the dedicatory program in the afternoon, the upcoming switch to Channel 3 was the main topic of conversation at a special buffet dinner in Cleveland's Hotel Carter.



Left: Pat Kelly's face registers astonishment as Ralph Edwards relates an incident from the past on "This Is Your Life." Right: The famous folk who participated in the TV tribute gather round Mr. & Mrs. Pat Kelly (seated) and Ralph Edwards (kneeling). First row behind sofa. L to R: Percy Easthope, Fortune Gallo, Ben Grauer, Mrs. George Mellon, Norman Brokenshire, Ed Thorgersen, Tex Antoine, Tiny Ruffner. Second row: Bob Warren, George Putnam, Howard Petrie. Top row: Ford Bond, George Hicks, George Hicks, Alwyn E. H. Bock, Jack Costello, Jimmy Wallington, Hugh James.

Pat Kelly—'This Is Your Life'

Pat Kelly, supervisor of announcers for NBC, was the surprised principal subject of Ralph Edwards' "This Is Your Life" on Wednesday, May 19.

Brought to Hollywood from New York on the pretext of delivering a lecture at the Theatre Arts Department of U.C.L.A., Pat was greeted by 14 of the most famous radio announcers whom he had worked with in his years with the National Broadcasting Company. Ralph Edwards even played a recording of his own voice in which

he reminded Pat that he was one of the announcers whom Pat had declined to hire years ago.

Edwards traced Kelly's life from his birth in Australia, his career as a cabin boy on a steamship, work in a business establishment in Canada, the years during which he sang with the San Carlo Opera Company and his assignments in the early days of radio.

On hand to pay tribute to Pat Kelly were a former employer from Vancouver, British Columbia, named Percy

Easthope whom he had not seen in 36 years, Fortune Gallo (who hired him to sing with the San Carlo), Mrs. George Mellon, who stood up for the Kellys at their wedding, his wife Yolanda, and a group of his microphone associates including Ben Grauer, George Hicks, Tiny Ruffner, Tex Antoine, Ed Thorgerson, Alwyn E. W. Bach, Norman Brokenshire, Jimmy Wallington, Don Wilson, Ford Bond, Hugh James, Jack Costello, George Putnam and Howard Petrie.

(Left): Ralph Edwards reviewing another episode of Pat Kelly's life. Standing behind chair are Tex Antoine, gnawing on mustache, and Tiny Ruffner. (Right): Jack Costello, another prominent figure in Pat Kelly's career, greets the long-time NBC supervisor of announcers.

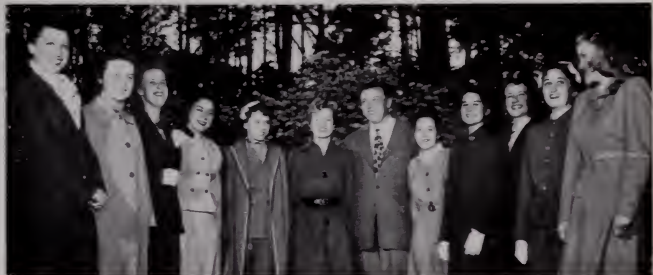


The Picture Story



Harry Camp of KNBH, Hollywood, Advertising & Promotion Department, is pictured here with lovely Jan Golus, Miss San Diego, at the Grocers' Convention at Coronado, Calif. Harry was promoting KNBH's Key Value Week idea.

These Martian-looking folk are really Herman Kitchen (left) and Howard Genser of Broadcast Film. Skin diving enthusiasts, they are seen at Cold Spring Harbor, L. I., in their cold-weather gear.



WRC, Washington, baritone Gene Archer was featured entertainer at annual Azalea Festival in Norfolk, Va. He's seen here with a group of the Festival Princesses. At Gene's right is Miss Pat Priest, whose mother, Ivy Baker Priest, signs our dollar bills.

Bowling Winds Up, Softball Underway

The 1953-1954 season for the NBC New York Bowling League came to a close in a spectacular way on Friday, May 21, with a remote-control match with its NBC Chicago counterpart.

This unique type of match was staged via long-distance telephone, as an experiment to see whether it was workable and a possibility for next season.

In this New York-Chicago match, the first team from the Windy City won over its opposite number from the Main Office, but the New York second team beat the Chicago second team, making the contest more or less a draw.

Most important, however, according to members of the New York League, are the opportunities for bowling matches between teams from the NBC offices located in the various cities.

Another major event for the Bowling League on the wind-up of its season was the annual bowling dinner, which this year was held on May 26 at the Tavern-on-the-Green. Next month's CHIMES will present a photo feature on this gala affair.

As the bowling season ends, the softball one is just coming to the fore. This year the NBC softball team is putting out an appeal for both players and spectators. Both are needed, because the team that represents NBC is being entered in the Industrial League, a group reportedly made up of extremely tough opposition.

The team plays at the Central Park diamond at 63rd Street, usually every Monday and Wednesday evenings. Anyone interested should contact Bob Hanretty, Ext. 8370, New York.

NBC Births

- To I. M. Bill Stein, N.Y., a son, Robert David
- To Bill Bailey, Chicago, a daughter, Kelly Lou
- To Arnold Gold, N.Y., a son, Richard Kenneth
- To Arnold Margolis, N.Y., a son, Barry Stephen
- To John McGinty, N.Y., a daughter
- To James Chandler, N.Y., a daughter, Mary Joanne
- To Irving Ehrlich, N.Y., a son, Robert Phillip
- To M. Jacobson, N.Y., a son
- To Bob Dressler, Chicago, a daughter, Wendy
- To Edwin Hogan, Chicago, a son, Mark Andrew
- To Dennis King, N.Y., a daughter, Leslie
- To Joe Tanski, Jr., Cleveland, a son, Gregory
- To Herb Schumm, N.Y., a son, Kenneth Allen
- To Roy Shepards, N.Y., a son, Dennis Robert
- To Charlie Smith, N.Y., a son, Charles
- To Vincent Aporie III, N.Y., a son, Vincent IV
- To Betty Nolen, N.Y., a son, Jeffrey

Chicago Spring Spree



Frank DeRosa, of Radio Spot Sales and new president of the NBC Chicago AA (center) is congratulated by WMAQ-WNBQ general manager Jules Herbuveaux. To right is radio director Herb Lateau, retiring AA president.

The N.B.C. Athletic Association, made up of all the employees of NBC Chicago radio and TV outlets WMAQ and WNBQ, plus the NBC Central Division, had its yearly "indoor outing" at Henrici's restaurant in the Merchandise Mart, home of the NBC Chicago operation, on Thursday, April 29.

A new crew of officers (see May CHIMES) headed by "sexy prexy" Frank DeRosa took over from the capable 1953-54 staff headed by radio director Herb Lateau. WMAQ-WNBQ general manager Jules Herbuveaux acted as emcee for the dispensing of door prizes — an event high-

lighted by Herbuveaux' awarding to WMAQ salesman Johnny Walker of a "leather secretary."

"I sure don't think I'd want one of those," concluded the g.m.

The yearly Spring Spree featured dinner, dancing, entertainment, and door prizes, with "fun for everyone" guaranteed.

Next on the NBC Chicago agenda is the yearly outing, held at Medinah Country Club near Chicago, where, in contrast to the Spree, every salesman has (or so it has been reported to us) his "outdoor innings!"



(Left): Spree was highlighted by antics of (L to R): Ken Nelson, Bob Loeber, Johnny Walker and Norm Barry. Barry is peering over the shoulder of a lady who chose to remain anonymous. Cropped part of photo rests in locked drawer in Press Dept. and wild horses couldn't etc. (Right): Watching the dancers are (counter-clockwise from top): Bea Agnetti, Lou Skallinder, Jimmy Leahy, Charlotte Russell, Jeanne Couyure, Bob Nelson and Patty McCarthy.

Staffers Turn Performers at Chicago Spring Spree:



Rosemary Kortas (left) and Marilyn Harsin, both of the NBC Chicago Music Library, team up in costume-comic duet at the AA's Spring Spree on Thursday, April 29. All clowning aside, they're both good musicians.



Soprano Marian Davis (L) won top honors in show. Jerry Nodlund was once dance band vocalist.



(Left): Ed White, Communications, was another of the excellent entertainers at the Spree. (Right): Herb Kent, Mailroom, dons wig and specs in portrayal of life in NBC Chicago Personnel.



G. R. Crew Again Comes Through for Benefit

Several weeks ago, William S. Hedges, NBC Vice President in charge of Integrated Services, received a letter from NBC sportscaster and former basketball star Bud Palmer. We think this letter, which is self-explanatory, is immensely well worth printing in CHIMES.

Dear Mr. Hedges:

My hat is certainly off to a group of your Pages and Guides. On Wednesday, April 28th, the first luncheon of the New York Muscular Dystrophy Chapter was given at the Tavern-on-the-Green for about 300 handicapped children. I volunteered to MC the show.

Though NBC gave us a tremendous amount of help with such stars as Jinx, Clarabelle and Chief Thunderthud, and Jon Gnagy, there were still large gaps in the program. I called Mr. Jack Schwanke, formerly a guide, now in Scenic Design, for help. I knew that

formerly he and Noreen Conlon—one of your past guides—had organized a group that performed at various hospitals in this area. The kids responded nobly. They rehearsed at night, whipped into shape and really saved the party. Any time the entertainment started to lag, they were standing by with another fine act. In my opinion, they really saved the day. The kids were crazy about them.

Your Guides and Pages circulated among the wheelchairs, talking to the children. They worked in nicely with the NBC talent, helped with the decorations, assisted the regular members of the Dystrophic New York Chapter in any way they were asked. They stayed right to the end and just gave a tremendous happy lift to the whole affair.

This group from NBC certainly did a great deal public relationswise for your organization, and brought a very delightful afternoon to some very unfortunate children.

NBC Marriages

Kaye Durbin, Cleveland, to Robert Jerousek
Bunny Svec, Cleveland, to Ronald Phillips
Charles Dargan, Cleveland, to Mary Kay Macken
Joyce Salstrom, Chicago, to James Baxter
Patricia Riley, Chicago, to Edward Snyder
Marie Semprebene, N.Y., to Lou Bergdahl
Dotty Spagna, N.Y., to Charlie O'Loughlin
Gloria Cricchio, N.Y., to Max Verni
Florence McMahon, N.Y., to Daniel J. Moore

NBC Engagements

Gloria Betros, N.Y., to Alfred Swan
Patricia Sullivan, N.Y., to Robert Coleman
Joyce Rost to Irving Fried, both N.Y.
Hap Easton, N.Y., to Joan Cregier
Bill Morris, Cleveland, to Carol Phelps

Besides Noreen Conlon and Jack Schwanke, the others in the group were Herb Granath, Jeanette Lynn, Randy Harrison, Lois Zierck, Ron Rubin, Lenny Alfano, Joyce Rost, and Mary Ann Arnold from the Music Department.

I thought that you would like to know what wonderful work members of NBC do.

Sincerely,
BUD PALMER

At NBC New York:

THE RADIO WORKSHOP

By

John Fernandez



Terry Gilder and Stu Hinkle during one of the recent Workshop productions.



Harvey Muller is at microphone; Stu Hinkle and Nancy Hendry are seated in background.



Henry Dehos of Guest Relations. Rehearsals and "broadcasts" are usually held in studio 8A of the RCA Bldg.

its sleeves and went to work.

Early season productions harvested such original program ideas as "That's History For You," a quiz show designed to test its panel members on their scholarship and erudition; "Dream Time," a fifteen minute morning program showcasing the vocal talents of Joyce Rost in Guest Relations; "Coffee Break," a morning disc jockey show, hosted by Stu Hinkle of Guest Relations; "Moods and Music," an experimental half-hour of readings by Al Contento of the News Department, backed up by the magic Hammond organ of Stew Warkow of Controllers; "Every Tom, Dick and Harry," a thirty minute musical comedy celebrating Valentine's Day, and starring a trio of romantic baritones: Herb Granath and Jack Kelleher of Guest Relations, and Joe Kall of Radio Set-up, playing the parts of . . . "guess who?"; and finally "Piano Moods," a quarter-hour showcase for the "Gallic Impresario of the Keyboard." Bob Wagner, also of the Guest Relations Staff.

However, the Workshop did not confine itself to "originals only." For there was definite value in programming the conventional melodrama, musical, and dramatic programs actually broadcast over the networks, so that Workshop members could learn their requirements and techniques. The Producer-Director teams of Tina Falcone (Legal) and Harvey Muller (Guest Relations), as well as Barbara Dodd (Receptionists' Staff) and Andy Mac Chesney (Guest Relations), turned in sparkling productions in "The Chase" and "The Clinic" respectively. Directorial assignments were handled professionally by Lora Silverman of

"Once upon a time . . ." in fact, in the fall of 1952, a fellow by the name of Ronnie Guzik, who worked for Broadcast Night Operations in New York, got the idea of revivifying the NBC Radio Workshop. The old Workshop had long since been launched into eternity, especially upon the advent of that new and exciting medium, *Television*. So, Ronnie called together some other young radio enthusiasts like Bill Burdon of the Guest Relations Department, Barbara Dodd of the Receptionists' Staff, Betty Roman of the Stenographic Department, and Eleanor Bouwman of the Film Procurement Division, and in secret conclave he outlined his plans.

The Workshop season of 1952-53 was almost entirely consumed in setting up the organization and overcoming the problems of "who should do what," and how the production facilities could be obtained. But once these questions had been resolved, everyone agreed that it was time to start "broadcasting." With the start of the 1953-54 Workshop season, producer, director, writer, and announcer staffs were organized, and key administrative personnel were appointed. The theme of the Workshop was that it should be operated as a local, independent radio station. And when Ronnie Guzik left NBC to open up his own ski shop in White Plains, New York, Bill Burdon assumed the position of Station Manager. Then the Workshop rolled up



in program conference are (L to R, near side of table): Ronnie Rogers, Cohan, Stewart Warkow. Far side, front: Todd Freund, Judy Leverone, Fernandez, Fred Levy. Behind them: Stu Hinkle, Jim Cavanaugh, Lora Silverman.

Program Analysis on "Front Page Farrell," John Fernandez of TV Sales Traffic on "The Lottery," and Carl Levine of Studio Supervisors on "Opera Cameos."

Alas . . . Bill Burdon joined Broadcast Night Operations and found his Workshop activities curtailed by new chores. The reins of the Workshop were handed over to John Fernandez, erstwhile Program Director. His position in turn was filled by Lora Silverman. The other administrative responsibilities were divided among "Honey" Teeter of TV Sales Traffic—Talent Director; Judy Leverone of Guest Relations—Chief Writer; Stewart Warkow of Controllers—Musical Consultant; Richard Justa and Bill Trebor of Guest Relations—Chief Announcer and Technical Consultant, respectively.

Currently, the Workshop finds itself in the pleasant situation of being able to begin its first summer session of programming. Plentiful talent and the

wonderful cooperation of other NBC departments justifies this decision. And the Workshop's standards of production become refined and more professional every day.

The most recent Workshop endeavors saw four original programs in production: "Lucky Breaks," a sports show with a new twist, "City Symphony," a reading of blank verse in play form set to a musical background, "Small Town Life," a satirical melodrama, and "Bargain Basement Genie," a refreshing, delightful comedy.

To those members and friends of the Workshop whose names and accomplishments have not found reference in this article because of the limitations of time and space, a sincere "Thank You." To all others in the Company who are lending of the Workshop for the first time, an invitation to join its ranks and meet a few enthusiastic fellow-employees.

Clifton Utley Acting Chicago News Chief

William Ray, news director of the NBC Central Division, will spend this summer in Europe, and, during his absence, NBC commentator Clifton Utley will take over Ray's administrative duties, serving as acting director of the NBC Chicago newsroom, it was announced last month by Jules Herbeux, general manager of Stations WMAQ and WNBQ.

This will represent Utley's return to active service in radio and television, following a long and serious illness which began when he was stricken June 8, 1953.

The noted news commentator appeared on the NBC-TV network Today program April 13 to analyze Illinois primary election returns, but he does not plan to return to regular daily broadcasting until this fall. Meanwhile, he will take over Ray's executive duties, effective June 12, and continuing for three months while Ray is on leave of absence to travel and study in Europe.

Bargain Counter

Wanted: 4 or 4½ room apartment in Flatbush or Queens vicinity; up to \$80. Call Seymour Feldman, Ext. 145, N.Y.

Wanted: Girl to share attractive 2½ room apartment with large porch, located W. 11th St., N.Y.C., for months of August and September. Rent \$100 for the two months. Call Laura Graham, Ext. 8121, N.Y.

For Sale: Country house, Cape Cod style, on 3 landscaped acres on Shinnecock Bay, L.I. Private cove, sandy beach. Fruit orchard, grape arbor, vegetable garden. Custom built in 1949. Oil heat, paneled living room, fireplace, picture windows, awning terrace, patio overlooking bay. Fully equipped electric kitchen. 3 bedrooms, 2 baths. Attached one car garage and separate two car garage. Original cost \$80,000; asking \$55,000. Willing to consider offer. Call Stan Conley, Ext. 8585, N.Y.

For Sale: One accordion with case. Made in Italy. In good condition. Call Ann Mottola. Ext. 247, N.Y.

For Sale: Dinette set of table and four chairs. Reasonable price. Call Don Bishop, Ext. 7047, N.Y.

For Rent: 3 and 4 room house-keeping bungalows located on private lake in the Catskills. Rentals by week, month or season. Swimming, boating and fishing on premises. Near all churches, movies and a large shopping district. Call TY 2-2172 evenings and weekends.

For Rent: Lake shore cottage on Paradox Lake in the Adirondacks. All modern conveniences. Can accommodate family of 3. Boat included. Available July and September. Call Eva Boudreau, Ext. 322, N.Y.

red during a final run-through of a show are (L to R): Bob Krolin, Jim Cavanaugh, Stu Hinkle, Terry Gilder and Eileen Dealy.



Amateur Hour At the Garden



Ted Mack, who has genially presided over the "Amateur Hour" since 1948, is seen here reading a congratulatory letter with one of his most notable protégés, opera star Mimi Benzell.

Once a year, "Ted Mack's Original Amateur Hour" holds its final competition among those contestants who during the year have received the largest number of votes from the viewing audience on three successive broadcasts. This year it is to be held on June 19 in Madison Square Garden in New York City, the traditional site for the Annual Championship Finals. The Garden is one of the few indoor arenas that could handle the crowds.

This year is a notable one for "Ted Mack's Original Amateur Hour," for on last April 3, the Pet Milk-sponsored show marked its one thousandth performance. The show that began on radio with the late Major Bowes in March 1934 and is now spotlighted in the Saturday 8:30-9:00 p.m. position

on the NBC Television schedule, has on over a thousand nights presented outstanding amateur talent to the listening and viewing public. It is that public which decides which performers among the young hopefuls have pleased them most. Just during the past year, over 1,500,000 televiewers have been sufficiently stirred by acts they have seen on the show to take time out to write or phone in their choice.

From among the battalions of performers who have made bids for popular acclaim during the past 20 years, it is inevitable that only a relatively small number achieve showbusiness stardom. But the list of Amateur Hour "graduates" who have gone on to become famous is a long one. Some of the most noted talent whom the pro-

gram introduced to show business are Frank Sinatra, Robert Merrill, Mimi Benzell, Vera Ellen, Muriel Smith, Ray Malone, Thelma Carpenter, Jack Carter, Paul Winchell and Jerry Mahoney, and Irving Fields.

"Ted Mack's Original Amateur Hour" made its television start on Dumont in 1943 and the following year moved to NBC-TV. After a short break, it returned to NBC a year ago April in its current Saturday evening time spot.

Eighteen three-time winners will appear at the Garden show June 19. Ted Mack will emcee a two-hour session for the huge audience. However, the program will be on the air only for a half hour and the champion will be determined by votes from viewers.

From the 'Amateur Hour' Family Album:



Three famous performers who got their start on the "Amateur Hour" are seen here as they were when they first appeared on the show, many years ago. (L to R): Paul Winchell, Vera Ellen, with the late Major Bowes, and Frank Sinatra, who is at far right in group with Major Bowes.

Chicagoans Mourn Richard Dix Death

Chicago NBCites mourn the death of Richard H. Dix, 24, turntable operator of WMAQ late hour programs and ex-NBC guide staffer, who was killed while on a date with a female companion, Carol Giddins of Chicago.

Dix was shot to death as he sought to rescue Miss Giddins from the attentions of a gunman.

Dix and his companion were accosted by the killer as they sat in an auto, parked on a northwest side street, on Monday, May 10. The couple had returned Dix' mother, Elsa, to the Dix home as 3042 N. Sawyer in Chicago at about 1:00 a.m. after spending the afternoon and evening visiting friends and relatives.

The gunman bound both Dix and Miss Giddins with picture wire. After driving about the city, he attempted to force his attentions upon Miss Giddins. Dix loosened the wire about his wrists and lunged at the gunman with a small pocket knife. The gunman fired five times at Dix, drove the couple back to the spot where he had accosted them, and fled on foot. Dix died enroute to a hospital.

Richard Dix was a member of the NBC Chicago Guide staff from June 1946 through January 1952. He had worked at various Chicago stations as a turntable operator during 1952 and 1953, and in February 1954 had begun occasional work as a free-lance turntable operator for NBC Chicago.

Several NBC Chicago employees have established a memorial fund in Richard Dix' name.



Richard H. Dix.

NBC's Biggest Greater N. Y. Fund Drive Coming to Close

Well-known to all employees of NBC in New York is the annual campaign for funds conducted in NBC and all other companies in the city for the Greater New York Fund. There have been all-employee solicitations for this drive for many years at NBC.

This year, however, the whole fund campaign took on a new tone, because NBC New York decided that the 1954 drive was going to be a concerted, vigorous three-week effort designed to break all the company's previous records for giving.

The Greater New York Fund is the only charity drive conducted at NBC's headquarters which is solely for local needs. By giving once each year to the Greater New York Fund, employees are able to help the 423 different organizations which are concerned with the health and welfare of those who work or live in New York. The Greater New York Fund depends solely upon campaigns conducted among business organizations in New York. Solicitations for funds are never made at home or in public places.

One of the first steps taken in organizing the 1954 drive was the formation of a Steering Committee, which would guide the conduct of the campaign. Members are Bill Berns, WNBC-T; Don Rutledge, Personnel; Edward Cullen, Staff Engineering; Art Garbade, TV Technical Operations; Jack Talley, Film Division; Tommy Tart, Plant Operations; Les Vaughan, Public Affairs, and Dick Connell, Personnel, the NBC Drive Chairman. So that the Steering Committee members would be well-informed on just what the Greater New York Fund does, on Wednesday, May 19, the group made a tour of the Institute for the Crippled and Disabled, one of the charities supported by the fund.

Then, on Thursday, May 20, a meeting of all NBC department representatives was held in studio 6A. They were addressed by B. Lowell Jacobsen, director of Personnel, and Miss Christine Howard, of the Greater New York Fund. Bill Berns described the Steering Committee's trip of the day before, and a movie about the fund's work was shown. Dick Connell then outlined plans for the drive, which began May 25.

To launch the Greater New York

Fund drive in the Radio City area, a campaign rally featuring an outstanding program of music and entertainment was held in the lower plaza of Rockefeller Center on May 25, the opening day of the drive. The proceedings at the rally were broadcast over station WNBC.



Members of the Steering Committee visited the Institute for the Crippled and Disabled to see for themselves how the Greater New York Fund worked. L to R, in business suits: Bill Berns, Don Rutledge, and Art Garbade.



Department captains for the NBC Greater New York Fund drive gathered in studio 6A for briefing on May 20.

At the Rockefeller Center Community rally on May 25 were, left to right, Hamilton Shea, general manager of WNBC-T, Eydie Gorme, WNBT vocalist, and David A. Shepard, director of Standard Oil Co. of N. J. and Chairman of the fund.



People and Places

National
Advertising and Promotion

Controllers

We want to congratulate *Warren Bill* on his promotion. Warren will now report to *Harry Olsen* in Engineering. Gook luck Warren—we'll try to get along without you.

Daylight Savings Time caused a little confusion in the Time Billing Section. *Jean Ellis*, not knowing our clocks were pushed ahead, left for lunch at 11. When she returned at 12 everyone was laughing and Jean couldn't understand why!

The girls in Controllers had a luncheon at the Hotel Taft on May 5 for *Gloria Cricchio* and *Dotty Spagna*. Dotty and Gloria were married on May 8 and 9, respectively.

Congratulations to *Frank Zwick* on his promotion to the O & O Division. Lots of luck, Frank. Everyone will miss you. IBM welcomes *Thelma Dawson* to their staff. *Arlene Cassin's* husband returned to civilian life on May 10. He's been in the Marines for the past four years. *Irv Cohan* presented a play for the Radio Workshop entitled, "Bargain Basement Genie".

A stag party was held on April 30 at the Warwick for *Charlie O'Loughlin*. Charlie and Dotty Spagna were married on May 8 and planned a honeymoon in Bermuda. *Betty Weiss*, formerly of Accounts Payable, is now Program Clearance Coordinator in Spot Sales. *June Wall* will now take over in Betty's position. Congratulations and good luck to both of you! *Anne Church* arrived back from Florida with a beautiful tan. Florida sounds like heaven when you hear Anne talk about it. *Cy Hartman* has been hearing wedding bells for sometime now. It's no wonder, he's marrying a Massachusetts girl on June 6.

Film Division

Film Library—Welcome to *Bernard Chertok* who joined us from the Mail Room and *Gary Raschella* from Duplicating. It seems that every time we get a new fella to drive the station wagon he gets bitten by the June bug. Gary, who joined us last month, has that gleam in his eye.

Vacation time is here again! *Betty McLoughlin* is off to Florida the end of this month. *Ted Markovic* off to the shores of Jersey. *Charlie Carrubba* to

Cuba. *Hank Ferens* to far off Armonk. *Wilda Whitman* to Bermuda. *Bea "Sugar" Ehmman* to Rio.

Jim Butler just returned from a two weeks' cruise to Bermuda at the expense of the U. S. Navy. He has just one complaint—not enough girls.

Finance and Services

Legal—The department lost within one week three of its members. *Art Cuddihy* left NBC and will assume new duties as private counsel to H. L. Hunt in Washington, D. C. *Charlie Moos* and his girl Friday (no relation to Jack Webb), *Ina Sugihara*, left Legal and moved upstairs to Labor Relations. The entire department attended a cocktail party given May 17th at the New Weston in honor of its three departing members.

Our roving nomad, *Ed Denning*, is finally back with us. This time he was on the West Coast for four weeks (broke his earlier record of three weeks). Judging by the mail *Palma Bisogno* in Legal Files has been receiving from him, this trip was more work than pleasure for Mr. Denning.

Is *Tom Ervin* taking up geography as a hobby? He is the owner of a new relief map of the U. S., which adorns the north wall in his office.

Vacationist: *Charlotte Lawson*, just back from a week in Virginia.

Treasurers—It's been a long time since you've heard from Treasurers and we're glad to be back in CHIMES again. Welcome to *Gloria Valli* and *Rosary Lombard*, who distribute your paychecks each payday and a belated welcome to *Pat Sullivan*. It's been long overdue, Pat! A committee of one is trying so hard to start a Swimming Club at NBC. If anyone is interested call *Rosary* on 8683. Treasurers has been growing by leaps and bounds. *Herb Schumm* and *Roy Shepard* both became fathers within one week—third boy for *Herb* and second for *Roy*. *Betty Sinacore* became an aunt to girls twice within one week.

All the girls are eagerly waiting to see *Tom O'Connell's* plaid vest. Come on, Tom, give us a break! That bright flash you see riding by is *Steve Woznica* in his new car. What busy executive always finds time for choir practice? *Henrietta Grice* recently took a trip to Washington to see the cherry blossoms.

No sooner had vacation request sheets made the rounds than the hardier A&P'rs were taking their own version of a hiatus.

The South got the priority nod from *Thaine Engle*, who included hometown Fort Worth in the itinerary. *Marge Evans* returned from Florida sporting a tan to make that state trip over its own adjectives. *Lucy Toule* steered toward other parts, however... with a visit to London, the Riviera and other continental parts in the offing. Lucy is now a member of Press... a case of "their gain, our loss."

Another trip, too, but this one business; that of *Jake Evans*, *Clyde Clem* and *John Wilkoff* to Hollywood and San Francisco for the purpose of coordinating Western Network advertising plans with the national picture.

It's good to say that *Dee Vestal's* among the healthy ones again after a brief hospital session. June being the month that's famous for nuptials brings to mind reports of *Joan Culette* being a bridesmaid. A quote from a reliable source described her as "a vision in pink and white, with carnations all over yet." *Len Giarraputo's* set wedding plans for September.

Owned Stations Division

Administration—Well it looks as if spring is really here. And along with spring came a lot of changes in O & O Administration. First of all, we would like to congratulate *Henry T. Sjogren* on his promotion to assistant general manager, WNBQ-WMAQ, Chicago, and *Thomas S. O'Brien*, who replaced Mr. Sjogren as divisional business manager. Also on our list of congratulations are *Fred Acker*, who replaced Mr. O'Brien as assistant divisional business manager, *Donald Richards*, who was transferred to National Spot Sales as a research analyst, and *Frank Zwick*, who is replacing Don as a general accountant.

The penthouse of the New Weston Hotel was the setting of a Bon Voyage Party for *Henry T. Sjogren* on April 29, 1954. Mr. Sjogren was presented with two life preservers labeled "His" and "Hers" to take along on his sailboat, the *Hula Kai*, in case of shipwreck; and also with a pair of binoculars in a leather case with his name embossed in gold. The latter was assurance that Mr. Sjogren would be able to find his way to Chicago.

Charles R. Denny made the presentations.

Sarah Willner is the envy of our little office and for a very good reason, too. Sarah will be motoring to the Coast, visiting many of the famous beautiful places of interest on the way.

Speaking about vacations, Dick Templeton will spend his in Atlanta, Georgia while Jim Chandler will visit Mexico to see the bluffsights. Nick Gordon will divide his vacation between Ocean City, Maryland and Rockpoint, Massachusetts. Bob Ciasca has been so busy that he hasn't found time to plan his vacation yet, but here is someone who really deserves one.

WTAM, WNBK, Cleveland—We're proud of our keggers who made a fine showing of honors in the radio and television bowling league. The WTAM men copped the championship trophy. Members of the team are George Cyr, TV program manager; Sandy Markey, of the newsroom; Frank Derry, our publicity manager; Cy Kelly, talent staff, and Howie Cook and Bill Yahner, both stagehands. And, congratulations to Joan Illingworth, of advertising and promotion, who received the trophy for the highest women's average in the league.

Wedding bells will be ringing again soon. Chuck Dargan, director, weds this month, while Bill Morris, also a director, is planning a fall wedding. Bill just recently returned from Bermuda where he was in a wedding. Could it be that the Bermuda moon was too romantic to resist? And while we're on the subject of weddings. . . . Kaye Durbin is back from a happy honeymoon in Florida.

A welcome to Bill Hughes, our new radio salesman, Jerry Leibman, new radio and television announcer, and Ralph Mayher, new in the film department. Ralph is a celebrity these days. He has had an article printed in a recent issue of Pic Magazine called "I Proved Flying Saucers Are Real". Speaking of celebrities, announcer Bob Bouwsma received a "most complimentary" writup in the Cleveland Press for his performance in the Cleveland City Club's Annual Anvil Revue, "Jubilant Delinquency." Bob did a wonderful job in the role of Adlai Stevenson.

Nancy Dixon, in real life Phoebe Wecht, and her two assistants, Ellie Brozko and Judy Zirkin, gave Tom Haley, our "Ohio Today" man, a real surprise on his birthday. During the

most crowded luncheon period in Stouffer's Restaurant, the girls sang a loud "Happy Birthday" to Tom, and then walked away, leaving Tom the center of attraction, to say the least!

From the air conditioning department comes word that construction is under way to improve the cooling conditions of the station. John Bartley, air conditioning supervisor, said the cooling capacity will be increased both in the studios and offices. If you want to know the conditions of walls and ceilings around the station, just ask Bernie Edwards, Pete Felice, Elmore Lindow, and Jack Street. The news that studio "F" will be cool should be of special interest to engineers Willie Kost, Dave Lamoreaux, and Art Krohn, among others.

We'll soon be saying goodbye to Peggy Amsden, secretary of assistant general manager and director of sales Bill Davidson. Peggy is now lovingly called the "little mother". Lots of luck, Peg.

A hope that Freddy Wilson, of our music library, will double his stay at NBC. Freddie has ben with the company thirty years, this year.

The night we turned the switch that put us on channel three, at H-T-H-P, a group of NBC'ers were kept busy answering phone calls from happy viewers commenting on the big switch. Those who took calls were Mary Ann Ritt and Ron Wineland, of the mailroom; Marion Walter and Marge Sands, of engineering; Jean Strobel, secretary to our general manager, Mr. Yoder; Rosemary Bartlett, of accounting; Jean Vokoun, public relations, and Barbara Bonnett and Jim Prunty, switchboard operators.

Jeanne Walker is now secretary to Ted Walworth, TV sales manager, replacing Fran Doherty. Fran is now working for a public relations concern in Cleveland.

Director Joe Tanski is the proud papa of a baby boy . . . Geoffrey.

WMAQ, WNBQ, Chicago—Dessa Bisson reports for the WNBQ-WMAQ production department. Dave Waters' wife, André (production supervisor for Dorsey Connors' early evening travel programs) just back from a three-week celebrity jaunt through Europe by air. TV director Waters, not to be outdone, left in the middle of May to see the continent for himself.

Director Dave Parker off to Detroit to do research for his Ph. D. disserta-

tion, which deals with the sociological impact of the Lone Ranger! Vacationers include associate director Dick Johnson (Iowa), script girl Gwen Griffen (California), radio director John Keown and family (Florida) and script girl Dorothy Ruddell (Oklahoma). And TV director Len Salvo, Jr., took a week to work on his new home and lawn.

Staging Services news, from artist Polly Schlimmer, reports former continuity acceptance secretary Ruth Starshak transferred to the S.S. office as a prop procurement assistant. Ruth replaces Joyce Stalstrom, who was married to James A. Baxter on April 19 and has now moved to San Antonio, Tex., where her husband is stationed in the Army.

Head NBC Chicago scenic designer Curt Nations took a middle of May vacationing, bringing a boat from Florida along the Atlantic coast, down the St. Lawrence and through the Great Lakes to Chicago. Stan Rames, scenic designer, is an avid spare time painter. He has had several one man shows in country clubs in the Chicago suburbs, and his works are in great demand commercially. He is currently president of the Elmhurst Art League.

Expectant fathers in the newsroom are news writers Walter Grisham and Bill Warrick. News writer Charles Baker modestly admits to spending his free time listening to discs from his personal record collection of a "mere" 4,000 platters.

Seymour "Sy" Fox has departed his post as network news writer and special events contact to a free lance status as P. R. rep for WNBQ's Bob and Kay Show plus other accounts. Jack Chancellor takes over the network contact position. Jack Pitman will be vacation relief man for the news department, with ex Sun-Times staffer Don Bresnahan, recently on the night shift for Gus Chan's all-night operation, a new daylight worker in news.

From network sales, both radio and TV-wise, Joan Vastbinder reports: Edward R. Hitz, Central Division TV sales manager for the NBC net, recuperating in St. Luke's Hospital, Chicago, following an April 22 gall bladder operation. Lorraine Lang of network sales service department vacationed at the Cloisters, Sea Island, Ga., from May 9 through 23. Angus Robinson, TV net salesman, moved his family into a new suburban Barrington home in May. Elaine Kolka, TV network sales secretary, in New York and

Washington May 14 through 16, attending a convention of the Carmelite Third Order in N. Y. *Win Uebel*, of TV sales service, back from a California vacation with his wife and baby daughter. Win visited with former Chicago NBCites Henry Mass and John Wehrheim while scouting the KNBH layout.

Briefs: TV Film Sales welcomes new secretary *Joni Sheridan*. . . . The NBC Chicago radio workshop is putting on tape full-hour programs every week. A group of eager students gather under the capable wing of WMAQ director *John Keown* for the two-hour sessions. . . . *Ken Doyle* of Studio Set Up announces the birth of nine guppies, bringing his total collection to 350 (approximately). . . . An intra-departmental exchange note: *Jack Trudeau*, of NBC receiving dock, has sold his pampered Chevy to *Bob Turnuall* of building maintenance. . . . *Bill Ray's* news and special events department celebrating the award, given by the American Meteorological Society, to Weatherman *Clint Youle* "for outstanding public service" on the Camel News Caravan. . . . TV tech director *Byron Friend* departs NBC Chicago to set up his own business, making films for TV and industrial use.

KNBH, Hollywood—General Manager *Tom McCray* and his wife planed to Hawaii for a vacation and were met by *Gene Terrell*, complete with welcoming signs and leis. Gene is now with station KONA.

Jim Turner and family drove to Wellsville, Ohio, for a two-weeks visit with his parents. Before he left, Jim stated he had the trip all mapped out—all except how to get out of Los Angeles.

Beep Roberts claims he can tell anyone how to spend a weekend in Las Vegas for only \$40. *Beep* and *Harry Camp* attended the championship golf matches at the Nevada oasis. *Beep* has been working on his patio in preparation of a visit from his parents for the month of June. They arrive from Pensacola, Florida.

Jim Damon was unhappy about not catching any fish on May 1 at Lake Crowley. . . . *Scotty Scott* will take anyone interested for a ride in his new auto. . . . *Rose Meyer* has collected 10,000 recipes in her campaign to become a real good cook. . . . *Elsie Radwick* is sporting the best tan at KNBH, but then she has a patio.

The *Rouen Westcotts* are expecting

momentarily. . . . *Gene Law*, floor manager, is now with network as a film director. . . . *Gregg Peters* has transferred from the Continuity Department to floor manager at KNBH. . . . *Tom Belcher* became a Valley resident when he bought a new house. . . . and *Alan Armer* is building a room on his home.

Active in the NBC Little Theater presentation, which was seen the end of May, were *Jeanne DeVivier* and *Vince Pelletier*. *Tom Belcher* directed the show, "Bell, Book and Candle."

We were all sorry to see *Dottie Davis* leave, but look forward to seeing a new addition to her family. *Bud Mertens* takes Dottie's place as billing supervisor and *Rita Haupt* has been promoted to billing clerk.

Jack Kenaston is becoming known around KNBH as the West Coast foreign travel agent, since his elaborate preparations for a trip to Paris for two contest. *Ted Rich* has been busy designing an outdoor barbeque for the summer to be used on chef *Mike Roy's* telecast. It will occupy a segment of the parking lot.

Vacations are beginning, what with spring, *Grant Reckseick* visited Carmel, Las Vegas and Death Valley. *Ann Anderson* toured Sequoia, Yosemite, the Redwood Highway and San Francisco. *Joan Farnum* drove to Oregon and San Francisco. Joan was surprised at a party given by her mother and attended by many at KNBH in honor of her first wedding anniversary. *Joan Gowanlock* spent a week in San Francisco also.

The *Eddie Baxters* welcomed their third son, Robert, on April 30. *Lenny Goldberg* and *Marvin Biers* are building a boat, with their own hands, to sail the blue Pacific this summer.

WNBC, WNBT, New York—First of all I want to thank *Coralie Bernstein* of WNBT Sales for writing last month's CHIMES report for WNBC-WNBT while yours truly was winding up the ski season with a week's vacation at Stowe, Vermont. The skiing was wonderful, by the way, if you don't mind dodging a few rocks and clumps of grass. We have a couple of new people in Room 252 to whom we want to give our welcome. *Nancy Allen*, who recently returned to New York from San Francisco is now secretary to *Ernest de la Ossa*, Station Manager; and *Bill Krietner*, who previously worked in Spot Sales Research, is now a salesman for WNBC Sales.

New papa, *Dan Sobol*, WNBT Salesman, is the proudest daddy we have

seen in a long time. The blessed event happened April 30th at 8:13 A.M., when little *Randi Jean* came into the world weighing 7 lbs. 14 oz. We want to wish the very best to *Ann Grassi* and *Tony Piano*, who were married May 1st. Ann is secretary to Bill Berns.

In closing, I just heard that *Elsie Ciotti* has a cat that chews bubblegum and blows bubbles, yet! (I don't believe it, but you never know!)

WRC, WNBW, Washington—*Julie Foster* of WRC Traffic Department leaves Washington to marry Dr. John Hinton of Birmingham, Alabama on June 19. The couple will reside in Birmingham and vivacious red-headed Julie will be missed at WRC-WNBW.

WNBW's District of Columbia Public School series won another award last month. The D.C. School Board accepted a Freedom's Foundation Award for the series, which features a different subject each weekday and is watched in public schools as part of the regular school curriculum.

WNBW also pleased to be cited in the annual Billboard Show management competition. Both WNBW and WRC have been awarded certificates by the National Safety Council for programming activities promoting safety. Stations were the only Washington outlets to be so honored.

WRC's morning "Timekeeper," *Bob Reed*, is back in Washington after a three week vacation in Florida. Reed says he listened to his portable radio for a total time of one hour during the three weeks . . . all of it to weather report.

Arthur Barriault, operations manager for Washington network News and Special Events, is in North Carolina recuperating satisfactorily from a serious heart attack on March 5. *Jack Gerber*, former news desk supervisor in the New York Newsroom, is transferring permanently to Washington in the same capacity.

Ken French, who has been with WRC for ten years, has resigned as Program Manager to establish his own business near Jacksonville, Florida. Staffers said goodbye at a big party for Ken held at the Sheraton Park Hotel.

A large group of WNBW-WRC staffers, headed by Vice President and General Manager Carleton D. Smith, attended the annual Ad Club Jamboree at the Statler on May 8. In attendance were *Stanley Bell*, *Tony Mielke*, *Harry Karr*, *Charles de Lozier*, and *Art Faircloth* of Sales, as well as *Joe Good-*

fellows, Jay Royen, Everett Severe, Joan King, and Jack Neff.

Spot Sales—Congratulations to *Dick Bergh*, TV Spot Salesman, and *Bobbie Silverman*, his secretary, on their recent marriage. The wedding took place in Verona, N. J. and was well attended by Spot Sales personnel. *Monica Christenson* was a bridesmaid and *Bob Barron* an usher.

We welcome the following: In New Business and Promotion — *Wilbur Fromm*, TV Promotion Supervisor; *Carol Kane*, TV Promotion Secretary; *Sue Brown*, Radio Promotion Secretary; *Don Richards*, Research Analyst (formerly with O & O Accounting); *Thetis Touliaout*, Co-ordinator . . . Sales Service—*Marie Tarquinio*, *Barbara Downes*, *Geraldine Grady* . . . Radio Sales—*Joe Amaturo*, *Dick Ar buckle* and *Paul Maguire*, Radio Spot Salesmen . . . Television Sales—*Barney Compton*, TV Spot Salesman.

Bon Voyage to *Elna Steinmann*, who leaves for a European vacation. Other early vacationists are *Carol Kane*, who took a week's motor trip through Canada; *Lue Stearns*, *Monica Christenson* and *Larry Surles*, who insist there's no place like Florida; *Diane Massey* and *Grace Evdokias*, who motored down Kentucky way.

Barbara Downes recently spent a week-end at Norwich University, Military Academy of New England. *Barbara* took a prominent part in the activities as her fiance received the highest honor bestowed on a cadet.

Press and Publicity

Information—The Information Division has finally completed its move from room 952, where it had been located for more than 12 years, to room 906 in the Sixth Avenue Building. After passing our days in the old windowless office it's a welcome change, now that we are all settled and at home in our new location, to be able to see the New York skyline and to know, before going out, what the weather is like. *Rosemary Pfaff* had crowds around her desk during the first few days since she now sits right in front of the window, but no doubt as the rest of us become accustomed to this treat, we will let *Rose* get her work done.

Our former next door neighbors in the Transportation Division are now sharing the new office with us so, to those of you who have occasion to visit them, don't be dismayed at having

to pass through part of the Information Division, as we also like visitors. *Rita Morey*, who sits attractively by the door now, will be glad to guide you to Transportation.

Once again the summer vacation exodus has begun with *Alice Kennell* being our first vacationer. She flew to Florida for a two week stay and we are all awaiting her return, looking forward to seeing her tanned and brimming over with stories of her trip. *Eileen Tobin* and *Mrs. Cole* both plan to see California later this summer, but at different times however, so the rest of us are preparing to sit down to listen to the tales our transcidental travelers have to tell.

Press—June finds all of us "Publicity-ites" in a "good old summertime" mood and eagerly anticipating our forthcoming vacations. Members of our staff will cover many points on the map this summer, including *Maine (Jack Tracy)*, *Florida (Ann Breen)*, *California (Marie Anderson)*, *Canada (Doreen West)*, *Rehoboth, Delaware and Saratoga (Harry Beaudouin)* and by the time you read this, *France, Italy and Spain* will have happily experienced the presence of "Sunshine" Nyary.

June also finds *Robert David Stein* (age 2 mos.) already firmly installed as the newest "apple" of his daddy *Bill's* eye (the other "apple" being *Michael*, age 3). Congratulations, *Bill*. This sixth month of the year also means that *Auriel Macfie* is back with us (and we're mighty happy to see her too) after her six month maternity leave; that *Mike Horton* has been director of Information for two and a half months; and that *Elaine Brodey* has been *Don Bishop's* "confidential clerk" for about the same length of time. In the midst of all our "happy happenings", there is one note of sadness: we extend our heartfelt sympathy to *John McTigue* whose father died recently.

Radio Network

Administration—Farewell was said to *Mary McBride*, secretary to *Ted Cott*, Operating Vice President of Radio Network. *Mary* is leaving *New York* to live and work in *Chicago*, to be near her hometown. She received some lovely farewell gifts from her friends and a little party was given in her honor by *Mr. Cott*.

Welcome to *Helen Cahill*, formerly *Hamilton Young's* secretary, who will

replace *Mary McBride*. We hope you'll be happy with us, *Helen*.

Vacations: *Marion Stephenson*, assistant to *Ted Zaer*, Radio Network Business Manager, returned from a week in *Florida* looking real happy with her *Florida tan*.

Agnes Sullivan spent her vacation in *California*. She visited *San Francisco, Hollywood, Los Angeles and Las Vegas*. In *Hollywood*, she had the pleasure of seeing *James Stewart* at work in the *Paramount studios*. In *Las Vegas*, she saw a very exciting town and even played bingo. In *Los Angeles*, she saw nothing on account of the fog.

William H. Fineshriber, Vice President in charge of the Radio Network, also returned from his vacation, sporting a *Florida tan* and his usual friendly smile.

Evelyn Shoemaker, secretary to *Jack Cleary*, director of Radio Network Programs, spent her week's vacation in *Richmond Hill* with her little girl who was on an *Easter's* vacation from school. *Evelyn* returned to the office sporting a new haircomb.

Network Sales—*Jean Martin* seems to be bright and chipper as ever since her recovery from an appendectomy in *May*. While *Jean* was away, *Tommi Phillips* switched to *Fred Horton's* helper and *Elisse Enax* assumed *Tommi's* duties for *John Birge* and *Jim Fuller* . . . Congrats to *Vinton Freedley* for his new title of *National Sales Manager of the Radio Network*.

Hate to see her go, but *Lily Borst* leaves her secretarial career for one of motherhood this month. *Lil* has had over eight years service in various departments of *NBC* . . . gonna miss her lots. *Elisse Enax* will replace her. *Linda Schmidt*, in the market for a new car, has been eyeing convertibles . . . applications for chauffeur are now open. *Liz Leitner* weekendend in *Boston* for a prom at *Boston College*.

Howard Gardner trained to *Trenton, N.J.*, to address a luncheon group from *WTTM*, recipients of the *BAB* award for merchandising and promotion. New promotion pieces of the *Sales Department* have created quite a stir among clients. "Roadshow" is being plugged by a series of toy cars which have made several crossings over the floor of 505 . . . you're never too young. Next, model homes have popped up under the arms of salesmen headed for calls. Voices of *NBC stars* emanate from one home, equipped with a 45-

player, extolling the virtues of radio listening.

Ned Armsby and *Bob Smith* indoctrinated a group of McCann-Erickson trainees to NBC's operations.

Staff Engineering

John Valli, *Jack Ulfik*, *Charles Porter*, and *Bill Anderson* are proud possessors of Florida tans! Everyone was chomping away on Salt Water Taffy as the result of Allan Walsh's visit to Atlantic City. *Don Pike* back from his cruise to Panama laden with films.

Now that Spring is here *Ray Guy* is busy visiting nurseries and collecting shrubs for his garden. A member of Space Cadets is *Nancy Mitchell*, who made her first flight to Washington, D.C., just to see what it was like! *Jackie Taylor* flew to California for a surprise visit with her husband.

Salmon season opened in Maine and found *Harry Olson* there with rod and reel and a smile on his face. *Ray Narvydas* has joined the ranks of fellow commuters since he now resides in Seaford, Long Island. *Niels Pihl* having delusions of grandeur, since some of his mail was addressed to Chief Engineer! *John Mitchell* has switched to the Model Shop.

O. B. Hanson has launched *Phantom III* for the season. Everyone happy to hear *Adelaide Orr's* husband, Howard, is well on the road to recovery. *Pen Conroy* proud of her birthday gift, a shiny new Elgin wrist watch.

Lucky *Gloria Eaton* has two "handsome" escorts to work every day! "Colonel" *Clarkson Ulysees Bundick* again commuting to his Virginia plantation. Congratulations to *Joseph D. Agostino* who was re-elected Chairman of the Council of Plainfield. The man with the green thumb in Technical Services is *Bob Bielli*, who raises tulips with three and four blossoms on a single stem!

TV Network Programs

Air Conditioning—*Ken Sullivan* and *John Gregory* chewing their fingers to the bone in anticipation of their expected heirs. *Bob Holritz* wondering "What's My Line?" *Al Crowder* singing the "Lonesome Blues" out in Brooklyn. *Nunzio Velotta* eating Chinese apples, straight from Mott street. *Bob Fyffe* planning to recapture the stone of Scone. *George McKeon* singing "All I Want For Christmas Is My

One Front Tooth". *Carl Ostlund* carrying a fishing line in his lunch, for use on the Staten Island ferry on his way to work. *Tommy Gannon* debating whether or not to send his son to reform school. *Graham Snediker* almost chained, gets married in September. *George Lindberg* still trying to get rid of that dog of his. "Rudy" *Barwicke* thinking of trading in his car for a lawn mower. *George Goodman* finally agreed to something. *Johnny Hubert* awarded a lifetime membership in "I've Got A Secret." *Alex Chestnutt* polishing up his fishing gear. *Lloyd Trafford* back after a hitch in the Navy. "Welcome Home." *Jimmy Schlag* finally out of the doghouse. He's been there so long, he beginning to bark. A new baby girl for *Rose* and *Jack Caragliano*. Congratulations! *Bob Anstey* and *Walter Carr* were seen walking down the hall, each carrying a pail of gooma-sockey. Bob wanted to eat it but Walter told him it was used to hold up ductwork.

General Service—Two handsome 8-year old twins, *Ellen* and *Joseph Reilly*, made their dad, *Frank Reilly*, mighty proud by receiving their First Holy Communion in St. Pious R.C. Church, Wednesday, May 5. It was the climax of weeks of preparation and selection of proper attire for the occasion so that the youngsters would be resplendent. Needless to say they "glowed."

Jennie Shataka has taken over for *Maude Archer*, who has been out ill, but happy to say latest reports advise Maude is on the mend. Also, glad to report *Mary Driscoll* has come thru surgery with success and is feeling much better.

Our deepest sympathy is extended to *Ernest Bottini*, who not only lost his son but within the month had to repeat the saddest of ordeals with the passing of his beloved wife.

Guest Relations—Our humble apologies to *Joyce Rost* for not mentioning her engagement to *Irving Freid* of New York in our last issue. The crucial date is set for June 13.

Congratulations to *Betty Nolen*, who became a proud mother of a 10 pound 10 ounce future page. Jeffrey. You'd better put a request in for those Howdy Doody tickets now. Betty.

The Merry Month of May was really a merry one, according to *Lattie Lee Dawson*, who recently became engaged to *Jack Draddy* of Westchester. Lots of luck, *Lattie Draddy*.

Now for a few more Pages and Guides who have made some progress

on the well known ladder: *Joe Trentin* to the Film Exchange and in his place on the Mezz six desk went *John Keller*. *Russell Benedict* has moved to Night Executive office. *Hal Brodkey* to Plant Operations. *E. Holland Low* and *John Fernandez* to Sales Traffic. *Cecil Pederson* has joined the happy group in the ticket division. The call to arms has sounded for *Mort Chiat* of the Guide Staff. He leaves some time this month.

A little note to those who love the great outdoors. Spring is here and the NBC Horseback Riding Club is in full swing—why don't you get your riding gear together and join the fun?

Mail & Messenger—Although the farewell party for *Bill Kelly* at the 32 Club was a great success, we are all sorry to see him leave N.B.C. However, we do agree with Mr. Kelly in the fact that good health has preference over anything. We wish to take this opportunity to wish him the very best of luck and success in whatever he may undertake in the future.

At the same time we would like to extend greetings to *Ted Mayer*, who has replaced Mr. Kelly as Mail Room supervisor. Most people know Mr. Mayer through association with the Supply and Receiving Department, of which he was also supervisor.

Congratulations are in order for *Mort Dillon* on his promotion to TV Network Sales: *Vince Comisky* to Sales Service; *Dick Willard* to Tech. Ops.; *Dick Fraser* to Staging Services, and *Bernie Chertok* to the Film Library. Lots of Luck, fellers.

Congratulations to *Charlie Smith* and his wife on the birth of a baby boy, *Charles Jr.*, who bounced in on time for the first mail run on April 5th at 6 lbs. 6 oz.

We would also have an addition to the Audience Mail section with the birth of *Vincent Aporte IV*, born April 10th, weighing in at 7 lbs. 8 oz. Congratulations, Mr. and Mrs. *Vincent Aporte III*.

Music—*Bill Paisley* was in the high-lights while visiting his home town of Little Rock, Arkansas. He made his television debut on station KARK, being interviewed and also playing three of his musical compositions on a show called "What's Cooking." It's a good start anyway!

Displaying the latest fashion of hair bands in various shapes and metals are *Jane Langley* and *Joan De Hart*. *John Plummer* got a new washing machine for his home and his wife is having fun with it, he claims.

News and Special Events — New Faces: *Stan Smith*, formerly of *New York Daily News*, now newswriter on "Today"; soundman *Ted Mann*, joins *Roy Neal's* Hollywood film staff; film stringer in Saigon, *Frank Muller*.

Back Again: *Art Mazur*, film stringer in Detroit; and *Ben Oyserman*, handling film coverage in Israel.

Speakers: Camel News Caravan producer *Frank McCall* addressed second national Television News Seminar at Northwestern University; *Leon Pearson*, toastmaster at first annual Benjamin Franklin Magazine Awards at the Plaza Hotel, New York.

Thanks: from *Art Barriault*, vacationing at Kill Devil Hill, N.C., for many cards, letters, etc., from NBC friends wishing him quick recovery.

Visitors: *Josef Israels II*, correspondent from Vienna; newsman *Harry Ellis* from Lebanon; correspondent *Frank Bourgholtzer*, Paris-Geneva, here to do special TV show, "Comment: Indo-China, Geneva"; from Chicago—*Clifton Utley*, *George Leatherby*, and *Alex Drier*; film man *John Wilhelm* from Mexico City; *Dean Peterson*, Toronto film man.

Addenda: *Leon Pearson*, subbing for European-vacationing *Bill Sprague* on network "World News Roundup"; *Dick Pinkham*, "Today" and "Home" producer, vacationing in Spain and Majorca; Gen. Mark Clark appearing twice monthly on "3-Star Extra" with *Ray Henle* and *Ned Brooks*; *Rose Homa* planning Miami vacation; former *Edith Tanzer*, whose marriage to *Martin Luray* took place on May 30, was entertained at luncheon on May 26 by feminine coterie of the newsroom; *Jeannette Kriendler* entertained at her Fifth Avenue apartment with a dinner and scrabble party. Enjoying the best food this side of the Mason-Dixon line were: *Grace O'Donnell*, *Helen Uhein*, *Pat Mulready*, *Betty Altschul*, *Helene Hecht*, *Rose Homa*, *Edith Tanzer Luray*, *Adele Morgan* and *Pattie Bowers*.

Production-Business Manager

Here is an announcement that we have been holding our breath to make and now with a sigh of relief it can be told. We are really very proud to say that our own little *Mary Lynch* is the number one all around girl bowler. She is on top for average and series and if we were to take a vote I know she would also be on top in popularity. Congratulations, Mary, from all of us.

Production Operations—Our good luck wishes go to *Irving Oshman*, who

resigned from the department to accept another position. A big welcome to *Samuel Feld*, who replaced Mr. Oshman. Congratulations to *Dennis King* on the birth of his daughter Leslie.

Radio Studio Operations—The vacation parade has started, with *Joe Kall* leaving this month for bear-hunting in the Canadian North-West. You can't beat the horses, not even the Florida ones, as *Bill Bergen* learned to his grief during his extended stay in Miami. He is now studying form with a view to recouping his losses at Belmont and Jamaica.

We regret to report that *Tom Longmore's* streak of good luck has been broken. While seated in Longley's restaurant, having tea and crumpets, Longmore was relieved of his wallet by a pickpocket.

TV Technical Operations—There were many happy people in Tech. Opns. when they saw *Norman Ogg* walk through the portals of 501. Welcome back, Norm, after your too long illness. And here's hoping *Vince Rossomagnio's* stay in the hospital is a short one and he will be back with us shortly.

God's gift to the Irish, *Jack Fitzpatrick*, and his bride are spending their month's honeymoon in Ireland. Sure now, she's a fine lassie, Jack. Congratulations from us all. *Artie Graham* and *Carl Rohrer* spent a week's vacation in Bermuda—which seems to be a very popular spot. Another vacationer, *Al Saunders*, had a wonderful time in Jamaica—the Island, that is.

Grandfathers galore! *Andy Stepanek* became one for the second time on, of all days, Mother's Day. And *George Madge*, from Field, became a grandpappy to *Noreen Ann* on May 3. Speaking of Field, a group of 11 of our Field men went out fishing May 2 on the *Doris L* and man! wotta catch! Two flounders and two eels. Who ate all the worms, men? It certainly wasn't the fish!

Traffic — Recently, *Steere Mathew's* wife was elected President of the New York Federation of Music Clubs and now Steere knows what the gals mean when they call themselves "golf widows!" None of us have ever heard of a "music widower" but that's the category he's fallen into since Mrs. Mathew has taken over her many duties in connection with her new office. *Charles Thompson's* fiance met with an accident which forced them to postpone their wedding which accounts for the dejected look Charles has had recently.

TV Network Sales

Research and Planning—Birthday tidings to our *Betty Hoffman* (May 5). Loyal spouse of this gal wanted to declare it a national holiday! That's the type of guy to be married to! Happy Birthday anyway, Betty, even though his wish didn't come true. Your own monthly CHIMES editor for this department is still in the clouds; *Gloria Betros* received a lovely engagement ring Friday, April 30.

Things are really bustling in Ratings too. New secretary to *Bob Daubenspeck*, *Arlene Urbanovsky*, will take *Louise Kaciczak's* place. Dr. and Mrs. *Boley* (Scott and *Sandy* to you) have recently moved into their new apartment. Do you suppose their "Jet" (of campaign fame) will make short work of it?

Sales Traffic Operations — Bon Voyage to *Mary Alcombrack*, who has sailed on the *United States* for a European vacation. We envy her journeys through Paris, Italy and Germany, among other various spots. Hurry back, Mary — we miss you.

The Welcome mat is out for new additions to Sales Traffic: *Patricia McCarthy*, *John Fernandez*, *Holland Lou*, *Anne Blake*, *Vince Comisky*.

Elsie Schmidt spent a glorious two-week vacation in Bermuda. She looks wonderful and makes us so envious. *John Cramer* left for that same beautiful Isle on May 15th for a two-week stay, and *Honey Teeter* left May 22nd, also Bermuda-bound.

Welcome back to *Louise Esposito*, who was out ill for several weeks. It's good to see her back. *Lalia Pleadwell* loves her new apartment. Really keeping busy with painting and such chores.

TV Network Sales—Bermuda is very much in the limelight these days. *Maureen O'Donnell* just got back from a week in the sun down there and has been telling us how wonderful it is. *Fran Barbour* is very happy to hear it, because she sets sail on the *Queen of Bermuda* June twelfth. It's her sixth or seventh trip. Seems she's lost count.

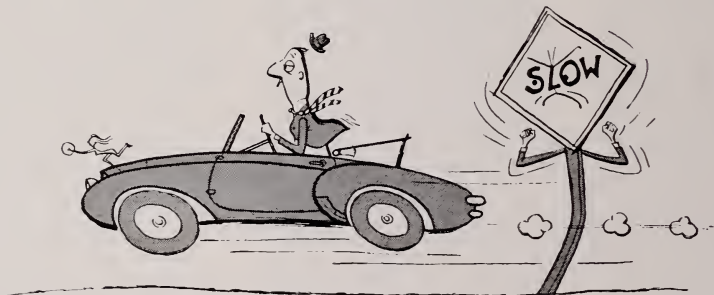
June must have a bride, so old Net Sales gets into the act by sending *Florence McMahon* to the altar June twenty-sixth. She'll marry *Daniel J. Moore*. Best of luck to them.

Martin Sopocy moved to Playreading. May he discover a new Shakespeare. We have many new faces about, four to be exact: *James Hergen*, *John McArdle*, *Ellen Kennedy* and *Mort Dillon*.

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CHIMES

JULY • 1954

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See pages 2, 11, 12, 13, 14



CHIMES

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TV Network Sales:

Merchandising, Carolyn Maus

Network Sales, Mort Dillon

Research & Planning, Gloria Betros

The Cover

You've heard the NBC Chimes on radio; you've seen them on television. At this moment, you're reading a publication bearing that name. Now, you can wear them as well. Whether or not you can wear them as handsomely as does NBC guidette Lorna Underwood, who graces the cover of this issue of CHIMES, is uncertain, but don't let that stop you. As an NBC employee, you are entitled to purchase products such as the NBC tee-shirt and pennant at a considerable discount.

Several issues ago CHIMES carried the story that NBC was embarking on a program of developing products that were outgrowths of NBC's broadcasting

activities. The article featured pictures of the Radio City souvenir counter where these items were being put on sale. Many NBC employees have since visited this little store to examine and buy some of the scores of products on sale there. Cover girl Lorna Underwood is also the sales girl behind the counter.

Now, for the benefit of employees in other NBC cities, and for NBC New Yorkers outside of Radio City, we have included in this issue of CHIMES a special added section (pages 11, 12, 13, 14) which showcases some of the merchandise, along with prices and instructions on how to order it.

New TV Rate Structure Introduced

NBC last month introduced the first rate structure to cover both black-and-white and color television production and service facilities.

In addition, the pioneering new rate manual offers a basic improvement in method of charging by establishing hourly rates for studios and technical personnel. This will permit users to pre-plan their requirements, tailor their usage to these requirements and pay only for what they need and use.

The simplified new rate structure was announced at a special press conference at NBC's Colonial Theatre.

Here are the highlights of the new manual, as outlined by Sylvester L. Weaver, Jr., President of NBC:

1. By placing a premium on efficiency in usage, important opportunities are offered the advertiser to control and reduce production costs.

2. The rate structure is simplified by eliminating former separate charges for camera and dry rehearsal. Hourly charges apply to total time in studio, beginning with dry rehearsal or camera set-up and continuing to end of broadcast.

3. Unit charges for personnel are the same for color as for black-and-white, so that manpower costs will be determined by the number of men used and the duration of their use in both types of program. The only facilities and service rate differentials for color are for studios, mobile units and extra equipment.

4. A small charge for film origination has been established, so that the cost of NBC facilities will be

distributed more equitably among all users.

"As we have been developing the new industry of television," Mr. Weaver said, "we have been learning how to make it more effective in all its areas, including the business area. With this new rate manual, we are modernizing our system of charges for production facilities and services so that they can be used more efficiently by our clients.

In doing so, we are breaking away from the earlier approach of a blanket price for studios and manpower, and making it possible for the NBC television client to buy the facilities and services his show requires and in the amount necessary to meet his requirements. The new structure provides for complete separation in charges for studios, manpower, and extra equipment, and rates are established for the smallest practicable unit of use for each of these elements.

"This will permit our clients to match their usage to their needs and through pre-planning their production, they can realize the benefits of efficiency through reduced costs. We believe that a system of charges which places such a premium on efficiency will be welcomed by clients and their agencies as a real contribution to the business."

The new manual was reviewed in detail at the press conference by William V. Sargent, TV Network Program business manager, and Edward J. Stegeman, manager of program budgets. The new rates became effective July 1.

NBC News Roundup..

'People Are Funny' Moving to NBC

"People Are Funny," for years one of the outstanding audience participation programs in broadcasting, moves to the NBC radio and television networks next fall. The show will be sponsored on TV and on alternate weeks on radio by the Toni Company, a division of the Gillette Company.

"People Are Funny," which stars Art Linkletter as emcee, will be seen on NBC-TV on Sunday from 7-7:30 p.m., EDT, starting Sept. 19. The NBC Radio Network will carry the program on Tuesdays from 8-8:30 p.m., EST, beginning Oct. 5.

NBC's Color Caravan Swinging Through U. S.

A panorama of America is being brought to the television audience in color for the first time, as the National Broadcasting Company's Color Caravan rolls through the East and Midwest this summer, visiting 10 cities.

Last month NBC's Color Mobile Unit visited on successive weeks St. Louis, Milwaukee, Chicago and Columbus. This month it hits Cleveland, Washington, Baltimore and Philadelphia. In August it will travel to New York and Boston.

In each city the Color Caravan focusses on an interesting facet of local life. The color feature is presented as inserts on the "Home" and "Today" shows. The colorcasts, of course, are seen in high-quality black-and-white on the nation's existing monochrome sets.

Sponsors Signed for Color 'Spectaculars'

Last month news of the signing of sponsors for NBC-TV's series of color "spectaculars" was announced. Oldsmobile will sponsor a series of 13 "spectaculars" which will be seen every fourth Saturday from 9:00-10:30 p.m., beginning Sept. 25. This series will be produced by Max Liebman. Ford and RCA each will sponsor 45 minutes of each program in the series of 13 "spectaculars" to be seen from 8:00-9:30 every fourth Monday night, beginning Oct. 18. Leland Hayward will produce.

'Today' Goes Coast-to-Coast In September

NBC-TV's "Today" will become a coast-to-coast network program beginning Sept. 27. The early morning news and special feature series which started on Jan. 14, 1952 is currently seen by more than 3,600,000 people in the East and Midwest. With the commencement of the program in the Pacific Time zone, it will become available to an estimated 3,412,000 homes in California, representing 83 per cent of all West Coast TV homes.

"Today," with the casual Dave Garroway at the helm Mondays through Fridays, is seen from 7-9 a.m. in the East and Midwest. In California, it will be presented from 8-9 a.m., PST.



Discussing the history-making sales contract recently signed between NBC's stations in New York and the Hudson Pulp and Paper Corp., are Hamilton Shea, general manager, WNBC-WNBT (seated behind desk) and (l to r): Ernest de la Ossa, WNBC-WNBT station manager, Lue Stearns, Eastern Radio Spot Sales manager, Bob Howard, Spot Sales account executive, and Tom McFadden, director of National Spot Sales. The Hudson contract calls for a year-long saturation campaign for Hudson household tissues and constitutes what is believed to be the largest single station purchase of radio and television time and talent.

NBC-TV Announces Greatest Volume Of New Business in History

The greatest volume of new business in the history of the television network was announced last month by NBC. The sales, covering the preceding 60-day period, totalled \$22,543,000 in gross time billings alone, Sylvester L. Weaver, NBC President, reported. With talent costs also figured in, the total new business signed by NBC-TV in the past two months comes to a spectacular \$35,500,000. In addition, the network signed \$29,000,000 in renewal business (\$44,350,000 including talent costs) for a total of more than \$51,500,000 in new and renewed business (gross time billings only) reported in the previous two months.

NBC and BBC Pool TV News Resources

The National Broadcasting Company and the British Broadcasting Corporation have signed a contract for exclusive exchange of news film and cooperation on the coverage of stories in distant parts of the world where one or the other may have cameramen. The contract renews a relationship that existed until 1953.

Negotiations for the new contract were begun last April between Sylvester L. Weaver, Jr., President of NBC, and General Sir Ian Jacob, Director-General of BBC. The contract was signed last month by Robert W. Sarnoff, NBC Executive Vice President, in London.

Management Conferences

Management Meetings on Company Operations Prove Productive

It is almost axiomatic that before a problem can be solved, first it must be exposed and isolated so that the solvers can then thoroughly examine it and determine what, if anything, should be done.

For the past seven months the National Broadcasting Company has been vigorously putting that principle to work in the vitally important areas of personnel, labor relations and management practices. The means: "Management Conferences," a series of regularly-scheduled meetings of groups of NBC supervisory personnel. The program is dedicated to the proposition that confusion thrives on obscurity, and that although exposure and discussion will not automatically solve all possible difficulties, they go a remarkably long way towards that goal.

This ground-breaking series of conferences finds its origin in discussions held last fall between John M. Clifford, Vice President in charge of Personnel, and top officials of NBC's Technical Operations and Staff Engineering Departments. An important conclusion reached then was that a sure way of improving the effectiveness of NBC's operations, including organization, management practices, labor relations and personnel programs, was to bring

about a wider and clearer understanding of their aims among members of the company's supervisory force. It was decided that the best way to do this was through a series of meetings, attended by operating supervisors and staff representatives, where the cross-talk of lively discussion, and the comparing of mutual problems and how they have been solved, would add to everyone's store of practical knowledge of how to deal with the continuing management responsibilities of the supervisor.

Within a month the program was underway. The departments of NBC which were to participate in the program were Technical Operations and Plant Operations, two highly important operating areas of NBC, which have probably grown faster within the past eight years than any other sections of the company.

The schedule for Technical Operations called for meetings to begin in December and continue through early June. The 37 top-ranking supervisors of that department were divided into two groups, each of which have thus far attended eight meetings. Plant Operations conferences began in February, with its list of 52 supervisors broken up into three groups, and were

held approximately once a month until June. This division into smaller units was dictated by the well-known psychological phenomenon that the larger a gathering of people grows, the more will each person lose his individuality and willingness to express his opinions. Since universal participation and free discussion were essential to the conferences, limiting of attendance to between 15 and 18 proved to be eminently suitable.

The identification of this series of meetings as *conferences* in the true sense of the word was made very clear at the outset. The operating supervisors who attended set the agenda for the meetings, decided what problems would be appropriate for discussion, and in what order they should be covered. Then, in succeeding meetings, they kicked the conversational ball around among themselves, as well as with men representing other staff and line operations. In the cases where solutions were arrived at, it was always the result of this cross-table discussion and the free interchange of opinion, information and experience. Don Rutledge, of the Personnel Department, acted as conference leader at all the meetings, but his role, deliberately so, was confined to initiating and guiding discussion. They were far from training classes in method or in atmosphere, but that is not to say that information was not imparted, because when a group of men with the technical and showbusiness experience that these NBC supervisors have sit around a table and thrash out a problem, everyone present is going to benefit.

The Management Conferences gave information to the supervisors in other ways, too. From time to time, as the progress of the sessions called for it, expert advice would be requested. For example, Anthony Hennig, Associate Director of Production, outlined the top organization structure of NBC, and the Company's concept of the management responsibilities of its supervisory force. B. Lowell Jacobsen, Director of Personnel, spoke to the groups on several occasions on various matters of personnel and labor relations policy. Representatives from Production Operations and the Unit Manager's office explained the thinking behind NBC's



Plant Operations supervisors were divided into three groups. In this one, beginning at left foreground, are: Ernie White, Emil Egelhoffer, Walter Hawes, Bert Susman, Jim Richards, Bill Dannhauser, Bob Lissner, Bill Sharon, Jack Geagan, Bill Ervin, Humbert Rodamista, Stewart Martin, Ray Lyon and Don Rutledge.



One of the two groups of NBC Technical Operations supervisors. Around table, beginning at left front, are: Stan Peck, Charles Townsend, Charles Phelan, Andrew Thompson, Ed Stolzberger (just hand visible), George Graham, Gerry Sellar, Fritz Rojas, Don Rutledge, Lew Tower, F. A. Wankel, Courtney Snell, Ed Wilbur, Clem Walter, Thomas Buzalski, Alfred Jackson, John Schaller, and Al Protzman.

activities in their areas. Both the Plant Operations and the Technical Operations group felt that they were in need of more knowledge of each other's operations, and so James Glenn, Director of Plant Operations, and Thomas Phelan, of Technical Operations, addressed groups from each other's departments. Moreover, all the supervisors attending the conferences were given organization charts of the top-structure of the company as well as detailed charts of those departments with which they had the closest relations.

But information did not only pass from supervisor to supervisor, and from executive levels down to those attending the meetings. These were conferences of NBC's middle management and what was said and done at them were matters of keen interest to top management. The ideas and concrete proposals expressed at the meetings were duly relayed upward, not only so that the high-ranking officers of the company could be kept aware of the tone of opinion and sentiment among the supervisory groups, but also so that action could be taken on noteworthy ideas. For example, the recent creation of the function of cost engineer in Technical Operations—a representative of that department who attends Program Planning and Estimating Meetings—was a direct recommendation developed at one of the Management Conferences.

At the Management Conferences, more time probably has been devoted to Labor Relations activities at NBC than to any other particular function. This is entirely in keeping with one of the purposes of the conferences — to

increase the effectiveness of NBC's labor relations program. The purpose of that program, of course, is to maintain industrial peace, by having the company work together with the various unions that represent certain of NBC employees in continuous efforts to achieve this goal. Therefore it is vitally necessary for all members of the supervisory force to understand the background of the unions at NBC, the agreements which govern their relationship with the company, and the mechanics of the day-to-day contacts between unions and NBC. This field was given careful treatment, with representatives of the labor relations staff participating in order to get from and give to the supervisors first-hand information. One of the major pursuits of the Management Conferences when dealing with any subject has been to explore those areas in which they feel improvement can be made.

It has been generally agreed among the participants that one need which must be filled is better understanding by the operating supervisors of the exact terms and interpretations of the

bargaining agreements in force between company and unions. To this end, one of the main goals of the Management Conferences when they resume early next fall will be to examine in detail the major contracts.

By the time the last meetings of all groups in the Spring series was held, the consensus was that the Management Conference program was worth every minute spent by the supervisors, both in the sense of exchanging information and in pointing out problems and their possible solutions. Many supervisors also found that some matters which once seemed wrapped in difficulties, when subjected to the strong light of exhaustive discussion, had half the surrounding troubles disappear. Sure answers were not always found to all questions, but at least problems were stripped down to the real essentials.

These Management Conferences were designed from the start to be hard-hitting and frank examinations of things that stood in need of improvement. There was no soft-pedalling or avoidance of hard problems. A basic premise was assumed that problems do exist, that they are inevitable in a kinetic, fast-moving industry such as broadcasting, but that they can and will be solved. But first of all the difficulties had to be isolated and analyzed before they could be dealt with effectively. Here was the real work that the Management Conferences had to do—first, to get these knotty points out in the open and to scrutinize them carefully, and then to bring the full weight of group analysis to bear upon the problems so that the collective experience, knowledge and skills of all present would be exerted to find the solutions. And they will be found, because they must be. But, in a business like this, you can be sure there will be new problems. At least now, though, NBC has marshalled the best possible means of dealing with them.



At a Plant Operations Management Conference, around table, beginning at left foreground, are: John Herman, Paul Hergenbahn, Pat Cahill, Bill Sharon, Don Rutledge, B. L. Jacobsen, Dick Lerner, Dan Levitt, Reginald Campbell, Jim Wynn, Keith Calkins and Pat McInerney.

Hanson, Shelby Promoted

*Shelby Elected Vice President and Chief Engineer:
Hanson Advanced to RCA Staff as Vice President*

The election of Robert E. Shelby as Vice President and Chief Engineer of the National Broadcasting Company was announced last month by Sylvester L. Weaver, Jr., President of NBC, following a meeting of the Board of Directors. Mr. Shelby previously served as Director of Color Television Systems Development for NBC.

On the same day, Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, following last month's meeting of the RCA Board of Directors, announced that O. B. Hanson, who had been Vice President and Chief Engineer of NBC, had been elected to the RCA staff as Vice President, Operations Engineering. In that post he has responsibility for engineering matters pertaining to broadcast and communications operations, and directs the activities of the RCA Frequency Bureau.

The new NBC Vice President and Chief Engineer is one of the pioneers in the development of black-and-white and color television. As a member of the NBC organization since 1929, he has a long list of achievements to his credit in helping to bring television to the American public.

When NBC first established its television development laboratory in the Empire State Building in New York in 1931, he was placed in charge of the

project, supervising the earliest experimental work in TV operation techniques.

From 1935 to 1937, he assisted in the organization of RCA-NBC field tests of all-electronic television and in the design of equipment and facilities for those tests.

During World War II, Mr. Shelby directed NBC's wartime research and development activities, including the development of an air-borne television reconnaissance system for the United States Navy. He also served during this period as technical consultant to the National Defense Research Committee.

Mr. Shelby has participated actively for a number of years in the television standardization work of various industry committees, including the National Television System Committee, the Radio Technical Planning Board and the Radio-Television Manufacturers Association.

Before his promotion to Vice President and Chief Engineer, he was director of Color Television Systems Development for NBC, and in this post played an important role in the introduction to this country of RCA-pioneered compatible color television.

Among the other executive positions Mr. Shelby has held in the NBC Engineering Department are director of

technical development and director of technical operations for the television network.

The activities and contributions of O. B. Hanson to the field of broadcasting are so numerous, so widespread and so impressive that it is virtually impossible to list them. From the early days of station WEAF (now WNBC) in New York, through the birth of NBC in 1926, the vast improvement in sound broadcasting over the past three decades, and the development of both black-and-white and color television, to the present day, O. B. Hanson has left his imprint on broadcast engineering in a manner that few other men have.

To mention only a few highlights, O. B. Hanson charted the construction, development and adaptation of NBC's great technical plant, including the world-famous Radio City in New York, the NBC-TV center at Burbank, and the brand new TV transmitting facilities for WNBK, Cleveland, as well as the studios, technical systems and transmitters at all other NBC locations. He is one of those most responsible for bringing radio from the days of the not uncommon "Due to technical difficulties beyond our control . . ." to its present state of technical excellence.

Mr. Hanson's active participation in television's development dates back even earlier than 1923, when RCA, in cooperation with NBC, inaugurated an exhaustive series of field tests in the new medium. He helped secure and maintain for NBC its position in black-and-white television engineering, and for years he worked hand-in-glove with RCA Laboratories in the research, development and installation of the RCA system of compatible color television.

"O.B.," as he is known to thousands, was a ship's radio operator before and after a term of employment with the old Marconi Company in New Jersey. He opened his own electrical business in Hartford in 1921, and then broke into radio broadcasting with WAAM, Newark. He joined WEAF as a staff engineer and later became plant manager. He continued in that capacity when NBC was formed in 1926. Several years later he was named Chief Engineer, and in 1933 was elevated to a Vice Presidency.



Robert E. Shelby, who last month was elected NBC Vice President and Chief Engineer.



O. B. Hanson, who was elected to RCA Staff as Vice President, Operations Engineering.



ture on left) At head table, seated clockwise, beginning at 6 o'clock, Mr. & Mrs. Arthur Schweiger, B. L. Jacobsen (barely visible), Dave Moloney, Eleanor Pierce (barely visible), Cass Ohynowicz, Ed Starr, Don Rutledge, Joe Kent and Dick Nell. (On right) Shortly after dinner and the awards a piano and a piano player—Charlie Porter—were found and put to work.

N. Y. Bowling Dinner

The season's-end dinner of the New York Bowling League was held this year at the Tavern-on-the-Green, on May 26. Over 100 bowlers and guests saw retiring president Cass Ohynowicz turn over the reins to the newly-elected chief, Al Protzman. Special tribute was paid to the winning team, TV Supply, and its members, Joan Coffey, Einar Johnson, Dave Clark, Doc Dick-

son, Dick Aimone, and John Brady. Number two team was Construction. Top male bowlers Les Vaughan and top female bowler Mary Lynch (see photo right) also racked up the season's high individual series scores, 622 for Les and 562 for Mary. High individual game scores were those of Harold McDermott (236) and Shirley Fischer (222).



Les Vaughan, top male bowler, and Mary Lynch, No. 1 female kegler, offer mutual congratulations as Cass Ohynowicz beams. Les' average was 166.82 and Mary's was 156.81. Runner-up among men was Frank Mocarski, with 165.65, and second high among women was Joan DeMott, with 153.34.



Cass Ohynowicz, retiring president of the League, presenting awards to Joan Coffey, captain of winning team, TV Supply, and to Frank Zoeller, captain of Construction. Seen in foreground are (L to R): B. L. Jacobsen, director of Personnel, George McElrath, director of Technical Operations.

At May 26 dinner marking end of N. Y. bowling season were (L to R): Ed Lyons, Peggy Heelan, Bob Sammons, Eleanor Beebe, Charlie Zucker, and Pat McInerney.





Secretaries at KNBC, San Francisco, were presented with flowers on Secretaries' Day. With George Greaves, general manager, are (back row, L to R): Muriel Jocz, Gail Monroe, Pat Covell, Betty Hauser, Helen Holmlund, Lois McInerney; (front row, L to R): Mary Bland, Janet Sligh, Mr. Greaves, Lorrie Bunker and Norma Robison.



A vase of orchids was presented by Tom McCray, KNBH, Hollywood, general manager, to the secretaries there on "their day." L to R: Alice Gardner, Marge Clark, Mr. McCray, Rosemary Gorman, and Muriel Pollia. In addition, Jack McElroy invited Hollywood secretaries to be guests on his show.



ational Secretaries' Day at NBC Chicago found general manager Jules Herbubeaux presenting flowers to the female employee with the longest record of service and to the youngest girl. At left is Isabelle Cooney, film procurement director, who has been with NBC since 1929, and Joni Meridan, secretary in Film, who started at NBC this spring.

SECRETARIES' DAY AT NBC

NBC offices throughout the company on May 26th paused in the everyday rush of business to pay tribute to that all-important group of employees — the secretaries. In recognition of the part these girls play in making NBC the leader in the broadcasting industry, each office sent flowers, with a note of appreciation, to them on "their day."



Secretaries' Day at NBC Washington was observed by the presentation of flowers to all girl Fridays. Discussing event at lunch are (left photo, left to right): Lucile Buice, Advertising and Promotion, and Lucille Staiger, Peggy Barnes and Sally Hoover of Accounting. (Right photo, left to right) Frances Childs, Communications, Bert Quinn, secretary to Carleton D. Smith, Vice President and General Manager of WRC-WNBW, and Martha Cosgriff, secretary to Joe Goodfellow, director of Sales for the stations.



Roses are pinned on Cleveland secretaries by Bill Davidson, assistant general manager. The smiling gals (L to R) are: Shirley Rich, Glenna Hanson, Jeanne Walker, Dorothy Inglis, Jean Strobel, Marian Walter, Peggy Amsden, Joanne Barnes, Joan Illingworth and Louise Tkaes.



At NBC Hollywood, F. A. Berend, Assistant to the Vice President, presented a corsage to his secretary, Elaine Forbes, who has been employed there since 1936. She has been secretary to Mr. Berend since the start of her NBC career.



TV Network Sales secretaries in New York just getting their roses are Judy Marshall, left, and Betty Olson. Presenting them is Bob Berner, and behind him Ted Kupcewicz.



TV star Jack McElroy honored KNBH and NBC secretaries on his TV show May 26th. L to R: McElroy; Pat Leslie, Terry Sevigny, Marianne O'Connor, Aileen Henderson, Nita Loveless, Heloise Edwards, Jeanne De Divier, Mila Noyse, Joan Christianson. Terry was made richer by four automobile tires which she won on the show for correctly identifying a picture of Ft. Sutter.

Early in the morning of May 26, mail boys at New York brought red roses around to every secretary at NBC. Here they are seen distributing them in TV Network Sales.



Barbara Marks is shown receiving her orchid from Al Wooley, manager of recording sales at NBC Hollywood. Barbara has the distinction of being NBC Hollywood's most recently hired employee.

Hickox Named to New Pacific Post

In a move pointing up the constantly increasing importance of the West Coast in both radio and television, the National Broadcasting Company last month announced the appointment of Sheldon B. Hickox, Jr., to the newly created position of director of Station Relations for the Pacific Division.

The announcement was made by Harry Bannister, NBC Vice President in charge of Station Relations, in a letter to NBC affiliates. He said that Mr. Hickox, with headquarters in Hollywood, will be directly responsible for all station relation matters affecting affiliates in the Pacific and Mountain time zones. The appointment was effective July 1.

Mr. Hickox is a veteran of 25 years' service with NBC, the last five of which he has been director of Station Relations. During his long career with the company, he played a prominent part in the development of the Red and Blue radio networks and in later years in the formation and expansion of the NBC-TV network.

Born in Boston, Mr. Hickox attended Amherst College and came to NBC in 1929 as assistant to the manager of sales traffic. In 1933, he was named supervisor of commercial traffic and two years later he was appointed assistant manager of Station Relations. He was named manager of Station Relations in 1939, a position he held until he became director of the department in 1949.

Finn Pedersen

On May 9th, Finn Pedersen, senior air conditioning electrician of the Air Conditioning Department at NBC New York, died suddenly at his home, 1164 Patterson Plank Road, Secaucus, N. J.

Mr. Pedersen was born on Staten Island, June 11, 1904, and was an employee of NBC since September 1937. During that time he gained very many friends and was well known and liked throughout the company.

He is survived by his wife, Lillian, two daughters, Marie and Carol, and his brother George. Burial was on May 12 at Cresthaven Cemetery.

The Picture Story



Haille Selassie, Emperor of Ethiopia, at the outset of his tour of the United States last month, visited NBC's studios and facilities in New York. He is especially impressed with color television. He is seen in left photo with Sylvester L. Weaver, Jr., President of NBC; on right he is with Cornel Sullivan, NBC public relations representative (left), and Meade Brunet, NBC Vice President and Managing Director of RCA International.



William Ray, director of NBC Central Division News and Special Events, sailing for Europe with his family last month. On *Ile de France* before sailing time are Mr. Ray with wife, Sue, and sons Luther (L) and William, Jr.



Arthur J. "Dutch" Bergman and Ray Michael, popular radio and TV sports commentators at NBC Washington, were honored for their contributions to D. C. sports activities with a special "Ray Michael-Dutch Bergman Day" at the Marlboro Raceway. L to R: E. C. Cheney, Dutch Bergman, Ray Michael and H. L. Macgruder. Cheney and Macgruder are Raceway owners.



Now! The NBC CHIMES Come to Life!

Have you heard about the newest member of our family? Well, it's an exciting new NBC Souvenir and Gift Shop that's just been opened on the mezzanine floor here at New York's Radio City . . . and it's filled with wonderful items made specially for us by leading manufacturers! After looking them over, we decided (and we're sure you'll agree) that they'll make perfect gifts for all your family, your children and yourself! Delightful gifts for birthdays, anniversaries, Christmas and any special occasion!

On these pages, you will find pictures of these NBC-identified items. Beautifully-designed Cufflinks, Tie Clasps, Charm Bracelets, Money Clips and other jewelry! Novel Animated Pencils! Charming American Beauty Compacts! T-Shirts, Handkerchiefs and Pennants! Dolls, Crew Hats,

Baseball Caps and a host of other interesting gifts, each bearing the NBC Chimes insignia in full color!

And that's not all! We've included a selection of famous NBC-character Toys, Games, Puppets, etc., especially for the children, and featuring the irrepressible J. Fred Muggs, Howdy Doody, Ding Dong School, Roy Rogers, Hopalong Cassidy and others!

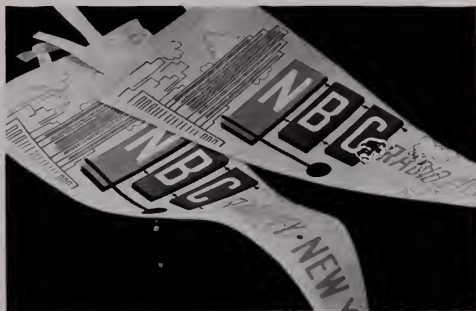
As NBC employees, you can buy any of these items at big savings . . . at prices much below usual retail! If you're in New York, visit the mezzanine floor. For out-of-town NBC parents, just select the souvenirs, gifts or toys you want . . . send us your order and we'll ship the merchandise to you.

("HOW TO ORDER" — SEE BOTTOM OF PAGE 14)



A Sure-Fire Hit with the Kids! NBC T-SHIRTS

Full-color sketch shows a Cowboy TV Camera lassoing a Microphone Indian with NBC Chimes in the middle! Of fine combed cotton yarn, colorfast, waterproof. An exciting gift for both boys and girls! Sizes 2 to 16 (14 and 16 with Chimes design only). 80¢ each



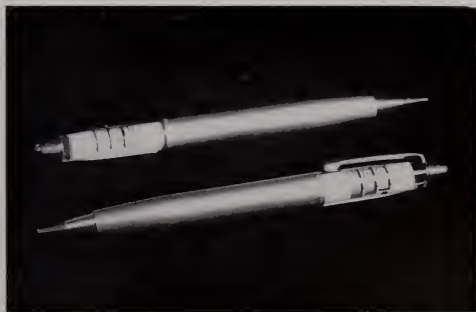
Gay and Colorful Felt PENNANTS

A full-size 27-inch pennant with red, blue and green NBC Chimes and Radio City on yellow background. Fine quality felt. Decorative for office, studio, your den at home and the children's room! 40¢ each



Full-Color Auto DECALS

Order a load of these new NBC Auto Decals and use them on your own car and luggage! Then give them out to your friends, too! Clever sketch shows TV Camera, Microphone, Chimes and Radio City! 8¢ each



The Newest Idea in ANIMATED PENCILS

When you're writing, this sleek plastic-and-gold pencil looks like any ordinary pencil. Turn it upside down and presto! the NBC Chimes float into view in full color. \$1.20 each



Cute-As-A-Button CREW HATS

You'll adore the pert brims (turn 'em up or down!). In gay red-and-white, blue-and-white or all-white, with NBC Chimes insignia in color. Small, medium and large for young and old NBC-ites! **63c each**



Start Your Own CHARM BRACELET

A real NBC item with 3 gold or silver-finish charms to begin with—TV Camera, Microphone and Chimes in color! Add as many charms as you like! Bracelet and 3 charms complete. (Fed. Tax included) **88c each**



For the Younger Male Set! BASEBALL CAPS

Just like the pros wear! Navy blue baseball cap with peak and right above, the NBC Chimes insignia in color. Small, medium and large sizes. **55c each**



Ladies' Dainty NBC HANDKERCHIEFS

Order at least a half dozen of these pretty little NBC Handkerchiefs! Three styles . . . TV Camera, Microphone or Chimes hand embroidered in color, neat lace edging (order by style) **28c each**



New China TV Camera Dinner BELLS

A dainty California-made dinner bell simulating an NBC-TV Camera, with Chimes in full color on the side and ribbon bow on top. **80c each**



Hand-Painted All Silk TIES

Small NBC Chimes in color distinctively adorn these smart new Ties. All pure silk. 52" long. Choice of colors. **\$2.80 each**



Automatic-Action CIGARETTE LIGHTERS

Inexpensive snap-it lighter with full-color Chimes insignia on white background. **\$1.00 each**

The Most Famous Dolls in the World!

NBC PAGE and GUIDETTE DOLLS

Perfect replicas of those charming, personable NBC Pages and Guidettes who have escorted millions of tourists through NBC's Radio City! The doll uniforms are miniature duplicates exact in every detail! The Boy Pages and Girl Guidettes are 8 inches tall and made of a special life-like plastic that enables you to move head, arms and legs into any position. Gift boxed and a buy at **\$2.40 each**. (not illustrated)



Glo-In-the-Dark FLASHLIGHTS with Key Chain

Handy-sized flashlights with NBC Chimes insignia. For finding the right key, reading theatre programs, for the children! Red, green, blue, gold. Gift boxed. **80c each**



=119 POLKA DOT LINEN Cotton
in Green, Navy \$2.50

"HOME" Busypockets APRONS

They're New! They're Gay! They're designed especially for our very own "Home" Show by Midge Gram, and worn by Arlene Francis and all the staff! You'll love these big, deep-pocketed all-purpose Aprons! For men and women. Styles for kitchen, company and the garden!

- = 101 DENIM in Navy, Faded Blue, Oxford, Pink \$2.00
- = 105 PLAID DENIM with Fringe in Red, Green, Blue \$2.00
- = 127 MAN'S BIB-TOP in Denim, Navy, Oxford, Faded Blue \$2.50
- = 128 TWEED DENIM in Beige, Gray, Pink, Aqua \$2.00
- = 129 MAN'S SHORT APRON in Navy, Oxford, Faded Blue \$2.00



=122 DENIM GARDENER in Navy, Faded Blue, Oxford, Pink \$2.00



Lovely Enamelled NBC COMPACTS

Here's a gift that every girl will appreciate . . . a chic gold and full color NBC Chimes Compact designed by Elgin American exclusively for us. In lovely American Beauty gift box. \$2.00 each



All-Purpose ZIPPO CIGARETTE LIGHTERS

Here's a perfect item for every man . . . a famous Zippo lighter with NBC-TV Camera gold medallion and Chimes embossed on the side. Gift boxed. \$3.50 each



TV-Camera and Chimes JEWELRY

- Cufflinks (A)pr. \$2.64
- Money Clips (A) 1.52
- Key Chains (A) 1.52



A smart line of gift items in gold-finish 24K jeweler's bronze at moderate prices. Distinctive TV Camera design with NBC Chimes embossed in full color. Gift boxed. (Prices include 10% Federal Tax)



- Tie Tacks (A) \$1.19
- Tie Clasps (B) 1.54
- Bracelets (C) 2.64
- Charms (not illustrated)88



HOWDY DOODY

Hand Puppets (Howdy, Clarabel, Princess)	\$.80
Magic Slates20
Wash Mitts (Howdy, Clarabel, Princess)40
Towel & Wash Mitt sets	1.60
Girls' Nylon Panties (sizes 2-12)48
Sand Form Beach Games40
Educator Spoon-and-Fork sets by International Silver80
Golden Books (6 titles)20
Playing Card games15
Table Place Mats48
Baby Suction Toys (Howdy, Clarabel, Princess)80

Baby Roly Poly Rattles (Howdy, Clarabel, Princess)80
Ukeleles80
Cowboy Hats80
Paint Sets48
Crayons48
Sewing Kits40
Jigsaw Puzzles48
Metal Lunch Boxes95
Howdy Doody Board games	1.60
Clockadoodles (action toy)	2.00
Acro-Doodles (action toy)	3.20
Howdy Doody Action Dolls (21-inches high)	3.75
Clarabel Action Dolls (21-inches high)	3.75



DING DONG SCHOOL

Rubber Bell Bells	\$.56
Finger Paint Sets80 and 1.60
Coloring Sets80 and 1.60
Paint Sticks80
Clay Sets48
Crayons98
Train Sets	3.75
Ding Dong Bobby (stuffed boy doll) ..	3.20
Ding Dong Betty (stuffed girl doll) ..	3.20

<i>Luggage</i>	
Breezeway	\$1.04
Breezeway (large)	1.60
Vanity	2.00
Doll Trunk	3.20

<i>Wild Life</i>	
Stuffed Animals in Transparent Scenic Boxes (Chipmunk, Beaver, Raccoon, Skunk)	each \$2.40

HOW TO ORDER

Select the item or items you want at the law employee discount prices. Be sure to list quantity, item name or number, and size or color where necessary. Then send your Check or Money Order (DO NOT SEND CASH) to:

Attention: SYD RUBIN
National Broadcasting Company, Inc.
RCA Building, Radio City, New York 20, N. Y.



J. FRED MUGGS

Hand Puppets (Autographed)	\$.50
Squeeze Toys	1.60
Stuffed Toys (18-inches)	4.78
Stuffed Toys (24-inches)	6.38



HOPALONG CASSIDY

Coloring Books	\$.98
Bar 20 Golden Books20
Hoppy Puzzles48
TV Picture Puzzles40
Hoppy Games	1.60



ROY ROGERS

Roy Rogers Wrist Watches	\$4.06
Dale Evans Wrist Watches	4.06
Roy Rogers Alarm Clocks	3.06

John Cameron Swayze News Games .. \$2.40

Magic Clown Golden Books .. \$.20

Jerry Mahoney Ventriloquist Dummy .. \$5.19

Mike and Screen Awards

Three NBC Shows, One Girl Honored

NBC was honored for "outstanding contributions" in three branches of the annual Mike and Screen Press awards dinner of the Radio - Newsreel - Television Working Press Association of New York, which was held June 4 at the Waldorf-Astoria.

The three awards were to NBC News for "Guatemala: Red Rule On Our Doorstep," "Heart of the News" and a spot news story seen on Camel News Caravan.

Another tribute came NBC's way on that same occasion when Barbara Klopp, operations clerk in the Traffic Department of WNBT, was selected to reign as the "Official Queen of the Mike and Screen Press Dinner."

Barbara has been working for NBC since Jan. 30, 1953. She is a native of Reading Pa., and while attending Pennsylvania State University, was elected "Miss Penn State" and "Junior Prom Queen" at the University of Pennsylvania.

She was one of the five finalists in the competition for the title of "Miss NBC," which was held last March in the New York office of NBC. Barbara is 23 years old, five feet two inches tall and weighs 103 pounds. She has brown eyes and brown hair.



Barbara Klopp.

Bargain Counter

For Rent: Completely furnished, very attractive 1½ room apartment, with TV set—6 months sublet and possibility of 2 year lease extension. In Tudor City, \$1500 (owner has \$3200 invested in apartment) phone MU 9-0894 before 9:30 am and after 5 pm.

For Sale: A bargain for an NBC-lite, 16 mi. from NYC in Nassau Co., Floral Park. Beautiful 3 bedrooms, 1½ baths, 2 car garage, perfect condition, many expensive extras, low taxes. In park section 10 min. walk to everything. Immediate occupancy. Call Jean Collins, Ext. 8238, NY.

For Sale: Motor Scooter Cushman 5HP with side-car. Fire engine red, all attachments, automatic transmission up to 90 miles to gallon; 50 mph. Superperfect condition. Call David Klein, Ext. 8272, NY.

For Rent: Small six rooms and bath, guest cottage in Westport Conn., on yearly unfurnished basis. Available September. Call Ext. 208, NY, or Westport Central 7-2790.

For Sale: 1948 Chevrolet coupe. Very clean; new tires, brakes, motor recently overhauled. Radio, heater. Priced for quick sale. Call John Hurbut, Ext. 7191, NY.

For Sale: In Hackettstown, N.J., a Swiss chalet log residence, 3 bedrooms, 2 tile baths, finished playroom, living room with huge fireplace, dining room, all electric modern kitchen, freezer, dishwasher, oil heat, large flagstone terrace and stone barbecue on famous trout river with private swimming, 3 acres, orchard, majestic trees. Decorator-furnished throughout, wall to wall carpeting, drapes, spreads, etc. Price: \$38,000. Situated 50 mi. from George Washington Bridge, Rt. 47. Call David Savage, Ext. 7171, NY.

NBC Marriages

Bob Walsh, N.Y., to Ellen Patricia Moore
Lucy O'Leary, N.Y., to Walter G. Mitchell
Cy Hartman, N.Y., to Priscilla Maertins

Evans Author of Radio-TV Sales & Promotion Book

Jacob A. Evans, director of National Advertising and Promotion for the National Broadcasting Company, has written the first book ever published on radio and television sales and promotional techniques.

The book, titled "Selling and Promoting Radio and Television," was published on June 23 by Printers' Ink Books of New York.

In clear language, Mr. Evans outlines the approaches and techniques of selling the two electronic media. Included in the book's 384 pages are chapters detailing how to operate a successful promotion department, how to build station audiences, preparation for the sales call, servicing the account, radio-TV sales management, selling radio in a television market and the tools of television selling. In addition, there is a special chapter on color television.

Niles Trammell, former President and Chairman of the Board of NBC, wrote the foreword for "Selling and Promoting Radio and Television."

NBC Frogs Leap Out of Money in S.F. Meet

KNBC has no softball, basketball or bowling team . . . but last month the station was well represented in the annual Jumping Frog Jubilee at California's Angels Camp. The yearly croaker meet is based upon the famed Mark Twain tale concerning the "Celebrated Jumping Frog of Calaveras County." KNBC sports commentator Ira Blue one year copped second place in the croaker derby with "Dudley Manlove," a thoroughbred named in honor of the popular KNBC announcer. "Dudley Manlove" croaked his last during the winter, however, and "Dudley Manlove II" hopped out of the money at Angels Camp this year. Other entries among the also hopped list in the KNBC stables included "Roundheels Soltau" owned by newsmen Ed Arnov and Bill Cothran, "Flow Blah" (try that backwards) owned by veteran sportsman Hal B. Wolf, "G. David" owned by sportscaster Gordan Soltau, and "TRX" owned by traffic supervisor Frances Davis and press writer Jane Morrison.

NBC Births

To Joe Rife, Chicago, a daughter, Monica Marie

To Ronen Westcott, Hollywood, a son, John
To Larry Dworkin, N.Y., a son, Gregory
Glauber

To Leonard Greenberg, N.Y., a daughter,
Jodi Ellen

To Bill Quinn, N.Y., a daughter, Patricia
Marie

To Walter Kravetz, N.Y., a son, John
Theodore

To Jerry Green, N.Y., a son, Theodore
Samuel

To Joel Beiers, N.Y., a son, Alan
To Bob Garthwaite, N.Y., a daughter, Lynn
Ann

To Robert Quinn, N.Y., a daughter
To Bill Radcliffe, N.Y., a son, William Guy

To Gene Myer, Cleveland, a son, Cary
Allison

To Beverly Hammond, Cleveland, a daughter,
Kimberly Ann

To John Hudimac, Cleveland, a daughter,
Janet

To George Olander, Cleveland, a daughter,
Phillis Ann

To Helen Burgett, N.Y., a son, Laurence
Howell

BOWLING AT NBC CHICAGO



At Chicago's Lakeview Alleys, the Johnny Coons and the John Conrads battle it out for top team honors in a playoff following their tied status at the end of the regular season. In the tight three-game series the Coons nosed out the Conrads—by six pins in the third game.

The ancient art of kegling—which, for the uninformed, means tossing a heavy ball down a length of hardwood in an attempt to knock down some, preferably all, of a triangle of defenseless milk bottle-shaped articles dubbed pins—is a serious business at NBC Chicago.

Under the guiding hand of Harry Budinger, vet turntable operator by vocation and chairman of the N.B.C. Athletic Association bowling group, eight teams of enthusiastic pin-smash-

ers have clashed weekly at Chicago's Lakeview Alleys.

Each five-member team—four guys and one gal, by the rules—has been under the sponsorship of a representative of the NBC Chicago talent battery. Thus the teams, identified by the names of their "angels"—who provide the awards and other stimulus needed to conduct a successful bowling season—are known as the Johnny Coons, the John Conrads, the Wed Howards, the Henry Cookes, the Francois Popes, the

Norm Barrys, the Tommy Bartletts and the Win Strackes.

High honors, passed out at the annual bowling dinner, held this year in the floating clubhouse of the Columbia Yacht Club on Chicago's Lake front, include awards for high team on a games-won-and-lost basis; high individual on a seasonal score average; high individual series; high individual game; high team series and high team game.

Evidencing the tight bowling skill



Members of the Johnny Coons moments after winning their playoff game against the John Conrads. L to R are: Dick Schleifer, Dick Maslan, Polly Schlimmer, Steve Roche, and Johnny Katulick.



The battle for high individual average was carried out between anchor-men Cliff Mueller (L) of the John Conrads and Dick Maslan of the Johnny Coons.



Dick Maslan, second highest in individual honors for the NBC Chicago bowling league's 1953-54 series, congratulates high individual scorer Cliff Mueller following the final game.



At the annual bowling dinner, the trophy-award celebration following the NBC Athletic Association's 1953-54 bowling season, keggers, sponsors and guests gathered for a social evening. The floating clubhouse of Chicago's Columbia Yacht Club provided the nautical atmosphere.

Sponsors of five of the eight teams in the bowling league gather in a corner before the annual dinner. L. to R: Francois Pope, Johnny Coons, Wed Howard, Norm Barry and Win Stracke. Behind Stracke, back to camera, is assistant general manager Henry Sjogren.

employed in the 35-week 1953-54 season, the Johnny Coons and the John Conrads tied with 52½ games won apiece, forcing a playoff the week following the close of the regular series.

In a touch-and-go struggle all the way, the Coons quintet nosed out the Conrads by a mere six pins in the third game for an exciting two-out-of-three game win.

Anchor men of the Coons and the Conrads respectively, DST traffic man Dick Maslan and sound man Cliff Mueller, fought for high individual average honors throughout the season. Cliff finally topped Dick—by the slim

margin of 162.49 to 162.28!

Other honors: the Cookes, with a high team series of 2997; the Coons, with a high team game of 1076; John Freschi, with a high individual series (men's) of 613; Justie Eckersley, high individual series (women's) of 512; Charlie Crum, high individual game (men's) of 278, and Millie Verheyen, high individual game (women's), 190.

Under the leadership of Harry Johnson, newly-elected bowling chairman for the 1954-55 season, the NBC Chicago kegling gang looks forward to another year of exercise, excitement and fun.



Justie Eckersley receives her trophy for women's high average honors and women's high series in past season. Justie rolled 136.49 for season average.

Gathered around their sponsor, Johnny Coons, members of team named after the chubby TV comic beam as they receive their individual and team awards at the dinner. Surrounding Coons, who holds the team trophy now gracing his mantel, are Steve Roche, Dick Maslan, Polly Schlimmer, Dick Schleiffer and Johnny Katulick.

With the exception of the distaff member, who evidently didn't think it all so serious, members of the Win Strackes bewail their team status—at the very bottom of the eight-team totem pole. L to R around towel: Harry Budinger, Ruth Murray, John Smyda, Win Stracke, team sponsor, Ray Freutel, and Sam Tannen.



People and Places

Controllers

Vacation season has started and it seems that the people in Controllers have taken a "fancy" to Florida. *Gloria Verni* (Cricchio) just returned from her honeymoon and *Gwen Davis*, *Beverly Neuman*, *Helen Duerr* and *Joan Bacco* have left for that "southern paradise".

Everything comes in double for *Betty Weiss*. After her promotion last month, she became engaged to Charles Harrison, a reporter for the *Hudson Dispatch* in New Jersey.

Welcome to: *Mike Piscotta*, who will take over in *Frank Zuick's* job; *Virginia Hess* and *Barbara Collins*. *Barbara* was with Accounts Payable last summer. *Maxine Greenberg*, in the Comptometer section, has left NBC. The girls had a luncheon for her on June 17 at the Stockholm. *Nilda Broccoli* replaces her. Good luck, *Maxine* and welcome, *Nilda*.

Valerie Hoegler is a leading lady in a musical revue "Annie Get Your Gun", presented by the TV Workshop. *Stew Warkow* will be musical director. *Jane Wall* seems very happy these past few weeks. Her husband, *Bob*, is on his way home after spending a year in Japan with the Army. We'd like to congratulate *Annie Cahill* on her promotion as secretary to *Nick Gilles* and *Dick McHugh*. Lot's of Luck, *Annie*. *Joe Fuller* will be lost without you.

The bowling teams are now resting up until the new season in September. There was only one casualty on the last night. *Dick Olsen* cracked a bone in his hand — "taking the game too seriously. Dick?" *Art Topol* in Time Billing left the company on June 4. A stag party was held at the Warwick for *Art* and *Cy Hartman*. *Cy* was married in Massachusetts on June 6. *Bill Radcliffe's* wife presented him with a baby boy (9 lbs. 13 ozs.) on June 9.

We'd like to express our condolences to *Rose D'Amico*, whose father passed away last month.

Film Division

Film Library — Congratulations to *Barbara Clement* (nee *Wiener*) on her marriage, and arrival of a Siamese cat — delivered by *Ted Markovic*. We were sorry to have *Wilda Whitman* leave us for Film Syndicated Sales. Good luck, *Willie*. Welcome to *Vickie*

Mushotzky, who arrived to brighten the Film Library's single Librarians. The married ones nothing can help.

Cyrille Feuerlicht talks of nothing but her "Sid" and does less. *Elliott Geisinger* sits at his desk all day and talks of nothing but his scripts. How can anyone talk with his eyes closed?

Gloria Jones' boy friend is back from one year in Korea. We're all pulling for you, *Gloria*. *Betty McLoughlin* just back from her vacation changed from Blonde to Brunette. Which is the real *Betty*? Rumor has it that *Hank Ferens* has a new romance. Is it true he's getting rid of his "Derelect" for another headache? We are all sorry to hear of *Frank Kelly's* illness. Hope he can still sing soprano. *Gary Raschella*, *Stuart Grant* and *Al Kelly* are thinking of forming a ball club. Any volunteers? Only professionals, of course, girls included.

Admin., Prod. and Sales — New Faces: *Eleanor Darcy*—a newcomer to Sales Service—and a loss to Account Payable Department. *Al MacKenzie*—new to the company and so welcome to the Billing Department.

By the Beautiful Sea: *John Bechtal* catching up on his vacation days and whiling away his time in Bermuda. *Irene Fall* swimming in the Atlantic with Miami for a background.

We were scooped by one Mr. Edward Sullivan last month when *Bill Breen* became the proud father of *William Jr.* Congratulations, *Bill!* from all his aunts and uncles. Any resemblance between *Ondine* and *Peggy Gaither* is purely — the hair.

Spring has taken its toll in the Film Division! Anyone anxious to get married should try working for *Jay Smolin* for awhile. *Joyce Harvey* took the final step in June and so did *Jason Lane*. *Pearl Sugai* in the business office is another July Bride, and *Lucy Georges* recently received an engagement ring . . . plans a fall wedding.

Film and Kinescope Operations—Something new is being added in this department but someone dear to all of us is leaving. *Terry Colasacco*, now *Vic Borsodi's* secretary, is replacing *Joyce Harvey* as *Jay Smolin's* right hand girl. In return for *Terry*, we will be getting the light of *Bill Grainger* and *Al Lauber's* life. *Bobby Cole*. The only person alive who has a red, white

and blue blazer jacket that's brighter than the one belonging to *Pat Bridges*, is *Jake Keever* in Chicago, or so we have been told. Don't know what *Vic Borsodi* and *Chuck Henderson* have been up to but they both lost their voices doing it . . . laryngitis is becoming more fashionable than ulcers.

Finance Division

Continuity Acceptance—Continuity Acceptance wants to thank the Personnel Department for sending us *Joyce Mintzes*. *Joyce* is replacing *Judy Freed*, now on maternity leave.

So far, the vacation score in room 289 is as follows: *Jane Crowley*, one day, added to the Memorial Day weekend which she spent with relatives in Buffalo; *Joan Battaglia*, two days preceding the Memorial Day weekend; *Alys Keese*, one week, during which she visited her father and friends in Port Jervis, New York; *Kay Henderson*, three weeks, which included a stay with her brother and his family in Vancouver, Canada, and a visit with our counterpart C.A.'ers in Hollywood.

It was a great month for scrapbook material for some of the department members, what with the big wheel, *Stockton Helffrich*, being the subject of an article in the May 23rd New York *Sunday Times* Radio-TV Section, and a column by *Harriet Van Horne* in the *World-Telegram* describing the work of *Arden Hill*, *Jane Crowley*, and *Dotie McBride*, our television editors. *Stockton* was also the subject of a guest interview on the *Tex and Jinx* afternoon TV show.

Legal—We are all glad to hear that *Tom Behrens* is on the mend after her operation. *Lucky Tam* now has a "vacation" until August. We were sorry to hear that *Fred Bechtold* had trouble with his "ticker". I am happy to report, however, that he will be as good as new and back with us again after a good rest.

The Department was sorry to see the departure of two more members recently: *Joy DeMarinis* and *Charlotte Lauson*.

Here's how *Legal* scattered over the Memorial Day weekend: *Jean Schneider*, *Ann (Merry Sunshine) Debus*, *Tina Falcone*, *Tam Behrens* and *Louise Sather* all went in *Jean's* car to Cape Cod; *Joan Baird* and *yours truly* went to Atlantic City to absorb some sun; *John Shute* went to Maine to see how the work on his new summer cottage is progressing; *Tom Errin* went to Fire Island to open up the season.

Scott Shott's Banshee was launched early in June. FYI the *Banshee* is 27 ft. sailboat, of which SS is part wner. (Now wouldn't a boat, particularly the *Banshee*, be ideal for a small office party???)

Our welcome mat is out again. On or about June 21 we welcomed *Alvin Tush* and on July 6 we greeted *Richard Freund*. Mr. Rush replaces *Art Cudligny*, who by now is deeply absorbed in oil wells (as previously reported), and Mr. Freund replaces *Charlie Moos*, who moved to Labor Relations.

Vacations: *Ed Denning* to Lake Mononk; *Doris Crooker* to the woods of Canada for some fishin'; *Marie O'Donohue* to Miami Beach for a suntan; *Mary Ann Schmidt* to Virginia Beach; *Merry Sunshine* to the beach and tennis courts; *John Shute* to that cottage in Maine; *Scott Shott* adrift on the *Banshee*.

Owned Stations Division

WNBC, WNBT, New York — Fire Island seems to be the main topic of conversation among many down in Room 252. Seems *Elsie Ciotti*, *Kay Clarke*, *Irene Connelly*, *Barbara Klopp*, and *Joan Bloomer* have rented a cottage at Fair Harbor, Fire Island, for the summer and the recent weekends have really been grand. *Jay J. Heitin*, WNBT Sales Manager, recently returned from a two-week vacation in Nantucket, where he says he had a marvelous time. This really is vacation planning time with *Mary McVultry* off for a week's vacation at Miami Beach. *Mary* will no doubt return with a beautiful tan. Also *John Hurlbut* is looking forward to his vacation this month, when he'll travel up to Maine to while away a little time. *Steve Krantz* has returned from a trip to Europe. *Kit Tucker* recently flew down to Mexico City to see about some "old Mexican gold". *Kit's* new hobby is collecting gold and she heard the "old Mexican variety" was really nice, so she hopped a plane down one weekend to inspect it. Her next trip will be to Fort Knox.

We are all happy to have *Ceil Zelak* back with us again. *Ceil* was on an extended period of time and is now looking very fine . . . new haircut and all. Congratulations to proud-papa. *Oscar Campbell*, of Comptrollers, whose new addition to the family is little *Juliette*, weighing 7½ pounds. We want to welcome three new members to the family here at WNBT-WNBC. *Mary Ferine* is now clerk-typist in

Comptrollers, and *Pat Donegan* is now working as secretary to Mr. De la Ossa, replacing *Nancy Allen*, who recently left for Cape Cod. Also welcome to *Milton Schwartz*, who is now presentation writer in the Promotion Department.

WRC, WNBW, Washington—The 1954 Handicap Skeet Championship of the Fairfax Rod and Gun Club in Virginia was won by the club's vice-president, *Kennedy Ludlam*, WRC and WNBW's fishing and hunting expert.

Everett Severe of WNBW's Production Department received his bachelor's degree (BA in Speech), Wednesday, June 9, after seven years of full and part-time attendance at the George Washington University. The last six years of that time were spent also as an employee of NBC in Washington, beginning as a night page and continuing through Music Rights, Continuity Acceptance and into Production.

A number of the Washington staffers have started vacationing early this year. *Bob Adams*, supervisor of the Advertising and Promotion Department, has just returned from that summer wonderland — the Indianapolis Raceway. *Mary Lois Dramm*, supervisor of Sales Traffic, spent two delightful weeks in Bermuda. *Harry Karr*, WRC Sales manager, has just returned from a six-day cruise to Bermuda and *Inga Rundvold* of WNBW's "Inga's Angle" is taking off on a six-week vacation — also headed toward Bermuda. *Alice Luck*, Engineering Department secretary, will not forget her vacation anytime soon — *Alice* returned from her vacation as Mrs. Andrew Vahaly.

Ginny Fiske, secretary of the director of Programs at WRC-WNBW, became the bride of Warren Boorum, of WTOP, Washington, on June 12. The wedding took place in Chicago—and *Beverly Fayman*, NBC Operations secretary was one of *Ginny's* attendants.

We have a newcomer here in Washington. *Pat Allen* has joined the staff as a secretary in Carleton Smith's office, just two days after graduating from the University of Maryland.

WRC salesman *Stanley Bell* has been re-elected treasurer of the Ad Club — his eighth year in office. *Joe Goodfellow*, director of Sales for WNBW and WRC, was elected to a one-year term as director of the Advertising Club of Washington. Mr. Goodfellow was elected at a special election meeting of the Board of Directors.

WTAM-WNBK, Cleveland — Congratulations to our WTAM "Morning Bandwagon" group who broke the all-time opening night record for attendance at Chippawa Lake Park ball room on Memorial Day. The Bandwagon broke records made by such bands as Glenn Miller and Tommy Dorsey. More than fifteen hundred people were turned away because of crowds.

Something new in luncheon dates was set up by *Rosemary Bartlett*, of Accounting; *Mary Lou Barnum*, TV Sales secretary; and *Joan Illingworth*, of Promotion. All three planned California vacations, at different times, so they are meeting for lunch on the day before each goes west. One might call them "Western Conferences". Incidentally, *Mary Lou* is replacing *Jeanne Walker* in TV sales. *Jeanne* is the new secretary for our assistant general manager and director of Sales, *Bill Davidson*. *Sandy Muzilla* is now doing continuity and processing, replacing *Mary Lou*.

Our general manager, *Lloyd Yoder*, and Mrs. *Yoder* plan to visit friends and relatives in San Francisco and Denver while on their vacation. *Mr. Yoder* plans to participate in the *Denver Post* special to the Cheyenne Frontier Days celebration.

The golf bug, a prominent disease around NBC Cleveland, has bitten *Mr. Yoder's* secretary, *Jean Stobel*, and *Lillian Buckto*, of Transcription. The girls are spending their spare time taking lessons.

Bob Horan left the news department to take over the press and publicity managership vacated by *Frank Derry*. *Frank* is now working in the public relations department of the Cleveland Electric Illuminating Company.

Bill McGaw, assistant director, has fond memories of his recent trip to Spain. While he was in the land of señoritas, *Bill* was surprised one afternoon at a bull fight when he heard the matador dedicate the prize bull of the show to him. *Bill* has the bull's ear to prove it. And this is no bull!

Our merchandising manager, *Bill Dallmann*, has a new nickname, "Sluggger". *Bill* is playing first base and shortstop for a West Side Cleveland baseball team.

Three men in our engineering department are now avid participants in the great sport called, "cultivating the front lawn in the new house." TV operations supervisor *Bill Howard*, and

TV studio engineers *John Donley* and *Richard Crique* have new homes in Cleveland's far West side.

Patti Babb, of Continuity, is the proud owner of a new car which she received from her family for her birthday. Patti is now rooming with *Gloria Brown*, of the "Women's Club on the Air". Gloria is still recovering from a torn ligament in her ankle. Gloria wants everyone to know that it is possible to drive with *one foot!*

KNBC, San Francisco—*Bill Cochran*, manager of News and Special Events for KNBC, (also known for his vivid, descriptive reports of activities concerning San Francisco personalities) was named the new Chairman of the California Associated Press Radio Association at the annual meeting held recently in San Francisco.

KNBC's Sales Department underwent several changes this past month, as Salesman *Ed Macaulay* left the Local Sales scene to accept a position with NBC Spot Sales, and *Helen Holmlund*, right-hand gal to Sales Manager *Bill McDaniel*, abandoned the nine-to-five routine to devote full time to her home-and-husband duties. A luncheon attended by a number of KNBC feminine employees provided the perfect opportunity to bid final adieus to Helen and become acquainted with her successor, *Chris Argos*.

Jan Carrel, of Sales Traffic, recently lunched with *Dana Arnold*, former writer with WRC in Washington and now Secretary to the manager at Saks of San Francisco. Dana was particularly eager for news of her WRC friends and sends her greetings to all who remember her there.

WMAQ, WNBQ, Chicago—*Dottie Denzler*, subbing for *Anne Kennedy*, reports for Radio Spot Sales: *Frank DeRosa*, "sexy prexy" of the NBC Athletic Association and member of the NBC Chicago spot sales staff, had a double celebration on his June 3rd birthday. First, gals in the office surprised him with "canasta, cake and coffee." Second, Frank's two children took Frank and wife out to dinner.

Williard "Bill" Butler has just returned from what he modestly admits as a "rip-roaring" vacation week in Ft. Lauderdale, Fla. *Sarita Nunez* and *Terry Opela*, both of WMAQ sales, are busy with reservations, vaccinations and whatever for their trip to Mexico in the middle of August.

Dessa Bissan reports for the WMAQ-WNBQ production department: TV director *Dave Waters* freshly returned from a two-week flying trip to London, Paris and points in-between. . . . *Nancy Burnside* with hubby on a two-part vacation, at Sea Island, Ga. and antique hunting in the East. . . . Writer-producer *John Brookman* working out a three week vacation at home, in his new suburban Barrington countryside manse, by getting acquainted with six-months-old Jeffrey. . . . The department welcomes new secretary *Pat Barnett*, fresh from "Players, Inc.," a Shakespeare-Molière stock touring company.

Accounting department news, from *Eileen O'Mara*, reports a rash of department staffers vacationing. *Rosemary O'Donnell* spent two weeks visiting *Ann Winters* at NBC New York. *Bob Jennings*, *Lila Pavis* and *Eileen O'Mara* went their separate ways for two weeks each in Florida, with Bob at St. Petersburg, Lila at Miami and Eileen at Ft. Lauderdale. Accounting welcomes new clerk *Dorothy Abrahamson*.

For Network Sales, *Joan Vastbinder* reports: cake and coffee was the order of the afternoon for network sales gals as they said goodbye to *Nina Parulescu* of TV sales service and *Elaine Kolka* of TV network sales. Nina left for a European trip on June 9, and Elaine went to a new berth at Loyola University. . . . New faces in network sales are *Ruth Unger*, secretary to TV account exec *Angus Robinson*, and *Joan Johnson*, in TV sales service. Joan comes from the ABC-Chicago sales service department. . . . NBC Central Division TV net sales manager *Eduard Hitz* served as the television industry's representative on a panel discussion at the Association of National Advertisers' regional meeting in Chicago on June 16. . . . *Charles E. "Chuck" Standard* of the Chicago TV net sales staff transfers to the New York TV net sales department under *John Lanigan*. Chuck has been a popular member of the Chicago sales crew for over four years. . . . *George W. Diefenderfer*, Central Division radio net sales head, broke in his new yellow-and-white Buick on a recent 10-day trip through the Missouri and Arkansas Ozarks, where "Dief" and his wife enjoyed the beautiful scenery plus some good fishing. . . . *John Galbraith*, radio net salesman, spent three weeks in late May in search of fish and a sun tan in the Ft. Lauderdale, Fla., vicinity. . . . *Bob McKee*, of TV network sales, spent a

week of his vacation in early June—practising on his golf game by way of warmup for the NBC Outing in August! . . . *Eric C. "Ric" Lambart* of radio net sales, attended the June 7 graduation of his daughter Margot from Smith College. Ric returned to the East for the Intercollegiate Rowing Association Regatta at Syracuse, N.Y., June 19, where he served as chief judge for the races. Ric, as an undergraduate at Columbia University, was a member and later captain of the crew that won the 1926, 1927 and 1929 I.R.A. regattas. . . . *Harold A. "Hal" Smith*, Central Division net ad and promotion manager, planning a Colorado vacation in July, with stops in Rocky Mountain National Park, at a dude ranch and in Colorado Springs. . . . *Margery Bellows*, secretary to TV net sales head Ed Hitz, off for a three-week vacation at Goose Cove Isle off the coast of Maine in late June and early July. . . . *Joan Vastbinder* of radio net sales planning to drive East with her husband during her July vacation.

For Engineering, *Norma Harrington* reports: NBC Chicago head engineer *Howard Luttgens* vacationing in middle June (16th), off to California with his family. TV engineer *George Orville* and ex-NBCite *Diane Young* married on June 5, followed by a Wisconsin Dells honeymoon. Imagine their surprise! *Dick Moss*, NBC Chicago maintenance engineer, and *Thomas "Chan" Murphy*, NBC Chicago TV engineer, went their own ways vacation-wise in early June. Both planned California trips. And—where Murphy, who had stopped over in Denver, boarded a train on the way to the Coast, the first passenger he ran into was Moss!

Briefs: *Ginny Gebhart*, of operations, and *Mary Bertacchini*, announcers, did a Ft. Lauderdale to Miami Beach tour on their recent joint Florida vacation. . . . *Oddie Halper* aided *Sen Kanev* in announcers during Mary B.'s absence. . . . TV field engineer *Marshall "Joe" Rife* and wife announce a baby girl, Monica Marie, born May 29. . . . Continuity Acceptance manager *Harry Ward* back at his desk after illness and home confinement. . . . Mailroom's *Herb Kent* is disk jockey of a late-hour program on local independent Station WGCS, Chicago. . . . *Mary Krockenberger*, transferred from Operations, is new continuity acceptance secretary. . . . *Lee Bennett*, vet NBC Chicago announcer, resting at home after severe illness and hospitalization. . . . *Betty*

oss reputed to do a "mean" hula, the result of her last year's trip to Hawaii. . . *Kay Westfall* stars in "Over 21" at suburban Evanston's Showcase Theater, year-round straw hat group. . . *Jarlan Davis*, NBC Chicago cashier, as soprano soloist in the University of Chicago Choir's presentation of the Bach B Minor Mass on May 23.

KNBH, Hollywood—A once-a-month breakfast has been scheduled for KNBH secretaries at the Hollywood Plaza Hotel. They will get a chance to know each other better and form plans for future gatherings.

Tom McCray has been named 1954 TV Chairman of the Community Chest Public Information Committee.

Noyes Scott has decided not to vacation this year, but he's saving up for a trip to the Kentucky Derby next season. *Jeanne DeVivier*, who visited 22 relatives in Phoenix over Memorial Day, planes to Oregon visiting more relatives "35 miles from nowhere."

KNBH welcomes *Warren Sandy* to the Accounting Department. "Sandy" will become a father in July.

Tom Belcher, who claims he lives just a little this side of Bakersfield, spends two hours a day roaring to and from the office in his new MG. Foreign car enthusiast *Bud Mertens* is making big business deals to sell his Volkswagen to buy a Porsche. He claims it will cut 11¼ seconds off driving time.

Rouen Westcott passed cigars for "His Son John," born May 25. The modest father claims the young one hasn't done anything extraordinary yet.

Bob Ogden says he's too busy to take a vacation and will only take one day at a time. But we're on to that game — ten long weekends! *Rose Meyers* is interesting the office personnel in what she claims is a wonderful weekend vacation spot — Three Rivers.

Grant Reckseick, in training for his and *Marvin Bier's* climb up Mt. Whitney this summer, hiked from Pasadena to KNBH's transmitter on Mt. Wilson recently in 3 hours and 40 minutes. That must be some kind of a record.

Joan Gowanlock is still making weekend trips to San Francisco, and snow skier *Marianne O'Connor* is looking forward to water skiing during her vacation. There's only one catch — she can't swim.

Marge Clark got her first sunburn of

the season recently, but *Bob Henry* still has the best tan in the shop.

Naomi Hallum is fast recovering from her sprained ankle (she fell from a horse), but she still can't make it up the 72 steps to the Graphic Arts Department. *Ted Rich* and *Bob Baldwin* are heralding her recovery as they are becoming weak from the climb. We bid a fond farewell to *Joan Farnum* who became a housewife the end of June.

Spot Sales—Congratulations to *Anne* and *Towney Coleman* on the arrival of baby boy, Townsend P. Coleman III. Anne was formerly secretary to *Bill Decker*, TV Spot Salesman. *Eileen Killilea's* idea for a cool vacation spot is hard to beat. She recently flew to Alaska for a two-week visit with her sister. Best wishes to *Lynn Stier*, our receptionist, who became Mrs. Robert Byrne on June 26 and to *Sue Morehouse*, Radio Secretary, who recently announced her engagement.

Welcome to *Betty Weiss*, assistant to Commercial Requirements Supervisor, *Margie Gerz* and to *Tony Liotti*, research assistant. A speedy get well wish to *George Dietrich* who is recovering from a recent operation.

National Advertising and Promotion

With telephone calls so prominent in the news of late, it's only topical to report that *Nancy Kugel* has acquired an answering service . . . and *Hope Shinkoff* is answering the call of the Polo Grounds at every opportunity. Who sez Giant fans aren't as avid as Bomber boosters?

It's always good to see someone return hale and hearty after a siege of illness, in this case *Ray Johnson*, who had a disintegrated disc in his back and was out for several months. Another returnee is broadcast promotion's *Dave Bellin*, who takes up where he left off before the Army beckoned.

Odds are increasing that *Jack Marshall* and *Mel Schlessel*, avid golfers, will never stop re-living that fatal game Mel lost by only one point. *Dick Blake* added further refutation to the old saw that "as Maine goes, so goes the nation." He went to Vermont — these mixed metaphors (or something) notwithstanding.

Back again to the "good bye" department . . . *Mary Mealia* has gone to TV network sales as secretary to *Walter Scott*, and *Joan Culette* takes over

Mary's typewriter for department head, *Jake Evans*.

Personnel Division

Late in May, New York's Miss NBC of 1953, *Ruth Johnson Finley* gave birth to a baby boy. The baby weighed in at 7 pounds, 6 ounces and will be called Donald after his dad.

The glorious Florida sunshine is very popular with the girls in the Records Section. *Carol Mayer* stayed for three weeks in May and *Adrienne Hughes* plans a one-week stay.

Maggie Malloy took a preview vacation and went to Jug End Barn over the Memorial Day Weekend. *Joan Daly* enjoyed her first week in Bermuda so much she decided to stay for another week.

Personnel bid farewell to *F. A. Wankel*, *Marie Redling*, and *Joyce Mintzes* and rolled out the welcome mat to *Ginny Gormsen*, *Charles Moos*, and *Ina Sugihara*.

Press and Publicity

Press—Our *Harriet Demos* has become engaged to *Anthony O'Connell* Bland of New York City.

Sorry to see *Marie Anderson* leave our dept., but happy that she is well situated on the "Home" show staff. . . *Larry Hofstetter* has taken over Marie's duties as head of the Photo-file section, and *Charles Smith* ably replaces Larry as copy clerk.

Staff Engineering

Exciting news in the Engineering Department is *O. B. Hanson's* promotion to Vice President, Operations Engineering of RCA, and *R. E. Shelby's* promotion to Vice President and Chief Engineer of NBC. Our heartiest congratulations to both!

Changes in office space in Room 612 have resulted in *Ed Cullen* moving into an office in Room 503, Mr. Shelby moving into *Bill Clarke's* office, and Mr. Clarke moving into *Ed Cullen's* office. I have no proof, but I believe these changes were due to the fact that *Bill Clarke* is frightened of flying typewriters! Secretaries of 612 off on the town again with dinner at The Red Coach and tickets for "By the Beautiful Sea."

Welcome mat out to *Warren Bill* of Technical Services, and *Charlotte Collins* of Radio & Allocations. After three

long, long years. *Ed Prince* finally got his boat in water. Hope she stays afloat! *Henry Becker* made it three days in a row! *Gemma DiGirolamo* recovering after her auto accident.

Ted Nolen in Construction Group now: *Charles Porter* has taken his position, with *Ed Corso* filling in for Mr. Porter. Good luck. *John Lake* back from the Coast, with *Frank Connelly* about to take off again.

Joe Petit sold his "Quagmire Acres" estate and moved to Floral Park. Tomato plants seem to be *Ed Bertero's* downfall. Having trouble getting them past the 3" mark. *Bob Fraser* shocked us by "spring cleaning" his office. Now you can actually see Bob behind his desk! Combining business and sightseeing on the Coast. *Hank Gurin* is back with dozens of lovely colored pictures. Don't you think *Ray Lafferty* looks dashing in his new slimmness and bow ties? *Dudley Goodale* and *Vernon Duke* up to Mt. Arab for Memorial Day weekend. *Hubert French* riding around town in his new Oldsmobile. *Stan Levin* being tagged as the English expert of Development. Want to take over the column, Stan?

Station Relations

It will be good to see *Vicky Clark* again. She is coming back to NBC for the summer, and will take *Mary Mercer's* spot while Mary is in Europe.

By now *Ann Culbert* is in "sunny" California. She and her family drove out and will return in July.

Paul Rittenhouse has a longer commute, and a new lawn. He and his family have moved to their new house in Manhasset.

TV Network Programs

Central Booking—Our little wanderers are off again. *Jane Costello* and *Lynn Hollywood* took their yearly pilgrimage to Bermuda. *Mary Cooper* did it again — off to Washington, we mean. (Wonder what's down there?) Our girl *Virginia Smith's* getting herself all prettied up for this year's perm at Iona College. And, never to be forgotten, *Eloyse Gelfer* is off to the Pocos on weekends.

Duplicating—Vacations take up most of the news about Duplicating this month. *Joe Lazaro* spent his vacation making use of his newly acquired driver's license. *Ralph Hauser* spent part of his at the Jersey Shore at Sea

Girt and *John Dee* traveled through upstate New York and Pennsylvania.

Fishing seems to be the latest craze going the rounds in Duplicating this summer. *Donald Bartsch* bought an outboard and spends most of his weekends on Long Island's cool but not always calm waters. *Ray Ruckert* and *Richie Crawford* are two more water-happy boys who are spending their vacations fishing, etc. (Fishing is no good without the "etc.!"!) *Dave Goble* spent his vacation in Maine — fishing.

Gene Kenefick left Duplicating to go uptown with the Film Division and exp-duplicator *Ed Morenoff* returned to take his place for the summer at least during his vacation from Columbia (University, that is!)

General Service—Hear that *Lou Anderson* and *Mike Kopp*, both out ill, are doing much better. Hope to see you both soon. Our sympathy is extended to *Al LaSalle* on the death of his brother on June 5th.

Both *George Ritchie* and *Bob Kaible* are becoming expert photographers as evidenced by the beautiful pictures both have taken of their little baby daughters. The gang bid *Eric Arnold* farewell on June 4th and we welcomed *Frank Woodruff* back to the fold on June 14th. *Joe Kelly* and the missus spent the holiday at Split Rock with the lady getting the best of the catch.

Guest Relations—Vacation time has come and everyone is dusting off their bikinis here in GR. One of the first to enjoy her vacation is *Joyce Rost*, but with the coming wedding I don't think *Joyce* is seeing much of the beaches. Secondly, *Jean Harder* is taking advantage of her own back yard to rest and relax for this week. From now on there'll be many more to follow.

As you all know the Center and International Theatres are being torn down to make way for offices. While working in the Center a couple of old Page uniforms were found in the rubble . . . "The Case of the Missing Pages". (Dum De Dum Dum).

Uncle Sam has summoned two more of our Guides, *Ed Holly* and *Pete Durkee*. Good luck fellows, keep in touch.

A few more promotions in GR—*Bob Wagner* to Tour Cashier. *Bruno Landi* to our elaborate souvenir counter on the Mezzanine. *Eve Luft*, who wasn't left out, to the Talent Booking Office. And *Joan Gifford* has come out of the dark corner in the Ticket Divi-

sion and is now pounding a typewriter in the GR office. Much cheer to all.

Mail-Messenger — Congratulations are in order for *Charlie Smith* again this month on his promotion to Press Dept. Last month you remember was the announcement of the birth of his baby boy, junior. Who knows what next month will bring? Sweepstakes, maybe??? *Charlie Smith* is not the only one to be congratulated on a promotion: *Marty Simon* and *Marsh Karp* also made the magic jump with Marty going to Controllers and Marsh to Co-op Sales. Good-luck fellers.

On the other hand we welcome to the department *Harry Schmitt*, *Bill Cotter*, *Bill Alexander*, *Don Keehan*, *Sergio Valle*, and *Marty Dowling*.

News and Special Events—Commentator *W. W. Chapin* participated in a panel discussion conducted by Bronx County Bar Association. Subject: "Fair Trial and a Free Press." Other participants: *Joseph Herzberg*, *Herald Tribune* Sunday editor; *Judge George B. DeLuca*, District Attorney of Bronx County; and *Paul Lloyd Stryker*, noted trial attorney.

Camel Caravan weatherman *Clint Youle* and "Today" weatherman *Jimmy Fidler* honored by American Meteorological Society—first television personalities to get Society's annual award.

Newscaster *John Wingate* receiving favorable comments on series of new shows, and expressions of disbelief and amazement at his Herculean schedule: six TV news shows weekly, including new half-hour Sunday feature, "News for Children"; and 11 radio newscasts weekly, which he writes and voices. One of these, a half-hour documentary series on Puerto Rican situation, requires extensive field work, with tape-recorder and notebook. We figure it all adds up to an 8½ day week at about 36 hours a day!

Travelers: *Robert Hecox*, newsfilm correspondent, flown in from Indo-China for special news programs; *Bill Sprague* back to World News Roundup after European tour; *W. R. McAndrew* off to Europe to represent four radio-TV networks at NATO cultural conference; *John Cameron Swayze* and *W. W. Chaplin* return from Europe, visiting D-Day invasion site on 10th anniversary of that occasion, for radio and TV coverage; *Kenneth Banghart* back from week in Hawaiian Islands.

Personnel: *Jack Gerber* now permanently assigned to Washington news

staff. Jack was recently news supervisor of TV "Your Esso Reporter" in New York. Congrats from sports world to *Bill Garden* and *Jack Dillon* for excellence in direction of National Open Golf Tourney at Baltusrol Golf Club. *Len Allen* addressed Naval Reserve PIO unit in New York on newsfilm-gathering. *Jack Begon* back on job in Rome after hospital checkup; *Ludovic Geiskop* recovering in New York hospital after successful operation.

Production Operations—Although things in room 688 were quiet this past month, two blessed events occurred. Congratulations to *Robert Garthuaité* on the birth of his first child, a daughter named Lynn Ann. Though he is of the Program Department, he has his office in 688 and we feel he is one of the family. Our congratulations also go to *Robert Quinn* on the third addition to his family, a daughter. He is in our Broadcast Coordinator staff.

Radio Studio Operations—*Tony Fasolina* moving to Flushing, Queens, where he has bought a three-family house. *Val McCormack* handling the legal details of the transfer of title for him. *John Welch* advising Tony on Labor problems and costs, based on his experience with repair work at his country place. A house-warming is planned for next month, with *Joe Kall* as master of the revels. *Mike Murphy* has left to visit his parents in Ireland, after an absence of thirty years. As befitting the dignity of an Irish gentleman returning to visit his ancestral seat, Mr. Murphy proposed to take along an English butler. This role was offered to *Tom Longmore* but was regrettably declined. Longmore had already arranged to vacation at Philadelphia where he will umpire a three-day cricket match, after which he will take the waters at a southern resort.

Talent—The Literary Rights Division said a reluctant farewell to *Olga Pavlova Schaeffer* as she and hubby Fred moved to Florida to settle down and await their first bundle of joy (which I predict will be a sugar-and-spicer) due in September. Olga has been the sunshine of Talent for so long, and a great help to me in gathering info for CHIMES, that it won't be the same without her. *Ann Ahles* of Script was married June 19th and she and hubby are dividing their honeymoon between Williamsburg and Virginia Beach. *Earl Hanner* became engaged early in June, putting as big a sparkle in her eyes as on her left hand.

Along the vacation trail we find *Helene Walker* returning from a week's rest at Mason's Island, Conn., where she visited a former NBC-ite, Billy Reed. Whizzing by us in the other direction is *Cynthia Clark*, who is starting on a seven-day trek to California to sample that notorious weather, and get in a bit of sightseeing. *Audrey Hauck* looks just terrific after returning from her "joy-ney" to Bermuda.

New Faces: *Martin Sopocy* is substituting for *Ronnie Fowler* while the latter is vacationing in Europe. *Eve Luft*, ex-guidette, has replaced *Virginia Sullivan* and will also sub for vacationing secs. in this area. And last but not least, *Frances Farley*, who joined the staff of Literary Rights and loves it.

Traffic—When *Jack Hilton* wants to relax and forget the headaches of TV allocations, etc., he spends some of his free time growing roses, and those he recently brought in were so beautiful we're all convinced he excels in horticulture. Trafficites were all so happy to hear from *Steere Mathew*, who is on sick leave, and to learn he's coming along nicely. We're looking forward to his early return. *Alice Weyrauther Jacobs* paid us a visit recently to "show off" her beautiful baby daughter, Meg, and everyone agreed she's a living doll. She not only looked like a little doll but was dressed like one and we all wanted to steal her.

Terry Zucchetto Garcia's in-laws gave her a surprise party on her 22nd birthday and the "loot" must have been terrific the way Terry's eyes fairly sparkled when she told us about it. Terry and her husband Kenny vacationed in Washington, D. C.

Eleanor Beebe had all the boys worried when she told us about "walking down the aisle on July 3rd" and we thought for sure she'd have to "kiss the boys goodbye" but just then it came out she was not the bride, but the bridesmaid at her cousin's wedding in Connecticut. After that she took off for Delaware for a week at the shore. A really exciting vacation! *Gene Suhl* vacationed at Coca, Florida and did a lot of yachting and deep sea fishing.

Unit Managers—Spring seems to have brought forth, into our department, a bevy of secretarial beauties. *Joyce Perry* was recently hired to assist unit manager *Alvin Cooperman*, who is quite busy exploring the TV possibilities of the whole, wide world. Patience and fortitude, Joyce! Also, *Mary Ratcliffe* has come to our department as *Perry Cross'* secretary.

Vacations are the order of the day. *Claire Schatz* recently returned from Miami where she acquired a becoming copper tan. *Mignon Kniskern* also took an early vacation. She must have had a rigid schedule. She insists she toured all of the Thousand Islands.

TV Network Sales

Merchandising—*Fred Kiefer* is back in operation again after a week's illness. He attended his youngest daughter's graduation from preparatory school on June 15th (Ida Mae). Lois, the older girl, was graduated cum laude from Wellesley a year ago. Son Pete attends the grades at Lovola in New York City. "One down—one up—then, after Pete's college turn, Kiefer's through pitching" . . . he says.

Research and Planning—While off on my pink cloud of "engaging" atmosphere, during which time the faux pas (plural) I made were graciously forgiven me by my co-workers, *Josephine Capetta* handled the reins of this column most admirably.

This department has been appropriately dubbed the Marriage Bureau, its latest applicant being *Louise Kaiczak*, who brightened one Monday morning with the beautiful engagement ring she got on May 22. The very lucky Brooklynite is John Molnar and our congratulations and best wishes go to them both. The mention of rings brings to mind weddings and on June 26, our gal Sal (*Sallie Melvin*) made a pretty bridesmaid in a wedding of one of her good friends in Stamford, Conn. And while I'm in the Planning Division, *Mildred Schmidt* spent the week of June 18 at Eddy Farm, near Port Jervis, where she managed to get in some good golf. *Frank Sullivan* also took an early vacation the first week in June and visited his family in Norfolk, Virginia. The fish in Canada attracted *Sandy Boley* and her husband for two middle weeks in June.

Barbara Figliola was dined at the Stockholm on June 9, occasion being her 20th birthday. Here's wishing you many of them. Yours truly also had a very happy birthday Sunday, June 27th which leaves seven weeks to the date of her double wedding with her sister. To the newest addition in our Ratings Section, a great big "howdy" from all the gang. She's *Arlene Urbanovsky*, a luffly blonde with such a tan already, the rest of us look sick. No, no, Ruth and Jojo, you both look healthy, too.

first flight

Without trust in Daddy's strong arms, fear would blot out the fun of first flight. But because Daddy's smiling, loving face is below, life adds a thrilling new dimension, founded in love and trust.

All our adventures begin in and come home to the security we cannot do without.

To give and to get security is the main business of living. It is a privilege and a responsibility. It provides us life's finest rewards.

Have you ever thought that this security is possible only in a democracy? And that this is the source of America's greatest strength? For we continue to grow stronger as a nation when more and more secure homes are bulwarked together.

The security of your country depends on *your* security.



Saving for security is easy! Read every word—now!

If you've tried to save and failed, chances are it was because you didn't have a *plan*. Well, here's a savings system that really works—the Payroll Savings Plan for investing in U.S. Savings Bonds. This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay.

And automatically invested in Series "E" U.S. Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30.

United States Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semiannually, when held to maturity! And they

can go on earning interest for as long as 19 years and 8 months if you wish, giving you a return of 80% on your original investment!

Eight million working men and women are building their security with the Payroll Savings Plan. For your sake, and your family's, too, how about signing up today? If you are self-employed, ask your banker about the Bond-A-Month Plan.

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NBC

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AT THE NATION'S SHRINES

See Pages 2, 4, 5



CHIMES

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The Cover

On the cover of this month's issue of CHIMES is a photo taken at the stop-over made by the NBC Color Caravan at Lee Mansion in Arlington National Cemetery, just outside the Nation's Capital. On the left is one of the cameras of the two-truck color mobile unit which made the ten-week tour of the eastern and midwestern United States. The white marble structure in

the middle of the picture is the Temple of Fame, which was built in 1834-1835 for the Grand Army of the Republic as a memorial to the Union generals of the Civil War and to the assassinated President James A. Garfield. It is located on the site of the original Summer House of the Lee Mansion. For more on the NBC Color Caravan see pages four and five.

VOA to Air 'Princeton '54'

The Voice of America, the United States Government agency which beams radio and television programs reflecting life in America to foreign countries, will telecast "Princeton '54," WNBT's educational television series presented this past spring in cooperation with Princeton University, to nations throughout the world.

A joint announcement was made recently by Jack Poppele, director of the United States Information Agency's Voice of America, and Hamilton Shea, general manager of the NBC owned station in New York, who said, "It is with sincere pride that we are able to announce that 'Princeton '54' has been chosen for showing throughout the world by the Voice of America. What our great American universities are doing in the field of seeking the truth in the areas of science, arts, literature, music and social sciences and how these institutions have played an integral part in keeping America free will

now be demonstrated throughout the world by means of the latest medium of communication, television."

According to the U. S. Information Agency, the Voice of America will utilize "Princeton '54'" over local television stations in foreign countries, exclusive of the United States. "Drops, Splashes and Atoms," second program in the series and featuring Dr. Eric Rogers of Princeton University's Physics Department, will be used for local television in England and the Philippines, in the English language.

The nine half-hour television programs presented on WNBT on consecutive Saturdays starting April 17, 1954, represented the results of discussions and studies extending over a period of 18 months on the part of Princeton and WNBT. The programs explored the techniques and methods by which the resources of a university such as Princeton could best be made available to television.

New Tower for WNBQ

The slogan — "Maximum Power From Highest Tower"—became a working reality for Station WNBQ-Channel 5 (Chicago) with the signing on of the NBC Owned & Operated outlet on Friday morning, July 2.

At that time WNBQ's new transmitter antenna, towering 747 feet over the city from its position on the Kemper (Civic Opera) Building and the highest point in the Chicago area, was put into operation, with output of the WNBQ transmitting equipment stepped up to 100,000 watts. WNBQ thus becomes the first Chicago television station to operate at its maximum authorized power under FCC regulations.

Jules Herbuveaux, WNBQ-WMAQ general manager, pointed out that "WNBQ will better serve millions of

viewers in the Chicago area with a signal unsurpassed in reception quality." The new tower is 120 feet taller than WNBQ's original antenna.

Construction of the RCA six-bay super-turnstile antenna began in mid-April. It stretches 191 feet above the ridge of the Kemper Building roof, its 35 tons of steel supported by a massive five ton structure created under the roof at the north end of the 45th floor. A rectangular steel base, 37 by 44 inches, extends 22 feet above the ridge of the roof, acting as an additional supporting collar for the 191 foot pole, which is 25 inches in diameter at its base. As the remaining sections of the pole stretch skyward, they decrease in circumference like an extended telescope.

NBC News Roundup..

'Tonight,' with Steve Allen To be Launched in September

"Tonight," a new program designed to generate greater excitement in late evening television, will be launched Monday, Sept. 27. Starring the widely acclaimed young humorist, Steve Allen, "Tonight" will offer for the first time on any network a "live" late evening show of outstanding entertainment and service features. It will be seen Monday through Friday from 11:30 p.m.-1 a.m., EST, and from 11 p.m.-12 midnight, CST.

Hazel Bishop to Sponsor Martha Raye on NBC-TV

Hazel Bishop has signed to present comedienne Martha Raye in a series of once-a-month, full hour variety shows during the 1954-55 season. It will be seen in the Tuesday 8-9 p.m. EST time spot; it begins Sept. 28 and will be seen every fourth Tuesday thereafter. Milton Berle will star in 20 other shows in that period for Buick, and Bob Hope in six for General Foods.

'Bob Hope,' 'Farm and Home' Renewed on NBC Radio

The American Dairy Association has renewed "The Bob Hope Show" for the 1954-55 season on the full NBC Radio Network. The new contract calls for moving the Hope night-time shows from Friday to Thursday, 8:30-9 p.m., EST, starting October 28. This will mark Hope's 17th year on the air.

The Allis-Chalmers Manufacturing Company will begin its tenth year of sponsorship of the "National Farm and Home Hour" on Saturday, September 4 (1 p.m.) EDT. The 52-week contract renewal by Allis-Chalmers is for the full NBC Radio Network.

Hayward to Present Three Noel Coward Playlets in First Monday Color Show

Mary Martin will star in the first of Leland Hayward's Monday night color extravaganzas on NBC-TV, October 18, 8-9:30 p.m., playing the lead in three playlets of Noel Coward's "Tonight at 8:30."

David Niven, Joseph Cotton and Cyril Ritchard have been cast opposite Miss Martin in "Red Peppers," "Still Life" and "Shadow Play," the three playlets Hayward has chosen from the nine one-act plays which comprised the original "Tonight at 8:30."

Armour and Pet Milk To Alternate as Sponsors of New George Gobel Show

Armour and Company and Pet Milk have signed as alternate week sponsors of a new NBC-TV Saturday night program starring comedian George Gobel. The show will be slotted three out of four Saturdays in the 10-10:30 p.m., EST time period starting October 2.



Ernest de la Ossa (standing) WNBC-WNBT station manager, Max Buck, director of advertising, promotion and merchandising, and Margaret McNally, the newly-crowned "Miss WNBT," launch the WNBC-WNBT driver safety-convenience campaign by pasting the first of 250,000 bumper stickers on the rear bumper of a car. The signs, which bear the message "Please dim your lights. Your bright spot is 660-WNBC," are being distributed through food markets, drugstores and service stations.

NBC-TV's Three Series of Color 'Spectaculars' All Sold Out

NBC-TV's three series of color "spectaculars" are SRO—completely sold out weeks before the first of the widely heralded 90-minute extravaganzas takes to the air. Completion of the client roster became a fact last month with the announcement by George H. Frey, NBC Vice President in charge of Television Network Sales, that three advertisers—Hazel Bishop Inc., Reynolds Metals Company and the Sunbeam Corporation—will sponsor the Sunday night "spectaculars" to be seen every fourth Sunday from 7:30 to 9 p.m., EDT, beginning September 12. Hazel Bishop and Sunbeam each will sponsor 45 minutes of each of ten programs, while Reynolds will sponsor three complete shows.

Max Liebman, of "Your Show of Shows" fame, will produce both the Sunday night and the Saturday night series of "spectaculars." Oldsmobile is sponsoring the Saturday series. The Monday extravaganzas are produced by Leland Hayward and sponsored by the Ford Motor Company and the Radio Corporation of America.

Pro Basketball Games on NBC-TV

A major addition to NBC-TV's lineup of sports presentations was made public last month with the announcement that we will carry National Basketball Association contests each Saturday afternoon throughout the 1954-55 season.

The weekly series will begin Saturday, October 30 and will immediately follow the telecasts of Canadian professional football through Saturday, November 27. At the conclusion of the football series, the basketball telecasts will begin at 3 p.m., EST.

NBC Color Caravan

Two-Truck Color Television Mobile Unit Completes Tour of East and Midwest

Last week a history-making television project came to a conclusion as the National Broadcasting Company's Color Caravan wound up its eminently successful ten-week journey through the eastern and midwestern United States. In order to bring a panoramic view of America to the television audience for the first time in color, the NBC two-truck Color Mobile Unit visited a number of major U. S. cities, televising representative outdoor scenes at each stop.

The features picked up by the Color Caravan were presented on NBC's "Today" and "Home" shows. In every city where those programs are seen, local NBC stations and RCA dealers, as well as leading department stores, were equipped with RCA color television receivers, on the screens of which the public was able to view the live pickups from the field in natural color. The colorcasts, of course, were seen in high quality black-and-white on the nation's existing monochrome sets.

The Color Caravan started off on June 9 and 10 with a visit to St. Louis and the fabulous Busch estate, which

was once General Grant's farm. Seen in their natural color were the estate's storybook mansion, a lake, a deer park, and its large and unusual Old World-like stables. Next stop was Milwaukee, on June 16 and 17. The color feature there was the city's beautiful Whitnall Park, with its lagoon, herb garden, rose arbor and lily pond. As luck would have it, just before the colorcast, a driving rain smashed down the flowers. All was not lost, however, for crew members were able to shake the water out and straighten up the blooms just before air time.

In the Chicago area on June 23, the Color Caravan visited a family whose farm is one of the best and most progressive in northern Illinois. Along with the color and activity of farm life, NBC's cameras explored all of the phases which go together to make this farm a superb one. The following day the Color Caravan went to the mansion of Ohio Governor Frank Lausche at Columbus, for telecasts which were presented on "Home." The Cleveland stopover, on July 8 and 9, included among other features, a subject ideally suited for color television—

folk dances by Clevelanders of Slavic descent, dressed in their brilliantly colorful native costumes.

Then the 13-man crew packed up their mobile unit and came east. On July 15 and 16 the Caravan visited the Washington area to present scenes of two of the country's most venerated and most beautiful shrines—George Washington's home at Mount Vernon, and the Lee Mansion, located in what is now Arlington National Cemetery. On July 22, viewers saw the evolution of the railroad passenger car, when the color cameras focussed on the Baltimore & Ohio's famous collection of historical railroad cars at the roundhouse in Baltimore. On July 28 and 29 the Color Caravan was in Philadelphia, first to observe rookie firemen in a training demonstration extinguishing an actual fire, and on the second day to make a tour of the Philadelphia Art Museum.

In a spectacular topper to the whole precedent-setting ten-week journey, on August 11 the Color Caravan stopped off at Fort George G. Meade in Maryland. There, the color cameras, in the



First stop for the NBC Color Caravan was St. Louis and the fabulous Busch estate there. In left photo cameraman Dean Reed explains the workings of a color camera to one of the estate functionaries who appeared on the show. In photo on right, in a pre-telecast conference, are (L to R): August A. Busch, owner of the estate; Eve Hunter, of "Home"; Barry Wood, NBC executive producer in charge of color TV; Dick Schneider and Hal Azine, director and writer for the Color Caravan, respectively.



One of the highlights of the visit the Color Caravan paid to Cleveland was the televising, in all the natural color, of a group of Clevelanders of Slavic descent performing native dances in full costume.

last telecast of the tour, presented a color television report on the use of television in modern warfare. Participating in the demonstration were General Matthew B. Ridgway, Chief of Staff, U. S. Army; Lieut. General Floyd L. Parks, Commander, Second Army; Maj. General George I. Back, Chief Signal Officer, U. S. Army; and Brig. General David Sarnoff, Chairman of the Board of RCA and NBC. Generals Ridgway, Back and Sarnoff commented briefly on the great potentialities of the military use of television during the telecast, part of which was seen on "Home," and all of which was presented over a closed circuit to the Pentagon and the White House in Washington, and elsewhere. Viewers saw a simulated combat operation, including an assault landing, aerial attack, and how the use of the portable RCA Vidicon cameras, carried right up to the forefront of action, gives the commander a firsthand view of operations as they are happening. Thus the television audience got an advance look on what the military command post of the future will resemble.

All the operations of the Color Caravan were under the supervision of Barry Wood, NBC executive producer in charge of color television. Among the key members of the Caravan were Dick Schneider, director; Burr Smidt, color consultant; Al Cooperman, unit

(Continued on page 14)

New Management Training Squad

Last month, five young college graduates joined the NBC Management Training Program of the National Broadcasting Company. The five successful candidates were chosen from among hundreds of applicants who were screened by the Personnel Department during the first half of the year. These new trainees now will have the opportunity to spend 6 months learning the inside story of what it takes to operate a broadcasting company and then will be assigned to a regular job in the organization.

The five selected candidates include one NBC employee, Donald D. Brown, a graduate of Columbia, who has been working in Guest Relations. The other four are James H. Rosenfield, a graduate of Dartmouth; Benjamin Rachlis, a graduate of C.C.N.Y.; Donald Heller, a graduate of Syracuse and Maxwell Graduate School, and Howard S. Neff, Jr., a graduate of Babson Institute.

During the coming months, the candidates will be trained to handle general and specific administrative responsibilities and introduced to all aspects of NBC's operations. The program is designed so that at the end of the training period, the trainees will be sufficiently developed to step into beginning-level management assignments.

Gunman... For a Day

Anything can happen in "Hawkins Falls," NBC-TV's daily drama sent to the nation from WNBQ-Chicago Mondays through Fridays at 4:00 p.m. EDT.

As example: A scant hour before one July program, one of the featured actors failed to appear. Beating his head as he tried to think of a replacement for the part of the frightened gangster, the key to the plot of the day and absolutely indispensable, the director took a second look at Ernie Santell. "Hawkins Falls" production coordinator.

"Santell, you're it!" the director, Frank Pacelli, shouted, shoving a script into the startled Ernie's hands.

With the help of veteran actors Bernadine Flynn and Bert Bertram, who also were in the scene, and some off-camera prompting, Santell came through with flying colors.

He confessed later that none of his experiences during three-and-a-half wartime years in the Pacific terrified him as much as appearing on the coast-to-coast telecast. During the scene, when actress Flynn fed him the line, "You're the one who's frightened," Ernie confesses that he almost ad-libbed, "You are SO right!"



Ernie Santell (center), production coordinator on WNBQ's "Hawkins Falls," gets applause from veterans Bernadine Flynn and Bert Bertram, following his last-minute replacement on the TV show for a missing actor. Ernie played a frightened gangster—and he was!

PAT KELLY'S FAREWELL PARTY



Pat Kelly (left) just after he was presented with his going-away check by John Royal, retired NBC Vice President.

Recent issues of this magazine seem to be unusually preoccupied with the activities of one Pat Kelly. First, in the issue before last, there was a full page devoted to the tribute paid him by Ralph Edwards on the NBC Television show, "This Is Your Life." Now, CHIMES considers another testimonial given in honor of Pat Kelly—the farewell party thrown by his associates and friends on the occasion of his retirement after almost a quarter-century as supervisor of announcers for NBC.

Over 100 executives, performers, and NBC employees of all sorts, as well as Pat Kelly's "boys"—the men of the NBC announcing staff—jammed the Chippendale Room of the Hotel Dorset in New York on Thursday, June 24, to say goodbye to the man who during his distinguished career at NBC coached and developed some of the finest voices in broadcasting.

Among the notables who attended the party were Sylvester L. Weaver, Jr., President of NBC; Ted Cott, Operating Vice President of the Radio Network; William S. Hedges, Vice President in charge of Integrated Services; Hamilton Shea, general manager, WNBC-WNBT; Ernest de la Ossa, station man-

ager, WNBC-WNBT; Fred Shawn, director of Production Operations; Arch Robb, manager of Program Services, and James Kovach, program director of WRC-WNBW, Washington. Among the famous radio and TV personalities there were Dave Garroway, Herb Sheldon, Tex and Jinx McCrary and virtually the entire NBC announcing staff.

John Royal, retired NBC Vice President, and a very close associate of Pat Kelly, was toastmaster and presented Pat with a check for \$1,000, which represented the donations his friends had made as a going-away present for him. Mr. de la Ossa gave him a beautiful Bulova watch, a gift from the local New York stations. A painting of the Crucifixion, which Pat had seen and admired when he was out on the Coast, was sent to him by Jimmy Wallington and presented by Ed Herlihy. His friends in Hollywood, including Tom McCrary, Bob Warren and Wallington, unable to come East, made a tape which was played at the party.

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, who also was on the Coast, sent the following telegram, which was read at the party by Gene Hamilton:

MR. PATRICK J. KELLY
DORSET HOTEL

AS MAJOR DOMO OF THE ANNOUNCERS OF THE NATIONAL BROADCASTING COMPANY FOR TWENTY-FIVE YEARS YOU HAVE SO PROFICIENTLY LINKED THE HUMAN VOICE WITH THE MICROPHONE THAT YOUR INFLUENCE HAS SPREAD AFAR. UNDER YOUR GUIDANCE MILLIONS OF WORDS HAVE BEEN FLASHED THROUGH SPACE TO BRING UNDERSTANDING AND ENLIGHTENMENT AS WELL AS ENTERTAINMENT TO LISTENERS THROUGHOUT THE LAND. BY DISCOVERING NEW TALENT AND ENCOURAGING NEW ANNOUNCERS YOU FASHIONED THEM INTO PERSONALITIES KNOWN BY THE SOUND OF THEIR VOICES. CONGRATULATIONS ON YOUR ACCOMPLISHMENTS AS A PIONEER AND LINGUAL COACH AND MAY THE YEARS AHEAD BRING YOU MUCH HAPPINESS AND THE BEST OF HEALTH.

DAVID SARNOFF
CHAIRMAN OF THE BOARD
RADIO CORPORATION OF AMERICA

A special program on WNBC (Friday, June 25, 9:35-10:00 p.m.) presented highlights of the party held in honor of this much-loved man.

(On left) Pat Kelly being presented with another kind of testimonial by Mrs. Kelly. (On right) As Pat thanked the crowd for their gift and their friendship. Just a small fraction of those who attended are seen here.



Safety and First Aid Training

New Artificial Respiration Methods Taught At Sessions for Employees in New York

In its continuing efforts to keep its employees informed on the latest in first aid and safety measures, NBC last month conducted a refresher course in safety and artificial respiration for over 500 members of the Technical Operations and Staff Engineering Departments. The course was a repetition of the instruction given operating personnel from the same areas two years ago. It was designed to remind those who took the 1952 course of the basics of accident prevention and what to do if a mishap does occur, but the instruction was broad enough to give all the essentials to newcomers as well. Each hour-and-a-half class consisted of a brief talk, films and practical demonstration.

Highlight of the course was the teaching of the new "Back Pressure-Arm Lift" method of artificial respiration. This new technique is replacing the time-honored Shaefer prone pressure style because it is easier, much more efficient and does not require

the exact rhythm of the old "out-goes-the-bad-air-in-comes-the-good-air" method. A film demonstration of the "Back Pressure-Arm Lift" technique was shown, and then the class divided into pairs, so that everyone would have the opportunity to put what had been shown them into practice while it was still fresh in their minds.

Before the films were shown, a few minutes were spent describing NBC's safety program and the part every employee plays in it. The function of the NBC Safety Committee and how it acts on all accident reports to eliminate unsafe working conditions or existing accident hazards was explained, with special emphasis paid to the part individual employees must play in avoiding accidents, reporting them promptly when they do occur, and calling potential hazards to their supervisors' attention.

Keystone to the NBC safety program, it was pointed out, is the premise that accidents don't just hap-

pen; they are caused. And they are always caused either by an unsafe condition or an unsafe act, or sometimes both. The responsibility to try to determine the cause of every mishap that takes place is shared by all employees of the company and we all are similarly charged with taking every possible step to prevent a recurrence. The purpose of prompt and complete accident reporting is not to determine *who* was at fault. Pinning the blame on someone serves no useful purpose. NBC is interested in finding out *what* caused it so that proper steps—additional instruction, changes in operation or modification of equipment—may be taken to prevent it from happening again.

The first film shown was a Red Cross feature, "Checking for Injuries," which served as an introduction to the subject of first aid. It reviewed the different symptoms to look for when an accident takes place, whether on the job or at home.

Twenty-three classes were held, all in the Personnel Training Room in the Americas Building. Instructors were Bill Sharon, manager of Training and Safety, and Drew Van Dam, manager of Policy and Research, both of the Personnel Department.



A prominent part of the recently-conducted first aid and safety classes held in New York was actual practise in what had just been taught. At left, pointing, is Bill Sharon, manager of Training and Safety, who conducted class. Three men kneeling in foreground, left to right, are: Cliff Paul, Herb Greeley and Walter Vetter.

Evans' Book On Sale Through NBC

The recently-published "Selling and Promoting Radio and Television," by Jacob A. Evans, director of National Advertising and Promotion, is now on sale to NBC employees at a 20 per cent discount. They may be bought at the souvenir counter on the mezzanine of the RCA Bldg. in New York.

Mr. Evans' book is the first ever published on radio and television sales and promotional techniques. The foreword was written by Niles Trammell, former President and Chairman of the Board of NBC. The normal list price of the book is \$5.95; the employee price is \$4.79.

'Victory at Sea' As Feature Film

A gala premiere and unanimously glowing critical acclaim marked the opening of the NBC Film Division full-length feature film production of "Victory at Sea" in New York last month.

Top-ranking officials of RCA, NBC, United Artists, the U. S. Navy, Army and Air Force and United Nations delegations attended the premiere, at the 60th Street Trans-Lux Theatre, of the first theatrical feature produced by a television company.

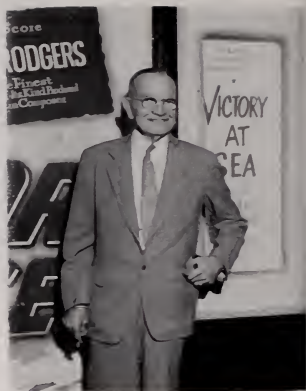
Among those who attended the premiere of "Victory at Sea" were Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; Sylvester L. Weaver, Jr., President of NBC; Carl M. Stanton, NBC Vice President in charge of the Film Division; Fleet Admiral William "Bull" Halsey; Henry Salomon, producer and co-author of "Victory at Sea"; Capt. Walter Karig, USN (ret.), technical adviser; Bernard Kranze, general sales manager

for United Artists Corp., which is releasing the film; and key production executives of "Victory at Sea," Robert W. Sarnoff, Executive Vice President of NBC, who was executive producer of "Victory at Sea," was unable to attend the premiere because he was in Europe at the time.

The New York press was unanimously enthusiastic.

"The audience sat stunned at the power revealed in this documentary picturization of America and her Allies at war," wrote Jim O'Connor in the *Journal-American*. "I salute 'Victory at Sea'—a strong stirring, spiritual screen record of America's finest hour. An epic!"

"Victory at Sea," according to Archer Winsten, of the *Post*, is "so marvelous in its photographic material, so well edited, so grippingly presented, that it stands on its own, the definitive survey of World War II . . . a picture



The famous naval commander of World War II, Fleet Admiral William ("Bull") Halsey, was among the guests at the premiere.

no one would miss if he could imagine how good it is."

Otis L. Guernsey, Jr., wrote in the *Herald-Tribune* that "the impact of this record of violence is tremendous."

"A thrilling and historic document of war," wrote Frank Quinn in the *Daily Mirror*. "Richard Rodgers has composed a moving score, a fitting adjunct to the visual excitement as conducted by Robert Russell Bennett with the NBC Symphony Orchestra."

"Probably the greatest documentary ever filmed," said Dorothy Masters in the *Daily News*, adding that the film is "an historical chronicle of infinite drama and world-wide import."

The *Times* said "the commentary by Henry Salomon, who also produced, and Richard Hanser is restrained and, at times, surprisingly poetic, and Alexander Scourby gives it a dignified and, what is more important, an unobtrusive reading."



Arriving at the "Victory at Sea" premiere are (left photo, L to R): producer Henry Salomon, Mrs. David Sarnoff, Mrs. Salomon, the producer's mother, and Brig. Gen. David Sarnoff. (right photo, L to R): Carl M. Stanton, Vice President in charge of the Film Division, Mrs. Stanton, and their daughter, Mrs. Ivor Peterson.



In left photo, O. B. Hanson, former NBC Vice President and Chief Engineer, recently elected Vice President, Operations Engineering, RCA, is seen at the wireless microphone demonstration, holding the inside of an ancient carbon mike in his hand. On right J. L. Hathaway, assistant manager of Development Engineering, is holding the wireless mike in his left hand, the tiny transmitter in his right, with the antenna draped over his elbow.

Wireless Mike Demonstrated

Midget Device Can be Hidden in Clothing

A tiny wireless microphone that can be concealed on the person of television performers was demonstrated last month by NBC in a special closed-circuit performance headlined by Joan Diener, of the Broadway musical, "Kismet." Comedian Cliff Norton and announcer Ben Grauer also participated.

The NBC-developed microphone, with an accompanying midget transmitter and antenna which can also be concealed in the performer's clothing, permits freedom of movement on a scale not possible with conventional microphones using cables and booms.

In the demonstration, the microphone was concealed in the top of Miss Diener's oriental costume. The transmitter was placed in a rear fold of the costume, and the antenna, consisting of a multi-turn loop, was worn as a belt.

The demonstration, designed to show the flexibility and freedom of motion made possible by the NBC technical development, was staged in Studio 3-B in Radio City.

The signal put out by the tiny transmitter is picked up by a loop of wire encircling the work area. In the case

of outdoor programs, the loop can be laid on the ground, suspended from trees or draped in bushes.

The entire assembly—microphone, transmitter with battery, and loop antenna—weighs slightly less than eight ounces. Small size of the unit is made possible by the use of fingernail-sized transistors, which do the work of vacuum tubes. Eight RCA transistors are used in the transmitter.

The transmitter, when its design is finalized, will be little larger than a pack of king-sized cigarettes. The laboratory model used in the demonstration is somewhat larger, in order to facilitate circuit development. Eventual dimensions will be $\frac{3}{8}$ in. \times 2 in. \times $\frac{3}{16}$ in.

The range of reception of the miniature transmission has not yet been fully determined, but tests have shown no difficulty in covering an area of 5,000 square feet, NBC engineers said. They added that the system is not vulnerable to most sources of interference, but in areas where interference might be a problem, an increase in received signal can be achieved by reducing the area covered by the receiving loop,

thereby improving the ratio of signal to noise.

The transmitter is powered by an RCA alkaline cell battery which is expected to furnish five hours of continuous, reliable transmission. The unit develops approximately 50 milliwatts of power at about 530 kilocycles, but radiates less than 100 micro-micro-watts. Because of the low power and low frequency, the transmitter does not require licensing, since it is well below the limits prescribed by the Federal Communications Commission for such devices.

The wireless microphone was built by the NBC engineering development group on a directive several months ago from O. B. Hanson, then Vice President and Chief Engineer, recently promoted to Vice President, Operations Engineering, of the Radio Corporation of America. George M. Nixon, manager of the group, supervised the development project, which was handled by J. L. Hathaway, assistant group manager, and engineer Ray Lafferty. Robert E. Shelby, NBC Vice President and Chief Engineer, presided at the showing and explained the device.

The Picture Story



The National Safety Council presented its 1953 Public Interest Award to television station WNBW and radio station WRC for their exceptional contribution to the cause of safety. James E. Kovach, NBC Washington program director, right, is seen accepting the award from James Keneipp, director of Vehicles and Traffic for the District of Columbia.



Smiles on the faces of the men above mean that this year's entire Navy football schedule will be broadcast over a two-station network, WBAL in Baltimore and WRC in Washington, under the sponsorship of the Esso Standard Oil Company. Making final arrangements for the series are left to right seated: Tom White, WBAL publicity manager; Leslie H. Peard, Jr., manager of WBAL; C. A. Newland, Esso division manager. Standing: Jay Royen, WBAL publicity manager; W. N. Farlie, division merchandising manager for Esso, and Harry Karr, WRC sales manager.



NBC's local New York stations, WNBC and WNBT, held an office picnic this year at their radio transmitter at Fort Washington, L. I. On left is the transmitter building with staffers and guests arriving for the event. The picnic also was the occasion for an organization meeting and uniform donning ceremony for the Little League baseball team supported by WNBC and WNBT. Seen in right photo (front, L to R): Mickey McConnell, President of the N. Y. Little League Council; Alexander M. Reilly, Harlem YMCA, where the team was organized; the team's captain; Hamilton Shea, general manager, WNBC-WNBT, and Ernest de la Ossa, station manager, WNBC-WNBT.



Beverly Henderson of Continuity Acceptance in New York, with her nephew John on her recent vacation in Vancouver.



NBC Hollywood head page John Darrah was pleased when he was asked to appear on Betty White's daily television show last month to talk about his work. But he never guessed that he would find that his parents, Mr. & Mrs. Robert C. Darrah, had been flown from Wheeling, W. Va., to appear with him. John had not seen them in a number of years.



The above photo shows Beverly Newlan, NBC Controllers Department, on the Sea Isle beach, Miami Beach, where she enjoyed a vacation in the sun.



Mary Mercer, of Station Relations in New York, leaning against the rail of the liner *Liberte*, on which she sailed last month for a trip to Europe.



Legal Department contingent to Cape Cod on a recent weekend are, left to right: Ann Debus, Jean Schneider, Tina Falcone, Tam Behrens and Louise Sather.

The radiant bride is Darling Edna Scott, of the NBC Hollywood mail-room staff, who was married to John Elliott Herod several weeks ago in Los Angeles.





(Left photo): Jim Schaeffer taking a cut at one during NBC's game with Continental Can. (Center): The infield of the NBC softball team, left to right: Ed Goldman, first; Scotty Berkompas, short; Lee Kramer, second, and Tom Wade, third. (Right) The outfield, left to right: Joe Lazaro, Bob Hanretty and Bill Redmond.

SOFTBALL AT NEW YORK

In the top half of the first inning, during the NBC-Rockefeller Center, Inc. softball game on July 22, with one on and the count at two balls and one strike, NBC's star pitcher Gary Iorio lined the next pitch deep into right center for a two-run homer. Gary then proceeded to take the mound and pitch one of his best games of the season, beating RCI 2-1. Gary's own score was the margin of victory.

This type of tight, expert playing is typical of the NBC team's performances all season. The 1954 squad is said to be the strongest one NBC has produced in the last five years, including the title-winning ones of the past three successive years. At present NBC is driving hard to move up from their second place berth to replace General Motors, the team now on top.

Big Jim Schaeffer and Scotty Connal have returned after two years in service and with the aid of a handful of

new talent—hardhitting Al Lizzo, Joe Lazaro and Bill Redmond—the boys have a good chance of making it four in a row this year.

Veteran centerfielder Bobby Hanretty has fought off an early season batting slump and again is hitting in stride. Tommy Wade, at third, is chipping in with a few timely base knocks and little Scotty Berkompas is playing his usual brilliant game at short. Lee Kramer and Gene Grover split the key-stone duties, and flanked by first sacker Ed Goldman, they provide a strong right side.

Many of the faithful Central Park followers aver that this is the toughest league competition they've seen there in many seasons. It's no wonder, with Mike Siscaretti and Bill Murphy throwing with blinding speed, and making our bid for another championship a rough one.

(Photos by Tom Wade)



Lee Kramer is seen here after getting base, being coached by Scotty Connal. In rear is Continental Can first base.



Seen here in photos, left to right, are: Lee Kramer, Tom Wade, Joe Lazaro and Gary Iorio, the NBC squad's ace pitcher.

INSURANCE COVERAGE... IN A CAVE



W. B. Miller (left) with two fellow spelunkers in the depths of Crystal Cave.

Last February, a group of 30 scientists and explorers descended into the famous Crystal Cave in Kentucky for a week underground in one of the most elaborate speleological expeditions ever made.

Accompanying them as special representative and correspondent for NBC Radio was a man who has a keen personal interest in that honeycomb of sandstone caverns—William Burke (“Skeets”) Miller, NBC night executive officer. The relationship was established back in February 1925, when Mr. Miller, then a 21-year-old cub reporter for the Louisville *Courier-Journal*, slithered down 65 feet of slimy, twisted passageway to interview Floyd Collins, a noted spelunker, who had become entrapped and critically injured in the depths of Crystal Cave. For his story of Collins’ entombment, and for his courage, Mr. Miller won the Pulitzer Prize.

During the descent into largely unexplored areas of the caverns, the NBC executive, along with the scientists, spent a week in constant danger from falling rocks, which had brought about the death of Floyd Collins. Skirting dangerous pits and crevices was commonplace throughout the underground exploration.

Throughout this hazardous assignment, Mr. Miller was covered by special insurance protection NBC provided for him. The Company maintains an Aviation and Travel Accident group policy for employees, and Mr. Miller’s coverage was through a special, one-time-only endorsement to it.

According to William A. Williams,

assistant treasurer of NBC, and the man who handles all such insurance matters for the company, coverage such as this is a rarity, but the Aviation and Travel Accident policy is a long-standing means the company has used to protect its employees while on NBC assignment.

The aviation aspect of the group policy means that the lives of all regular employees travelling by air on official company business are automatically insured for an amount based upon their salary. The travel accident coverage is more specialized, and pertains to regular employees assigned by an office in the United States to perform work abroad. This overseas policy was instituted during World War II because of the dangers involved in travel abroad. When the postwar scene indicated that world-wide travelling for NBC employees would continue to be relatively frequent, the decision was made to continue coverage.

Coverage on one basis does not preclude it from the other. In other words, if you were flying over Italy on company business, you would be doubly protected. What’s more, if you were participating in the NBC Group Insurance Plan, you would also have that low-cost coverage.

Speaking of unusual insurance, the William Burke Miller case was by no means the only extraordinary coverage that Mr. Williams has negotiated for NBC. Our pioneering early morning television program, “Today,” has brought about some ground-breaking work in the insurance field as well. For example, “Today’s” Second An-

nual Hole-in-One Golf Tournament at Chicago’s Tam O’Shanter Country Club on August 9 offered \$25,000 to the golfer who could sink an ace. Would that amount, if it had been won, come from the program budget? No, but the cost of an insurance policy written against it did. Needless to say, the odds against an ace are such as to make the premium a tremendously lower amount.

No rate card exists for such unique coverage; each policy is written according to the best estimate of the insurance company. An instance of changing rates was demonstrated when Mr. Williams sought to get preliminary premium costs to underwrite a large cash prize for the winner of a “four-minute-mile contest” that “Today” was going to sponsor. The first price quoted was a before Bannister and Landy cracked the four-minute mark. After both men ran the mile in less than that, the premium estimates rose very steeply, but the “Today” project had been abandoned for obvious reasons.

The Program Department, says Mr. Williams, is very insurance-conscious, and through Treasurers, examines all possible ways of using insurance to protect NBC’s investments in people and events. They saw, in the two-hour version of “Richard II” with Maurice Evans last winter, that Evans, as producer and star, was indispensable to the production. Thus, an insurance policy written against the likelihood of the famous actor’s not showing was drawn up.

NBC Color Caravan

(Continued from page 5)

manager; Hal Azine, writer, and Warren Phillips, technical director.

As the Color Caravan rolled through the East and Midwest, NBC last month came out with an announcement demonstrating the progress of its drive towards a full national color television broadcast service: that it is developing additional studio facilities which will permit, by next fall, the production of 12 to 15 hours of live color programs weekly. This will enable NBC, at capacity, to schedule more than 500 hours of color programming throughout the season, and will give the network color broadcast facilities surpassing by at least 300 per cent those of any other network.

Already scheduled are 33 color "spectaculars"—90-minute high-budgeted productions ranging across the entire field of entertainment and embracing the most distinguished of writers, producers and stars. The "spectaculars" alone will provide 49½ hours of top-flight programming through the season.

In addition, other live commercial programs will be produced in color on a regular or intermittent basis. The NBC color mobile unit, with its outdoor color shows, will play an important role in the Fall schedule, and a substantial number of color film programs will be telecast.

The network's color plans for the Fall were described by Sylvester L. Weaver Jr., President of NBC, as "a major part of the network's master blueprint for the quick development of commercial color television." At the half-way mark in color's Introductory Year, Mr. Weaver pointed out, NBC, alone among the networks, has been mustering all of its facilities to translate color television from a promise to a reality for the American people.

The FCC decision of Dec. 17, 1953, which authorized compatible color television, followed by less than two weeks the appointment of NBC's new management team of Mr. Weaver as President and Robert W. Sarnoff as Executive Vice President. One of the first Weaver-Sarnoff orders was for full speed ahead on color.

The backbone of NBC's Fall color schedule will be the "spectaculars." Produced by Leland Hayward and Max Liebman, these super-productions will bring into the home a series of entertainment features of a scope

never before undertaken in television on a regular basis.

These spectaculars, which will rotate among Saturday, Sunday and Monday on a three-out-of-four-week basis, will begin on Sept. 12 with Betty Hutton making her television debut. As a special vehicle for Miss Hutton, producer Max Liebman has commissioned the writing of a musical comedy with an original book.

Color film programs will use recently developed color film projectors. NBC has carried on an intensive research program on color film, and from this research have come standards which have been made available to the entire film industry. Both theatrical color film and specially-produced color-television film will be broadcast, as dictated by NBC program requirements.

In Proper Attire

Sports Note . . . from the pen of the New York *Herald Tribune's* Jesse Abramson on the subject of the New York A.C.'s 66th Annual Spring Games at Travers Island: ". . . the chief oddity of the afternoon's sports in chilly, blustery weather, however, was recorded by big Jim Fuchs, (Film Division salesman) former shotput record holder. Appearing in the shotput circle in his Rockefeller Plaza sales executives uniform of pink shirt, black knit tie and charcoal-black trousers, Fuchs tossed the 16-pound shot 55 feet 9¼ inches. Fuchs didn't even bother to loosen his collar and tie. He did, however, change into spiked shoes. Fuchs was entered but had decided he wasn't in the mood to compete until Bernie Mayer of the Pioneer Club, talked him into it. Fuchs won and second was Mayer, the orator, with a toss of 54 feet 1 inch. No one had ever won the shotput in that fashion-plate attire. But the rules merely say that an athlete shall be properly attired. No one was prepared to argue that Fuchs, in pink shirt and charcoal black, wasn't properly attired—for a young sales executive." The only thing Abramson neglected to mention is that Jim brought along his own cheering section, an unnamed number of young men whom he transported in a canary-yellow Cadillac convertible bearing Englewood, N. J., license plates.

NBC Births

To Jim Hulbert, N.Y., a daughter, Ann Elizabeth
To Ellis Moore, N.Y., a daughter, Kathleen
To George Younger, N.Y., a daughter, Barbara Jean
To Norma Stoddard, N.Y., a daughter, Doreen Ann
To Bill Newman, N.Y., a daughter, Lexey Ellen
To Vera Barkley, N.Y., a daughter, Deborah Kay
To Jack Kiermaier, N.Y., a daughter, Faith Shepard
To Jack Roden, N.Y., a son, Edward Douglas
To Ed Pillers, N.Y., a daughter, Susan Helene
To Ed Borgos, N.Y., a daughter, Jennifer
To Howard Schumacher, N.Y., a daughter, Helen
To Jack Coffey, N.Y., a daughter, Alice
To Jack Lavan, Washington, a son, John
To Roy Heffner, Chicago, a son, Bruce Patrick
To Judy Freed, N.Y., a daughter, Lisa

NBC Engagements

Evangeline Collis, Chicago, to Gus Maheras
Dick Oelschlag, N.Y., to Lorraine Horton
Sam Abyenster, N.Y., to Helen Abby Hoffman
Marvin Bauer, Cleveland, to Fran Duchon

NBC Marriages

Helene Hecht to Alan Smith, both N.Y.

Bargain Counter

For Sale: 3-year-old Rockland County ranch home with beautiful view of the Ramapos. Red shingle and white brick on well-landscaped ½-acre plot. Living room with fieldstone fireplace, modern kitchen with Westinghouse range and laundromat, 3 bedrooms and tile bath. Oil heat, outdoor terrace with barbecue, attached garage. Priced to sell for \$17,000. Call Smith at Spring Valley 6-2460-R.

For Sale: Exakta camera VX model, 3.5 Tessar pre-set lens. Case included. Brand new, never used. \$150. Call Henry DeHos, Ext. 180, N.Y.

Wanted: Four or five room apartment. Located anywhere within walking distance of train. For two adults. Desirable rent up to \$85. Call Rose D'Amico, Ext. 601.

Shawhan Appointed

The appointment of Casey Shawhan, city editor of the *Los Angeles Mirror*, as director of press and publicity for NBC in Hollywood, was announced last month by Syd Eiges, Vice President for Press and Publicity. Mr. Shawhan assumes his new duties with NBC on Aug. 23. Les Raddatz is manager of the department which Mr. Shawhan will head.

People and Places

Controllers

Grace Viggiano in account's payable has taken over in *June Wall's* former position. Incidentally, June's husband, Bob, arrived home after a year's stay in Japan with the Army. Welcome to *Beverly Osborne*, *Joe Fuller's* new secretary; *Nancy Weinstein*, new comptometer who replaced *Sophia Varis*; and *Martin Simon*, who took over in *Art Topol's* position. *Helen Venis* has joined account's payable and *Sophia Varis* left the company on June 30. We're all sorry to hear that *Gene Cook's* wife went under an operation and we wish her a very speedy recovery.

Vacation season has arrived and we've come across a few empty seats in Controllers. Among our absentees are: *Bob Burholt*, who is at Schroom Lake; *Steve Lazarus*, in the Adirondacks and *Ronnie Maund*, who is having a "great" time at Pleasant View Farms in Freehold, N. Y. Those who returned are: *Jean Ellis*, who went to her home town in South Haven, Mich.; *Gwen Davis*, who spent her vacation in Miami Beach; *Bill Reisner*, who is back from Maine and *Margaret Herrholz*, who motored to Florida.

Janet Hurley's future sister-in-law gave her a bridal shower on June 26 and some of her friends in Personnel attended. *Janet* and *Bill Schmitt* are getting "hitched" in September.

Film Division

Sales Department — *Gerry Tower* sailed aboard the *Queen Elizabeth* for England the first of July. *Joyce Pra Sisto* and *Peggy Gaither* went down to see her off. The gang in the sales office presented her with a bottle of Champagne before she left, plus two cartons of cigarettes and a pair of long white gloves. *Joyce Pra Sisto* took a wonderful vacation too . . . went to Miami and almost didn't come back. Farewell to *Bobbie Cole* who left to become *Vic Borsodi's* secretary.

Advertising and Promotion—Wedding bells were really tinkling this June all over the Film Division Advertising & Promotion Department. *Jason Lane* heading up the Research Group married cute *Julie Georgi*. If you really want to see how lucky Jason is—come in and look at the big photograph of her on his desk. *Joyce Harvey* followed

Jason's wedding with one of her own two weeks later, to *Joseph Leff*.

Sales Service—*Al Mackenzie* is a newcomer to our little harem. He knows more about fashions now than any other man in NBC . . . what with the 8 to 1 ratio. Also new to our department is *Wilda Whitman*, transferred from the Film Library. Well, *Eleanor's* back—and Sales Service has got her. *Eleanor Darcy*, that is, formerly with Accounts receivable. Welcome to *Alice Haddock*—we find her southern drawl very appealing. *Jackie Bloch* is coming from college for the summer. Wedding bells rang July 11 for *Pearl Sugal*. Just as *Irene Fall* returned from Miami with her lovely tan, *Bobby Beck* left for the same place. *Mickey Pina* is planning a vacation in Tampa. *Anne DeRose* got her driver's license and is really burning up the highway. *Lucy Georges* is busy with her October wedding plans. *Grace Johnson* thoroughly enjoyed her motor trip to California.

Production—*Margie Bandman* just returned from a fabulous six weeks in England, France, Switzerland, Austria and Italy and is telling everyone she knows that they should give up all luxuries, save every penny and GO.

Finance Division

Legal—Our welcome mat got a bit more wear and tear this month. *Anne Anderson* joined the Department as *Mr. Freund's* secretary; *Elma Pasquinnelli* took over as *Jerry Adler's* secretary; and *Patricia Barry* took over the duties of *Joy DeMarinis* in *Tom Ercin's* office.

The latest reports on *Tam Behrens* and *Fred Bechtold* are excellent: *Tam* hopes to be back with us around the first of August, and *Mr. Bechtold* is now allowed visitors.

Seems *Jean Schneider*, *Ann Debus*, *Tina Falcone* and *Louise Sather* liked it so much at Cape Cod over the Memorial Day weekend that they went back again over the 4th of July. *Janet Shields* is completing last minute details prior to her forthcoming marriage on August 15. For a while I wasn't sure she'd make it, but *Joan Grace (Baird)* finally did get off to Bermuda for holiday. Other vacationists: *Pat Hone* at home, with side trips to the seashore; *Louise Sather* to Maine; *Palma Bisogno* to the Jersey shore;

Eleanor Peterson to Connecticut and the beach to get some tan; *John Shute* to Chebeague Island, Maine; *Harry Olsson* at home; *Howard Monderer* to Canada in his new car; and *Ben Raub* on an auto trip through the Great Smokeys.

Continuity Acceptance—No sooner had we welcomed *Joyce Mintzes* to our midst as replacement for *Judy Freed*, who just became the mother of a baby girl, *Lisa*, than we say goodbye to *Joan Giorgi*. *Joan* is not leaving NBC, we're glad to say, but is going to the Network Sales Department.

Vacations are in full swing. *Dottie McBride* spent a week at Williamsburg and Atlantic City, while *Joan Battaglia* visited out in Long Island. *Carl Watson* and your reporter visited the opposite ends of Canada. *Carl* spending a week with his family in New Brunswick, while I visited my brother and his family in Vancouver, B.C. and took a quick trip to California. *Alys Reese* spent a week at her home in Port Jervis just "doing things" around the house.

Treasurers—

We've moved, at last, to the fourteenth floor. A beautiful roof garden below us. We're close to "Accounting" and their very nice crew. We'd like them better to know us.

"*Tommie*" has left us and we're all going to miss her. She's working as full time housewife. From way down deep we all will wish her A happy, prosperous life.

Vacation time now takes it toll. We all get that traveling mania. *Herb Schumm* has taken one week off. To visit in Pennsylvania.

Adrienne Sellitto had gone upstate. To Pawling, a pleasant place. She wanted to stay another week. Kiddo—you've got some case.

Tom O'Connell took one week off. To work in his brand new house. Mow lawns, clean house, water garden, etc. At home, the boss is his spouse.

Yours truly to the Adirondacks went. To visit in-laws and golf links. And just as before I re-discover. My in-laws are nice—my golf stinks.

The rest of the staff look forward. To their vacation days. We hope you too enjoy yourselves. So, till next time "Happy Days."

Owned Stations Division

NBC Spot Sales—*Hank Shepard*, Manager of New Business and Promotion, really "promoting" his recent

extensive trip through the West . . . visited Colorado Springs; Salt Lake City, Denver, Portland, Las Vegas, Los Angeles and San Francisco. *Mort Gajfin*, Promotion Manager, while roughing it in an isolated mountain lodge, distinguished himself by being the first Easterner to catch a 12 lb. steelhead in the Washougal River in Washington. Golfers *Luc Stearns* and *Bill Decker* being congratulated on winning second flight of the Member Guest Calcutta at Innis Arden Club in Old Greenwich, Conn. . . . Best wishes to Radio secretaries *Joan Tesoriero* who was married on July 17 and to *Sue Morehouse* on her recent engagement. New faces in Room 308: *Mary Lydon*, TV Promotion Secretary, *Helen Reilly*, Secretary to *Florence Hunter*, Contract Supervisor, *Ethel Baumann*, TV Secretary, and *Jill Oplinger*, Radio Secretary. Most unpopular man of the moment in NBC Spot Sales is *George Pamental*, TV Salesman . . . he's won the baseball pool three times!

WMAQ, WNBQ, Chicago—*Norma Harrington* reports for NBC Chicago Engineering: *Howard C. Lutgens*, Engineering department head, just returned from an extensive California vacation trip, including San Francisco, Los Angeles and Yosemite; also the Grand Canyon. Other vacationers: *Al Knispel* of TV field to Jamaica; *Tom Bowles* of TV studio to Mackinac Island and Kansas City; *Bob Rahnert* of TV film studio to California; *Ray Limberg* of maintenance to Florida via the Ozarks, and *Paul Hemen* of TV studio—who “stayed home and caught up on sleep!” Also, to Roy Heffner of TV field and wife, a son, Bruce Patrick, born May 25.

WMAQ-WNBQ local sales offices report as a unit: *Barbara Cohen* replaces *Terry Opela* as secretary to WMAQ salesmen *Dick Faulkner*, *Jory Nodland* and *Ken Nelson*. Terry moves to a new desk as secretary to WMAQ sales manager *Rudi Neubauer*. *Justie Eckersley* of WNBQ sales traffic polishing off the third (lucky girl) week of her vacation at home.

Jim McCall reports for Guest Relations: *Evangeline “Angie” Collis*, 19th floor receptionist, has announced her engagement to Gus Maheras, with a marriage planned for early 1955, when G.I. Gus returns from Germany. . . . Vacationers include *Cathy Organ*, to Arizona for two weeks; *Barbara von Hazmburg*, just back from Florida; *Dick Barry*, to Michigan, and *Adele Hemphill*, to St. Louis. . . . *Vic Nelson*.

definitely not vacationing, spends 15 days in July on duty with the Illinois National Guard.

Joan Vastbinder reports for Network Sales: *Richard H. Campbell* has joined TV sales in Chicago following *Chuck Standard's* move to New York. *Mary Riley* planning to spend a week of her August vacation putting the finishing touches on her new North Side apartment. It'll be a double NBC vacation when TV Sales Service manager *Tom Lauer* and wife join TV director *Paul Robinson* and wife at a Pennsylvania farmhouse on the Susquehanna for a joint vacation the last two weeks in August.

Other Net Sales vacationers: *Ed Stockmar*, to northern Wisconsin in late August; *Bill Hohmann*, off on a Canadian camping trip in early August; *Cy Wagner*, to the Wisconsin Dells in late July. *Lynn Koykar* and *Joy Fairtrace* plan a week at the Jack and Jill Ranch, Rothbury, Michigan, in late August.

Anne Kennedy reports for Radio Spot Sales: *Bob Flanigan* and his family enjoyed the weather and the fishing at Sturgeon Bay, Wisconsin, for two wonderful weeks. . . . *Bill Butler* flew to Ft. Lauderdale, combining a visit with his parents, who live there, and a very neat and sun-tanned Florida vacation. *Dottie Denzler* back from a motor trip through Canada. . . . “The waiting is hard on the nerves!” quote and unquote from *Sarita Nunez* and *Terry Opela*, who are set for a Mexico City-Acapulco vacation on August 7.

Chicago Briefs: *Richard D. “Dick” Johnson* appointed production manager of WMAQ and WNBQ effective July 12. Dick replaces *Alan Beaumont*, who is handling a special network assignment as producer-director of “A Time to Live”. . . . *Judith Waller* recipient of a “Headliner” award from Theta Sigma Phi, national journalism sorority. . . . *Chet Campbell*, Press head, back at his desk after a two-week July vacation with wife and youngsters, spent partly in Arkansas. . . . *Marian Davis*, cashier, great success as soprano soloist with the Joseph Gallicchio-conducted NBC Chicago orchestra on the stereophonic sound series, *New Dimensions*, on June 27.

WTAM, WNBK, Cleveland—Everyone is still talking about the wonderful company outing we had at the Pine Ridge Country Club on July 16. Golf, Swimming, and a wonderful dinner was enjoyed by all.

Men and women, all, donated towards the gifts presented to *Bill Davidson's* secretary, *Peggy Amsden*, at her farewell baby shower. *Peggy* received a bed, a dresser and a stroller for her forthcoming youngster. The shower was held at the home of *Harriet Weiss*. *Peggy* has left to become a “little housewife and mother”.

Hidden talent has been popping out all over lately. *Jack Treacy*, of spot sales, has written a song called, “Josie.” *Henry Levine* and the morning bandwagon played an arrangement of the tune, done by their own arranger, *Paul Beresford*, a few weeks ago on the show. AM engineer *Jess Francis*, better known as “PX”, won fifteen dollars in a photography contest put on by the *Cleveland News*.

Five people enjoyed a weekend at Stratford, Ontario, Canada, recently when they attended the Shakespearean festival there. Those who made the trip were, *Mort Fleishman*, *Johnny Andrews' producer*, vocalist *Jackie Lynn*, “Morning Bandwagon” producer *Bud Ford*, TV program director *George Cyr*, and *Rita Bates*, of transcription.

New “abodes” in Shaker Heights now await *Carole Englebert*, and *Sandy Muzilla*, both of continuity, and *Lillian Buckto*, of transcription.

KNBH, Hollywood—*Alice Gardner* and her husband spent their vacation in one of California's prettiest parks, Yosemite. They drove there in her new Volkswagen. *Bobbie Ricksen* is the envy of the office as she's planning her vacation to Hawaii to visit *Gene Terrell* for two weeks.

New in continuity are *Barbara Curtis*, summer replacement, and *Shirley Hill*, a permanent addition to the department. Last summer, *Shirley* was a tour guide at NBC, New York.

Beep Roberts and his family will drive to Oregon and back and visit Catalina during his two weeks off. We're all happy that *Ed Wangenheim's* son has made a marvelous recovery from a heart operation.

Lennie Goldberg was promoted to stage manager, after more than two years with the film department. *George Burke*, film director, will have *Doug Stewart* as his assistant. *Doug* was formerly with the page staff.

Another new addition to the receptionists' desk is *Elaine Franken*, a native of Los Angeles who has just completed a course at Los Angeles City College.

Summer vacationers include *Bob*

Pelgram and *Marc Breslow*, who will go to any extreme for golf. They spent a few days in Tijuana, near the *Agua Caliente* Golf course and races and the *Jai Alai* games. *Jim Damon* joined them for a *Sunday* at the *Bull Fights*.

John Wehrheim's desk sports the *Thursday-morning-golf trophy*. *Jim Parks* traveled to *Prairie Grove Arkansas*, for his vacation, and *Jim Wemple* spent some time in *Minnesota*.

WNBC, WNBT, New York — Congratulations to *Warner Moore* who is now a papa for the first time. *Little Richard*, weighing 6 lbs. 8 oz., was born June 20, 1954. Vacations are still in order. Postcards from *Irene Connelly* and *Elsie Ciotti* indicate they are having a wonderful time at *Fire Island* regardless of the rain. Joining in on recent weekend fun at the *Island* have been *Mary McNulty*, *Kay Clarke*, *Barbara Klopp*, *John O'Keeffe*, *Joan Bloomer*, and *Selig Alkon*. *Sandy Reisenberg* is now back after her week's vacation on *Long Island*. Most of the time being spent on the beach no doubt. *Pat Richer* has been off to *Bayhead, N.J.* every weekend where she and a group of friends have rented a home for the summer season. The *WNBC-WNBT Clambake* was the big event of the month. Held at *Port Washington . . .* there was swimming, sunning, dancing, and lots of food . . . also prizes. Everyone had a wonderful time, naturally. Want to wish *Kit Tucker* a speedy recovery from her sprained ankle.

WRC, WNBW, Washington—*John Oberholtzer*, part time page at *WRC* for the past two years, and a student at *George Washington University*, was elected to *Phi Beta Kappa* this year—his junior year. *John* is now working during the summer here at *WRC-WNBW* and proudly wearing his well won key — one of the few at *NBC Washington*. *Fran Childs* is spending her vacation in *Bermuda*. *Eugene Givens* of the *Building Services* staff, was married on *June 20th*.

For the third consecutive year. *Nancy Osgood* was invited by the *Rotary Club of New Market, Va.*, to participate in the *Club's Annual Charity Horse Show*.

Phyllis Weaver, *WNBW's* cooking expert, was married *June 26th* to *Air Force Lieutenant Don Dahl*. *Phyllis* is back on the air again after a two week honeymoon . . . with no cooking!

NBC Washington newsroom rejoicing to have *Art Barriault* back on the

job looking and feeling well. *Art* suffered a heart attack in *March*.

National Advertising and Promotion

There could be no more fitting opening to this edition of the *A&P* report than to extend a tribute to a truly wonderful person. She's *Enid Beaupre*, who celebrated her 25th anniversary with the company on *July 10* and who retired *July 30*. Ever patient, generous and always willing to go out of her way to dig up that tiny bit of extra information which may have been needed, she's one in a million. That loud telephone voice and the gentle manner will be missed. Here's a most sincere wish for a very pleasant and enjoyable "hiatus."

Well, earlier this season it was reported that *Ed Antonioli* had begun his fishing season with a whopper of a catch. He feared it'd be his best of the year, but lo, just recently he pulled in a massive striper. Who's this *Issac Walton*, anyway?

Hands of congratulation are out to on-the-air's *Jack Marshall* and the new *Missus*. A new edition to *A&P* is *Martin Samit* who is radio network client and agency liaison man. *Ann Allsopp*, newcomer too, is *Martin Samit's* secretary.

Personnel Division

This month, the Personnel Department's welcome mat goes out to the 1954-55 training squad which includes: *Donald Brown* (formerly of *Guest Relations*), *Don Heller*, *Howard Nef*, *Benjamin Rachlis* and *Jim Rosenfield*. Welcome aboard, fellows: it's nice to have you with us.

June and *July* vacationers include *Grace Anderson* and *Pi Nilan* enjoying the sun and shore at *Cape Cod*; *Berry Campbell* having fun at *East-over, Massachusetts*, and *Roberta Graham* relaxing during a restful week at home in *New Jersey*. *Dick Connell* had somewhat of a different type vacation this year; he spent his two weeks moving to his new home in *Chappaqua, New York*.

Marge Heimbuch tells us there is a new addition to her family: namely, a cute honey-colored cocker spaniel who has been christened *Murphy*.

Jack Conway is still all aglow from being made the proud papa of a baby girl in *June*.

Press and Publicity

Press — Athletic talents that would make a *Dodger* manager laugh with joy were displayed when the *Press*

Department went on its annual picnic to *Ridgewood Picnic area in Hartsdale, N. Y.* We witnessed the sterling right arm of pitcher *Sid Desfor . . .* the base running of *Ellis Moore*, who never got a hit . . . the courage of pitcher *Mike Horton*, who gave up 26 hits . . . the hustle of outfielder *Syd Eiges* and the heavy clouting of *Ernie Otto*.

Al Sweeney replacing *Bill MacCardell*, who is on vacation. *Larry Hofstetter* and *Lennie Meyers* just returned from vacations on *Cape Cod*, sporting deep sunburns and broad smiles. Wonder what's in *Massachusetts*?

Information — *Mrs. Kathryn Cole* returned from her vacation *July 12th* after a whirlwind trip through the far West with her husband. Traveling as part of a guided tour, the *Coles* traveled through many of the western states, visiting *National Parks* and major cities along the way. Since her return the office jingles whenever anyone takes out their keychains, which now carry the "Bells of *Sarna*," souvenirs she brought back to us.

Eileen Tobin, hearing all about the wonderful West, is having a difficult time waiting until *September* when she also plans a trip west.

We all enjoyed watching the expression on *Dave Eddy's* face when he saw his birthday presents piled on his desk last *July 1st*. It was canned food! Seems that no matter how much *Dave* eats, he is always hungry, so we thought we would try to satisfy his appetite at least temporarily.

Noticed in passing: *Melba Thomas* glancing through *Caribbean* cruise folders with a far-away-look in her eyes: *Alice Kennell* becoming an expert on *Jersey City* municipal affairs thanks to a certain young man.

Radio Network

Radio Program — Vacationer *Joan Tarpey* of *Studio Assignments* and husband *Bernie*, home on a month's leave from *Germany* where he's stationed with the *U. S. Army*, are spending several weeks at a *New York State* resort. So far no word from the gal . . . She could at least send us a card! *Lucy Moore* of *Associate Directors* also is away on vacation. . . . *Lucy* is spending her two weeks visiting her folks in *San Francisco* and know she's having a grand time. Off for an extended stay at home to await the "stork" is *Billie Eaton* of *Studio Assignments*. We'll be awaiting announcement of the

baby's arrival. Joining the daily trek out of New York to the woods of New Jersey is director *George Voutsas* who recently acquired a 6½ room split level home in Allendale (N.J.)

Staff Engineering

This entire column could be devoted to my cruise to Nassau and Havana on the *SS Nassau*, but fearing violent reactions from others in Engineering if this turns out to be a monologue on my travels, I shall proceed with the gossip at hand.

It was a busy month for Sir Stork, with pink bundles being delivered to the *Howard Schumachers* who are calling her Helen; to the *Ed Pillars*, who named her Susan Helene; to the *Ed Borgos*, who are calling her Jennifer; and to *Adelaide Shubert Taylor*, who received a double bundle and is calling them Maureen and Kathy!

Welcome to *Leal Smith*, the new RF engineer.

(Honestly, those royal palms and the aquamarine water at Paradise Beach in Nassau are heavenly!)

Adelaide Orr was surprised at a luncheon given for her at the White Turkey, as a sort of farewell before she leaves NBC and moves to the 53rd floor as secretary to *Mr. O. B. Hanson*, new Vice President of RCA. A luncheon at the Hotel Victoria was given for *Rosemary Schaub* who marched down the aisle in late July.

That renowned celebrity in the Development Group, *Ray Lafferty*, made two TV appearances in one day on the "Today" show, demonstrating the device he's been all wrapped up in lately, the wireless microphone. Joan Diener, star of "Kismet," helped to ease the strain on this project!

(If you ever get to Havana, may I recommend a visit to The Tropicana! It's absolutely fabulous!)

The Engineering Department has been well represented over a good portion of the world this year. *Rosemary DuBois* has been touring Canada; *Bill Clark* has been to the Thousand Islands; *Ann Bartok* flew to Bernuda; *Dolores Taylor* and *Bill Gough* visited Florida; *Roy Moffet* drove out West; *Ren McMann* roamed Europe; and *Rita Stipo* (in case you didn't know) cruised to Nassau and Havana! Olé.

Station Relations

A group of us from this department went aboard the *Liberte* on June 17 to bid farewell to *Mary Mercer*, who

will be in Europe for two months. The last we heard Mary was in Scotland, and hope she'll return about August 20.

A farewell party was given in honor of *Sheldon Hickox*, who left this department to take over a position at NBC in Hollywood.

"Jerry" *Stonebridge* is vacationing in Nassau. We think she's having such a good time she may not want to return to all those numbers and charts.

Bob Aaron's son, Robert, who is just about a year old, showed his father how good a swimmer he is, and ought to be swimming channels (not TV), before long.

Other vacationers are *Don Clancy*, back from Cape Cod, *Bill Kelley*, to the mountains of Pennsylvania, *Spike Knapp*, to Nantucket, and *Nat Glaser*, also, to Cape Cod.

TV Network Programs

Duplicating — Four more vacations to report since last time. *Martin Devine* spent his first week at home with his five kids. More to come later. (Vacation days, that is!) *Jim Plock* is also splitting his vacation and spent the first week at home. More ambitious plans are being made for his second week. *Karl Torjussen* and *Paul Barnwell*, as of this writing, are still off to parts unknown.

Ralph Hausser left NBC a few weeks ago to work nearer his home in New Jersey. Replacing him is *Tom O'Driscoll* whom we welcome not only to the NBC, but to the USA as well. Tom only arrived recently in America from Ireland! We hope New York compares at least reasonably well with his native County Cork.

General Service — *Lou Anderson* and *Mike Kopp* both back to work looking and feeling much better. *Fred Hoeflich* extremely excited over spending his vacation with his son from Georgia. Reports are that *Lou Wright* swings a mean ball down Wildwood. N. J., way. Sorry to hear *Bob Anderson's* hospitalized. *Maude Archer* back from a wonderful time in Denville. N. J. *Mary Driscoll* back glowing with renewed health and vigor. *Pat Scheer* left to answer the call of wedding bells June 30th. *Dot Gillick* back now that her son and heir has made his appearance. *Edith Galloway* forsaking us on July 30th to tour Europe with her husband.

Frank Reilly became an active member of the grandfathers' club with the arrival of *Ann Ceilia* on July 3rd.

born to his daughter, Mary. Speaking of grandfather, *Ben Giacalone* will soon be one for the 2nd time. Sympathy is extended to *Al Humbert* on the passing of his father-in-law. Welcome to our midst, *Ed Coughlin*, formerly of the Fire Dept.

Guest Relations — *Ken Foster* has been given the honor of being one of the judges of the North American Roller Skating Championships being held in Denver, this month. Ken has quite a few medals of his own that he has won skating. *Sandy Bronsther* is packing his troubles in his old duffle bag in preparation for preferential training with the Army at Camp Drum, Watertown, N. Y.

Good luck to *Ann Jones* who has been promoted to Radio Recording replacing *Townsend Coleman* who was Tour Supervisor in GR not too long ago. "Tommie" *Owen* has taken over as *Andy McChesney's* right hand in the ticket division. *Joe Sutton* from the night pages and *Jim Cavanaugh* from the day pages have taken over the duties on the GR Reception desk. *Don Brown*, who occupied that position, has been selected for Management Training. *Frank Shaw* also from the GR desk has replaced *Jack Issing* in the ticket division. A big welcome to *Marianne Mulvihill* in tix replacing *Cecil Pederson* who is taking a leave of absence for the summer.

Music — Vacation time makes the office seem empty with such people away as *Jane Langley*, *Peter Zalantis*, and *Edwin L. Dunham* who is relaxing in his favorite vacation spot, Florida.

The nearest we came to a wedding this season was to have *Mary Turner* attend one as a bridesmaid.

News and Special Events—Kudos: "Magnificently conceived and put together." That's what *Variety* said about "Spandau," a half-hour documentary, scripted for TV by *Reuven Frank*, with film by *Gary Stindt*. Kine of show, which was voiced by *Joseph C. Harsch* and directed by *Ralph Peterson*, in great demand by schools and organizations for educational viewing. "As Others See Us," a panel discussion MC'd by *John Wingate*, was, according to *Billboard* a "notable contribution to high caliber educational programming . . . unflinchingly honest." "The News Game," news-quiz show produced by *Merrill Mueller*, MC'd by *Kenneth Banghart*, is, according to *Variety*, a "crackerjack current events quizzer." Script on comic books by *Alex Dreier*, Chicago newsman.

made a part of the Congressional Record. "Camel News Caravan" and *John Cameron Swayze* received annual TV award, accepted by producer *Frank McCall*, presented by National Federation of Business and Professional Women's Clubs. Tokyo correspondent *John Rich* awarded sixth annual fellowship by Council on Foreign Relations. He's been given a leave of absence for the duration of his studies, —Sept. to June 1955. Among previous winners—NBC's commentator *Irving R. Levine* and *Amos Landman*, ex-NBC correspondent in China.

Visitors: *Jim Robinson* and his lovely wife, *Barbara*, and *Bob Hecox*, all from Indo China, to New York for TV appearances on "Comment"; *Bob McCormick*, Geneva, and *Romney Wheeler*, London, also here for "Comment"; *Morgan Beauty*, Washington; *Jack Chancellor*, Chicago.

New Faces: newswriters *Ed Hymoff*, *Fitzgerald Smith* and *Lloyd Garrison*.

Items: Commentator and newsman extraordinary *W. W. Chaplin* recently returned from Honduras and Guatemala where he headed up NBC's coverage of the war in Guatemala. *Bill Ryan* scripting "Sunday With Garroway"; *Art Holch* scripting "Camel News Caravan"; "Background", series of four TV shows to be scripted by *Reuven Frank*, produced by *Ted Mills*.

Public Affairs — The most exciting news we've had in ages was *Gioia Marconi's* engagement (and, as this goes to press, marriage) to *George Braga*, President of the Manati Sugar Company. A week before she left for Rome, *Gioia* was feted at a shower given by *Marilyn Kaemmerle* in her New York apartment. Those sharing the champagne, hors d'oeuvres and cake were well-wishers *Doris Corwith*, *Hilda Watson*, *Joan Berger*, *Marilyn Jacobs*, *Doris Lockley*, *Mardy Palmer*, *Gloria Goodman* and *Flo Reif*. Then, later that week, *Ed Stanley* hosted an office party, giving *Gioia's* many NBC colleagues a chance to send her off in grand style. After flying to Rome to see her mother, purchase some last minute trousseau items and have her wedding gown made, *Gioia* will proceed to Scotland to be married in her aunt's castle, Cortachy. The *Bragas* will honeymoon in Europe before returning to their New Jersey home.

Oops! We slipped by not reporting this sooner, but perhaps you can still pick up a copy of the June issue of *Holiday* magazine, in which *Edward*

Stanley's article appeared. It's entitled "Waterway West" and takes the reader on a trip through the scenic Mohawk Valley via the *Éric Canal*.

Radio Studio Operations — Congratulations are in order for *Val McCormack*, who graduated magna cum laude from Fordham Law School. *Ray Farnan* is breaking in his new Cadillac on a vacation trip through Eastern Canada. *Joe Kall* had a successful engagement singing and entertaining at a prominent Catskill resort over the holiday week-end.

The latest adventures of *Tom Longmore* are slightly bewildering. First there was the holdup, with Longmore allegedly losing \$2 and his cane, and suffering minor injuries. Then there was the visit to the hospital where his bruises were taken care of, but where he contracted a new and painful skin infection. Then came the stiff hospital bill, which Tom answered, on the eagerly proffered advice of his fellow workers, by making a counter-claim against the hospital. An interesting legal or medical fight seems to be shaping up. All this adds to the pleasures of working in this department, where each month is good for some new episode of amiable lunacy.

Stenographic — Vacations are the main topic for conversation now and the girls in Steno are really travelling around: *Selma Aronson* went to upstate New York, *Joan Kelley* to Virginia Beach, *Betty Roman* to Connecticut, *Margot Lampe* spent her vacation at home, *Celia Dobkins* to the Catskills, *Finnie Koho* to New Jersey, *Camilla Grande* to Sagamore, Pennsylvania, *Rose Passarelli* to Connecticut, and *Peggy McGrath* to Miami Beach, Florida.

We wish to welcome *Carole Sabatini*, who worked with us last summer, and a special welcome to *Herta Vinogradov*, who comes to us from Germany. The best of luck is wished to *Irene Sniffin*, who will leave us to become a mother.

TV Network Sales

Network Sales—TV Sales and Sales traffic joined together to bring about a very successful send-off party for *Ellen Coyle*, who left to take command of the homefront. It was all a surprise which came off very well at the Plaza Hotel. The gals and guys were never in better form as they gave out for posterity their sprightly quips and witty sparklers. Ellen was presented

with a clock-radio and our best wishes for a home as happy as she has made our office.

Ships seemed to be of importance these past weeks. *Fran Barbour* took a trip to Bermuda on one, *Ann Eldred* waited for a submarine, *Marge Davis* was in a sailboat race on vacation, and *Hallie Robitaille* put-puts about in her outboard over the weekend.

Finally we come to the additions department. *Joan Georgi* to Eastern TV Sales; *Karol Fisher* to Sales Traffic and *Adrienne Zuger* to Today—Home Unit.

Merchandising — *Fred Dodge* has just left for a quick trip to the West Coast where he will be one of the principal speakers for a series of sales meetings for the Sunbeam Corporation.

Gordon Lane's roof-top garden is now bursting into full bloom. In addition to growing tomatoes, beets, radishes, carrots, etc., *Gordon's* garden has a wide variety of herbs. These are used to flavor of the many fine foods *Mr. Lane* prepares in his charcoal broiler on his roof-top garden.

Research and Planning — People are full of original ideas for this year's vacations. *Jean Patterson* headed North the last week in June and got as far as Maine, Canada for sure next year. *Jean*, July 4 week *Laura Graham* really lived it up in New Hampshire. *A. Whitney Rhodes* chose Pine Orchard, Conn. for his July 12 vacation week. *Marvin Baiman* took his family to the Poconos for the two middle July weeks. In the line of duty as well as vacation, *Art Johnson* went on National Guard duty for two weeks beginning June 28. The Stork called him back home in the middle of everything on July 3 when *Art's* wife presented him with a baby daughter, who was named Ellen. Congratulations also in order for *Bettye Hoffmann*, now a certified operator of automobiles. It's great inspiration for *Gloria Betros*, presently in the midst of her driving instructions. Brooklyn pedestrians: "Beware!"

An exuberant bon voyage luncheon was feted *Janet Pugarelli* on her last day of toil Friday, July 16 at the Teheran restaurant. *Janet* goes home to Scranton for a month before sailing to Europe on August 21, with stops in England, France, in general and Italy in particular. This business of crossing the Atlantic ocean certainly has become a contagious disease with NBC employees, especially the girls.

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CHIMES

SEPTEMBER • 1954



BETTY HUTTON – STAR OF
NBC'S FIRST COLOR SPECTACULAR

See Pages 2, 4, 5



CHIMES

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The Cover

On the cover of this issue of CHIMES is the dynamic Betty Hutton, star of the first of NBC's widely-heralded series of color spectaculars, blasting across a song in the typical Hutton

manner. Betty Hutton's appearance in "Satin and Spurs," on Sunday, Sept. 12, marked her television debut. Max Liebman produced and directed. It came from our new Brooklyn studio.

Taylor on TV at Hearings

A strong case for continued broadcast and television coverage of Congressional hearings was made recently by Davidson Taylor, Vice President in charge of public affairs for NBC, in a statement before the Subcommittee on Rules of the Senate Committee on Rules and Administration. The committee is studying ways to overhaul Congressional committee procedures.

"The freedom to see what goes on in public legislative hearings should not be restricted to that portion of the public which can be accommodated in the hearing room," Mr. Taylor told the committee. "It should not be limited to those who happen to be in the city where the event occurs, or who have the time and money to travel to it, or who are fortunate enough to gain admission.

"Television permits all citizens to see and hear what spectators physically present can see and hear. There is no more faithful reporter than television. It can bring to the public not merely an account of what has happened, but the event itself."

Mr. Taylor pointed out that it is the National Broadcasting Company's "earnest hope that this committee will not take any steps which will bar access of broadcasters to the deliberations of Congressional committees."

"For if it is important that the people know of those deliberations—and we can all agree on that—then it necessarily follows that the most effective means of disseminating the knowledge yet developed should be given full opportunity to do the job," he said.

Turning to a proposal which would ban all sponsorship of televised or broadcast Congressional hearings, Mr. Taylor noted that such a move would necessarily curtail coverage of hearings and would therefore result in "depriving the public of first-hand knowledge of events which might otherwise be brought to them."

He observed that some have raised the propriety of certain advertisers and certain types of advertising for hear-

ings. "This is a problem confronted by the industry in the past and which we expect to meet in the future," he said. "It is one which can easily be solved by good judgment and good taste."

The NBC executive objected to another suggestion that a witness should not have to testify against his will before television cameras.

"It seems to us that a witness should not be permitted to dictate to a Congressional committee the terms and conditions under which he will testify," Mr. Taylor said. "Permitting the witness to choose might well deprive the American people of direct information of value. I know of no instance where a committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media. Television coverage is surely of such importance that it should not suffer discrimination on this count."

Mr. Taylor emphasized that television and radio can be admitted to hearings without "any detriment to the order and dignity of committee proceedings," pointing out that the silent television camera contributes little or no physical distraction and that it can operate effectively without glaring lights.

Noting the charge that television helps to create a "circus atmosphere" and that some public officials and witnesses play to the camera instead of "sticking to business," he asked:

"If this is the case, is it the fault of television or of the participants? Of course, it is possible that some few may misbehave. The public will see their conduct and judge them accordingly. Or so I read our American principle, which is to trust the people to decide."

In answer to a question from Senator Jenner (R-Ind.), chairman of the committee, Mr. Taylor also expressed the hope that the television industry would be allowed to do pickups of open Congressional sessions (House and Senate).

NBC News Roundup..

Imogene Coca Series Will Start Oct. 2

The new "Imogene Coca Show," starring the brilliant comedienne in a half-hour situation comedy series, will be presented on NBC-TV Saturdays from 9:00 to 9:30 p.m., EST, three weeks out of four, beginning Oct. 2.

The telecasts will be sponsored in 10-minute segments, limited to three clients for each program. At this writing, four advertisers have purchased participations for the coming season: Lewis Howe Company; Griffin Manufacturing Company; Johnson & Johnson and the S.O.S. Company.

Six Million in Daytime TV Business in Two Weeks

Nearly \$6,000,000 in new business for daytime television was signed by NBC-TV during the first two weeks in August, marking one of the greatest periods of daytime sales activity in the history of the network, George H. Frey, Vice President in charge of Television Network Sales, announced last month.

A total of 10½ quarter-hour periods per week was purchased by four advertisers — Colgate-Palmolive Company, Serutan, Miles Laboratories and the Sweets Company.

31,036,000 TV Sets in U. S.

There were 31,036,000 television sets in use in the United States as of Aug. 1, according to an estimate released this month by Hugh M. Beville, Jr., NBC director of Research and Planning.

The NBC estimate indicates that 319,000 television sets were installed in July. This is an increase of 13,000 over the previous month's installations.

The NBC-TV network now consists of 182 stations in 177 markets, and covers 30,841,000 sets—or 99.4 per cent of all sets in the country. There are 140 interconnected NBC-TV stations, covering 29,963,000 sets, or 96.5 per cent of all sets in the United States.

WNBT Leads N. Y. in Top-Rated Local Shows

WNBT, the NBC owned station in New York, has 11 out of the 15 top-rated local programs, and 9 out of the top 10, on New York television, according to the June Telepulse report for New York. The American Research Bureau survey for June shows the same predominance of WNBT programs with 10 of the top 15, and seven of the top 10.

Red Buttons Comes to NBC-TV

Red Buttons, who in less than two years skyrocketed to "top ten" ranking among TV comedians, has signed an exclusive contract with NBC, it was announced last month by Thomas A. McAvity, Vice President in charge of Television Network Programs.



Red Buttons, who has signed an exclusive contract with NBC. "The Red Buttons Show" will be seen on NBC-TV Friday evenings under the sponsorship of Pontiac.

Buttons will be starred in "The Red Buttons Show," to be seen over NBC-TV three out of four Friday nights from 8:00-8:30 p.m., EST, starting Oct. 1. The show will be sponsored by the Pontiac Division of General Motors Corporation.

NBC Radio Schedules Major Saturday College Football

NBC Radio will broadcast play-by-play descriptions of intercollegiate football's top college games each week starting Sept. 18, from 2:00 p.m. to conclusion. The series will kickoff with the standout clash between Kentucky and Maryland at Lexington, Ky. The Maryland eleven has the distinction of being the defending national champions, with its coach, Jim Tatum, having been named "Coach of the Year" for 1953.

Curt Gowdy, nationally-known sportscaster, who performed an outstanding job last year, will again provide the play-by-play descriptions of the 12 games to be covered by NBC Radio this fall.

Chotzinoff Writing Life Story: Part of Book in Current 'Holiday'

In an article titled "East Side Boyhood," NBC music executive Samuel Chotzinoff tells about the ups and downs of life in the lower East Side of New York around the turn of the century in the September issue of *Holiday* magazine.

The article is to be a part of the forthcoming autobiography which Knopf will publish. Several months ago another part of the book was published in *The New Yorker* under the title, "Mr. Harris."

THE SPECTACULARS ARE HERE!



Max Liebman, who is producer-director of 26 of the 39 color spectaculars NBC-TV will present this season, is seen here with the star of his first extravaganza, Betty Hutton.

During this month, the first two of NBC's promised series of 90-minute color "spectaculars" come to the American public; next month the third series of these great shows bows on. With them comes in a new era in television, as the National Broadcasting Company presents to the viewing audience on a regular basis programs of a stature heretofore seen only once or twice on special one-time-only occasions.

The first series to start off was the Sunday night one, on Sept. 12, from 7:30 to 9:00 p.m., EDT, and starred Betty Hutton, the dynamic musical comedy star of motion pictures and stage, in "Satins and Spurs," an original musical comedy written as a special vehicle for her television debut.

The next spectacular to come into view will be the initial Saturday night extravaganza, on Sept. 25, from 9:00 to 10:30 p.m., EDT, with Ann Sothern in the leading role in "Lady in the Dark." Miss Sothern will take the part of Jenny, which was made famous in the original musical comedy by the late Gertrude Lawrence.

Both the Sunday night and the Saturday night spectaculars are produced and directed by Max Liebman, the man who changed and then sustained the

nation's Saturday night entertainment habits for five years with "Your Show of Shows." Both series will consist of 13 programs presented every fourth week. Working well in advance, Liebman has already signed, in addition to Betty Hutton and Ann Sothern, such stars as Judy Holliday, Steve Allen, Jeanmaire, Dick Shawn, Nanette Fabray, Henry Fonda, Frank Sinatra, Janet Blair, Bil and Cora Baird, Jack Lemmon, Jack Buchanan, Jean Carson, Eileen Barton, Rod Alexander and Bambi Linn and Jacques Tati. One of the shows now being prepared will feature film and stage star Judy Holliday, NBC Television's Steve Allen and the new comedian Dick Shawn in a musical revue woven around a central theme. Another original musical comedy, scheduled for late fall production, will focus on the talents of Jeanmaire, French ballet dancer and star of "The Girl in Pink Tights."

The Liebman color presentations originate in NBC's Brooklyn Studio, the world's largest color television studio, and are seen in high-quality black-and-white on the nation's monochrome sets.

Hazel Bishop, Inc., and the Sunbeam Corporation share sponsorship — 45

minutes each — of each of 10 Sunday night spectaculars, including the first production, "Satins and Spurs." The Reynolds Metals Company will sponsor three of the 13 shows. Liebman's 13 Saturday night extravaganzas will be sponsored by the Oldsmobile Division of General Motors Corporation.

"Satins and Spurs," which marked Betty Hutton's television debut, was written especially for television by Max Liebman and Billy Friedberg. The music and lyrics were by Jay Livingston and Ray Evans, whose song hits, "Buttons and Bows" and "Mona Lisa," won for them the Academy of Motion Pictures Arts and Sciences "Oscars." Nine new songs were written by them for "Satins and Spurs," and they are being incorporated into a record album, marking the first time tunes from an original television musical have been recorded in album form for commercial sale.

Ann Sothern, the star of the next spectacular, "Lady in the Dark," is best known for her light comedy portrayal of the role of Maisie in motion pictures and the title role in the television comedy series, "Private Secretary." Miss Sothern, however, began her theatrical career as a musical com-

edy actress in motion pictures, so the musical role in "Lady in the Dark" will be nothing new to her.

Miss Sothern's early films include such musicals as "Lets Fall in Love" and "Melody in Spring." Later her career expanded to include dramatic roles such as one of the wives in the highly successful "Letter to Three Wives," after which she returned to musical comedy roles in such pictures as "Words and Music" and "Nancy Goes to Rio."

"Lady in the Dark." Moss Hart's story of a magazine editor whose personal unhappiness and confusion lead her to seek solace and recovery in psychoanalysis, has a musical score composed by Kurt Weill with lyrics by Ira Gershwin. It is a "musical play" as opposed to "musical comedy" and was presented originally on Jan. 23, 1941, at the Alvin Theatre in New York City. In addition to Miss Lawrence, the original cast included Macdonald Carey, Victor Mature and comedian Danny Kaye, all of whom used the show as a springboard to national fame and success in motion pictures and the legitimate theatre.

Brooks Atkinson of the *New York Times* commented following opening night of "Lady in the Dark," that it had "the finest score written for the theatre in years" and that Moss Hart "tells a compassionate story triumphantly."



Sothern, who plays the part of Jenny in Sept. 25 production of "Lady in the Dark."

The leading role in the production is an extremely taxing one since it calls for great variety of mood as well as a wide range of age portrayals. During the meditative sequences, the magazine editor returns in her memories to her girlhood, followed in immediate sequence by a return to maturity.

The motion picture version of "Lady in the Dark" starred Ginger Rogers in the Jenny role.

The first of Leland Hayword's Monday night color spectaculars will star Ginger Rogers, playing the lead in three playlets of Noel Coward's "Tonight at 8:30," which will be seen live on NBC-TV on Oct. 18, from 8:00 to 9:30 p.m., EST.

Otto Preminger will be guest producer-director of "Tonight at 8:30." The three playlets that have been chosen from among the nine one-act plays which comprised the original Noel Coward production are "Red Peppers," "Still Life" and "Shadow Play."

"Red Peppers" is the story of an interlude, between acts, of a quarrel-picking husband-and-wife dance team. In this Miss Rogers portrays a petulant, caustic-tongued wife. "Still Life," later adapted as the movie hit, "Brief Encounter," casts her in the role of a respectable English housewife who suddenly finds herself in love with a physician. "Shadow Play" is told in the fantastic dream of a socially impeccable wife whose husband has unexpectedly announced his desire for a divorce. In her dream, she re-lives her courtship and marriage and strives to understand the reason for the divorce.

Coward's "Tonight at 8:30" was a sensational hit in London and New York, opening in New York in 1936, with the late Gertrude Lawrence starred in "Red Peppers," "Still Life" and "Shadow Play." Coward played the male leads in all of the one-act series.

Scenery for the color extravaganza will be designed by Cecil Beaton, famed British interior decorator, and executed by William Molyneux, NBC scenic designer.

Music will be under the direction of Jay Blackton, who conducted the orchestra for such hits as "Annie Get Your Gun," "Oklahoma!," "Wish You Were Here" and "Call Me Madam." He currently is working on the movie version of "Oklahoma!"

The Monday series of 13 shows will be seen every fourth week.

The Ford Motor Company and the Radio Corporation of America will share sponsorship—45 minutes each—of the 13 programs.

Spectaculars' Starting Dates

Sunday, Sept. 12, 7:30-9:00 p.m., EDT, Betty Hutton in "Satins and Spurs," produced and directed by Max Liebman.

Saturday, Sept. 25, 9:30-10:30 p.m., EDT, Ann Sothern in "Lady in the Dark" produced and directed by Max Liebman.

Monday, Oct. 18, 8:00-9:30 p.m., EST, Ginger Rogers in three playlets from "Tonight at 8:30."

Blue Cross Plan Reopens in N. Y.

NBC employees in New York are reminded that during this month the semi-annual reopening of the Hospital-Surgical Plan is being held. Most NBC New Yorkers are members, but there are some employees who missed the opportunity to join the plan during the first three months of their employment at NBC.

One of the stipulations of the Hospital-Surgical Plan is that if you do not join when you are first employed, you must wait for the semi-annual reopenings of the plan. Now non-participants have their chance to join: if they miss this opportunity, they will have to wait until next spring for another reopening.

The reasons for belonging to the Blue Cross-Blue Shield Plan are many. The value of participation can be verified by hundreds of employees who have had to use it, and who have found that by contributing a relatively small amount each month they spared themselves from back-breaking costs when illness struck. Of course, we all hope we won't ever have to use the plan, but even then it is an eminently valuable investment in peace of mind, knowing that the bulk of our hospital or surgical bills are paid in advance.

When employees join up within their first three months of employment, all normal waiting periods are waived. It is not possible to grant this privilege to employees who join during the reopenings.

All applications for membership must be submitted by Sept. 20, and your contract will go into effect Oct. 1.

Taylor, Pinkham, Bilby Are Elected Vice Presidents

New Department Within NBC

The elections of Davidson Taylor as Vice President in charge of Public Affairs; Richard A. R. Pinkham as Vice President in charge of Participating Programs, and Kenneth W. Bilby as Vice President for Public Relations were announced Sept. 3 by Sylvester L. Weaver, Jr., NBC President, after a meeting of the NBC Board of Directors.

Mr. Bilby, who is in overall charge of the press, advertising and promotion, and research activities of NBC, reports to Robert W. Sarnoff, Executive Vice President. Reporting to Mr. Bilby are Sydney H. Eiges, Vice President in charge of Press and Publicity; Jacob A. Evans, director of National Advertising and Promotion, and Hugh M. Beville, Jr., director of Research and Planning.

Mr. Taylor, who has been director of Public Affairs, and Mr. Pinkham, who last month was named director of Participating Programs, will continue to report to Thomas A. McAvity, Vice President in charge of Television Network programs.

Mr. Taylor, who is in charge of public affairs programs for both the NBC-TV and NBC Radio Networks, joined NBC in January, 1951, as general production executive for the television network, and in the summer of 1952 was named director of Public Affairs, in which capacity he has supervised the production of all public

affairs, news and special events, public service and sports presentations.

Mr. Pinkham, the man largely responsible for the success of NBC-TV's pioneering "Today" and "Home" programs, was appointed director of Participating Programs when that group was created last month. He is in charge of the three magazine-concept programs sold under the participation sales plan—"Today," "Home" and "Tonight." He came to NBC-TV in 1951 as manager of planning, and took over as executive producer of "Today" in August, 1952. He put "Home" on the air in March of this year, also as executive producer.

A former newspaperman, Mr. Bilby for the past three years has been a representative of Carl Byoir & Associates, Inc., public relations counsel to RCA. He joined the *New York Herald Tribune* as copy boy and became a reporter in 1939. He joined the Army as a private in 1941 and served five and a half years, rising to the rank of lieutenant colonel in command of an Infantry battalion in Europe. After the war, he returned to the *Herald Tribune* as UN correspondent, later served as assistant city editor, and then as foreign correspondent in Europe and the Middle East. His service with Carl Byoir & Associates, Inc., includes two and a half years with RCA at Camden, and the last six months as the firm's representative at NBC.

The creation of a new department within the National Broadcasting Company embracing "Today," "Home" and "Tonight"—the network's three magazine concept programs sold under the participation sales plan—was announced last month by Robert W. Sarnoff, NBC Executive Vice President.

The new organization is called the Participating Programs Department and is headed by Richard A. R. Pinkham, formerly executive producer of "Today" and "Home." Mr. Pinkham this month was elected Vice President in charge of Participating Programs.

Other executives chosen to direct key activities of the department are Mort Werner, former producer of "Today," appointed executive producer of participating programs; Matthew J. Culligan, former sales supervisor for "Today" and "Home," named director of sales for participating programs, and Richard Jackson, former unit manager of "Today," appointed senior unit manager of the department.

The Participating Programs Department reports, through Mr. Pinkham, to Thomas A. McAvity, NBC Vice President in charge of Television Network Programs. Mr. Werner reports to Mr. Pinkham, and Mr. Culligan reports to George H. Frey, NBC Vice President in charge of Television Network Sales. Mr. Jackson reports to William Sargent, business manager of the Television Network.



Davidson Taylor, Vice President in charge of Public Affairs.



Kenneth W. Bilby, Vice President for Public Relations.



Richard A. R. Pinkham, VP in charge of Participating Programs.



Carl Stanton, Vice President in charge of the NBC Film Division (right) is seen with the famous veteran actor, Gene Lockhart, after the signing for the NBC film series, "His Honor, Homer Bell."

Gene Lockhart Signed for NBC-Syndicated Film Series

Gene Lockhart, distinguished veteran of Broadway and Hollywood, has signed a long-term contract to star in a new NBC Film Division TV film series, "His Honor, Homer Bell." Carl M. Stanton, NBC Vice President in charge of the division, announced recently.

Production on the first 39 half-hour episodes of the new million-dollar series started in August, Mr. Stanton said. It is being filmed in the East by Galahad Productions. Galahad recently completed shooting on the NBC Film Division's successful "Inner Sanctum" series, now syndicated in nearly 100 cities.

Created specifically as a syndicated TV film series, "His Honor, Homer Bell" is a heartwarming, true-to-life situation comedy program. Lockhart will star in the title role of a wise, lovable, sometimes cantankerous but always understanding jurist who is also a practicing attorney.

Actor, author, director and teacher, Gene Lockhart has played a wide range of roles in musical comedies, dramas, radio, motion pictures and television. He has directed, produced and written plays for stage and radio, and is re-

sponsible for the score of one musical and the lyrics and books of several others. Since 1933 he has played in some 70 movies.

Born in London, Ontario, Lockhart was educated in Toronto. At the age of 15, as a singer and dancer, he toured the English provinces with his father, a singer, in a concert company which included Beatrice Lillie.

Lockhart played his first Broadway role in 1917, in "The Riviera Girl," a musical. Three years later he wrote the book and lyrics for "Heigh Ho," in which his well-known ballad, "The World is Waiting for the Sunrise" (with music by Ernest Seitz) was introduced.

Lockhart's first hit as a dramatic actor was in Lulu Vollmer's "Sun Up," which ran in New York from 1923-25. In 1924 he married the English actress Kathleen Arthur, and since then the Lockharts have carried on the tradition of the family as a unit in the theatre. Their daughter, June, a former child actress, made a sensational Broadway success in "For Love or Money," in 1947.

In 1933 Gene Lockhart's outstanding performance in the Theatre Guild

Kaufman Books On Sale at NBC

Two of the most recent books by William I. Kaufman, of NBC Co-Op Program Sales, are on sale at the NBC products souvenir counter on the mezzanine of the RCA Bldg. in New York, and are offered to NBC employees at a 20 per cent discount.

His "Best Television Plays, Vol. III," which lists for \$6.00, is on sale to employees for \$4.80, and "Your Career in Television," which has a preface by Brig. Gen. David Sarnoff, Chairman of the Boards of NBC and RCA, is reduced from \$3.50 to \$2.80 for employees.

As in the previous volumes, Kaufman has chosen six plays as the best offered during the year. Besides making interesting reading for the layman, his "Best Plays" book holds special interest for students, young writers and others working in the television field, since the scripts include all camera directions, floor plans for sets and photographs from actual productions.

In the fall, Kaufman will bring forth a "how-to" series—"How to Write for Television," "How to Act for Television" and "How to Announce for Television."

Bill Kaufman has been employed by NBC since January 12, 1948.

production of Eugene O'Neill's "Ah, Wilderness" won him a motion-picture contract, starting a long succession of distinguished Hollywood roles. Among the scores of films he has made are "Algiers," "The House on 92nd Street," "Hangmen Also Die" and many others.

Lockhart's most recent legitimate role on Broadway was that of Willy Loman in the New York company of Arthur Miller's prize-winner play, "Death of a Salesman." He has appeared in a number of recent motion pictures, including "Face to Face," "Androcles and the Lion," "Climb the Highest Mountain," "Kathleen," and many others. Lockhart has had major roles in almost every dramatic program on television, including two appearances on "Robert Montgomery Presents," with his daughter, June. He has just returned from the Dallas State Fair where he played in "Hazel Flag" with Don Ameche and Pat Crowley. Lockhart has written newspaper columns, and has taught opera stage technique at the Juilliard School of Music. He is at present a member of the American Society of Composers, Authors and Publishers.

'Medic' Makes Debut on NBC-TV

"Medic," one of the most striking innovations in programming ever to come to television, made its debut over NBC-TV Monday Sept. 13, 9:00 to 9:30 p.m. The opening drama was "White Is The Color."

The series—a startling dramatization of medical case histories—is being presented with the official endorsement of the Los Angeles County Medical Association and is sponsored by the Dow Chemical Company.

This series of realistic portrayals of actual medical achievement was created and is being written and supervised by James Moser. In addition to a long list of radio and screen credits, Moser was the original writer of "Dragnet" for both radio and television.

Worthington Miner, distinguished television producer and creator of many outstanding Broadway successes, discovered "Medic" and brought it to NBC more than a year ago. Miner is the executive producer of the series. Bernard Girard, previously of Bing Crosby Enterprises and Warner Brothers, prepared for over a year to act as director of the series. The producer is Frank LaTourette, who for more than 20 years was in charge of news and special events for CBS and ABC on the West Coast.

"Medic's" hero is medicine itself. The struggle of the medical profession for the preservation of life will be shown in terms of gripping human drama. The triumphs and tragedies of this never-ending struggle, and its role in human affairs, provide the basic theme for "Medic." The authenticity of the settings and medical elements, the fact that actual doctors and nurses make up a large portion of the cast of each week's programs, lend an almost overpowering sense of realism to the stories and make the show an unforgettable experience.

The series is being filmed on real-life locations rather than a soundstage. Real hospitals, clinics, doctors' offices and operating rooms are being used as settings. It is only through the enthusiastic cooperation of the members of the Los Angeles County Medical Association that the making of this series has been possible. This is the first time in the annals of American medicine that any organized medical group has given its sanction to an independent producer.

Engineer Rick Berman is Spare- Time Square Dance Caller

Several nights a week, NBC engineer Rick Berman is usually engaged in the technical end of just about the most recently developed means of entertainment—television. A member of the NBC Technical Operations Department, he works on such top TV shows as "Robert Montgomery Presents," "Philco-Goodyear Playhouse" and "The Big Story." Then, on one or more of the remaining nights, he dashes off to participate actively in one of the oldest branches of entertainment, for he is in his spare time a square dance caller. In fact, Rick is one of the most prominent ones in the Metropolitan New York area.

Now, for those who might think that being a top flight square dance caller in New York City is a distinction akin to being an ace subway motorman in the Yukon, let it be known that right in the heart of the biggest metropolis in the U. S. flourishes one of the largest and most devoted groups of country-dance enthusiasts in captivity. Ever since the great revival of folk music and dancing started in this country about 15 or 20 years ago, it has attracted most of its new admirers in the cities. Country music and dancing has always remained fairly popular in the rural areas.

As an example of how city folk take to the hoe down, each Thursday night from May through September Rick Berman calls dances at the Walton High School Community Center in New York, for a participating audience of several hundred people. He manages to snag many one night stands, too, during the summer, mostly at resorts, churches and schools. During the winter the real square dance season comes in, as the regular organizations start meeting, and Rick keeps a busy schedule.

It's a relatively easy thing for Rick to pick up these one-time-only dates, no matter where they are, for he's eminently mobile. In the trunk of his car is a public address system, a phonograph, a couple of microphones and about 150 records, so that he can set up and have square dances going anywhere in no time at all, as long as electrical power's there.

The NBC engineer first took to square dancing when he was a child at one of New York City's first pro-

gressive schools, where folk dancing was a required course. He always liked it, but when he was at college at the University of Denver, he got an opportunity to really go after it seriously. He danced during his first two years there and then switched over to calling. The school dance group frequently performed as an exhibition team and Rick travelled all over the West with them to folk dance group meetings and competitions. He was among the finalists in the Colorado State Callers Contest when he was there.

There are two general divisions of square dancing: the singing call, which is a set pattern of dance figures that go with a specific song, such as the "Virginia Reel" or the "Wabash Cannonball," and the hoe-down, or hash, where the call is improvised and the caller will sound off with whatever is in his head at the moment. It is in these impromptu dances that the patter unique to square dancing ("Chicken in the breadpan pickin' out the dough") arises. Most square dance callers stick to the singing calls for their main diet, but Rick prefers the patter calls and has found he is getting known for that specialty.

The old — square dancing — and the new — television — do occasionally merge, and recently gave behind-the-scene engineer Berman a chance to get on camera, when "Today" covered the festival of the New York Square Dance Callers.

NBC engineer Rick Berman in full square dance regalia. His partner's identity unknown.



The Picture Story at NBC



Thomas C. McCray, general manager of KNBH, Hollywood, is shown holding an artist's conception of the new KNBH transmitter tower, now under construction atop Mt. Wilson. The new pride and joy of the West Coast station should be completed during the latter part of October. The tower, over 508 feet above ground level and 6,170 feet above sea level, is expected to be the highest man-made structure on the Pacific Coast. The 53-foot antenna was manufactured by the RCA plant in Camden and arrived on the Coast by boat via the Panama Canal.

This may look as if some one produced a photo version of the ink blot test, but it's really three people. On the left is NBC's correspondent in Rome, Jack Begon, facing Thomas G. Whitney, field operations manager, RCA Service Company, who was on European assignment. Mrs. Begon is in the middle. Begon was host to a visitor of a different sort last month, when the world traveler, J. Fred Muggs, descended upon Rome. The Begons threw a reception attended by almost the entire American colony, the Italian press corps and American press representatives.



Joyce Mintzes of Continuity Acceptance in New York, recently held a party for fellow-department members at her parents' home in Long Beach. On the beach in left photo are (L to R): Jane Crowley, Alys Reese and Joyce Mintzes. On right, sitting on floor (L to R): Dottie McBride, who this month marked her 25th anniversary with NBC, Barbara Myneder and Kay Henderson; on couch (L to R): Jane Crowley, Riva Feister and Joyce Mintzes.

Miss Waller is Chicago Radio-TV Head for World Church Council

The office of Miss Judith Waller, veteran head of the department of public affairs and education of the NBC Central Division, was an especially busy place during the month of August. Miss Waller served as local chairman for radio and television for the second assembly of the World Council of Churches, which took place on the campus of Northwestern University in Evanston, Ill., from August 15 through 31.

Betty Ross, assistant director of the NBC Chicago office, was busily engaged for weeks preceding the assembly, arranging recordings of interviews with prominent clergy from all over the world, in this area to attend the WCC assembly—and secretary Jeanne Couture was admittedly “up to her ears” in typing, wires, phone calls and visitors, all on WCC business.

Judith Waller carefully explains her voluntary WCC service as that of local chairman for the World Council’s radio and TV activities: questioning discloses that this included providing re-

cordings and kinescopes of WCC interviews and activities for stations all over the world, as well as the locally-originated radio and television program supervision implied by her title.

Total number of broadcast hours arranged and supervised by Miss Waller and her volunteer staff of 20 ran into the hundreds.

During the actual period of the assembly, Miss Waller operated temporary offices in the Speech School annex of Northwestern University, site of the meeting. Arrangements for interviewees—from literally dozens of countries—and for interviewers; trafficking of personnel; assignments of studios and recording facilities; production and direction of programs; programming the interviews and special broadcasts on Chicago’s stations as well as the providing of recordings for out-of-town stations for future use—these and many, many more details have occupied the busy public affairs and education head—and in addition to her regular NBC duties!

Surprise Party Thrown for Chicago Workshop Head

The NBC Chicago Radio Workshop class, which meets weekly under the guidance of Station WMAQ staff director John Keown, indulged itself in a surprise party for class mentor Keown after the evening instruction session of Wednesday, August 4. Instructor Keown was gifted with a sports shirt, Brooks Brothers type, that “puts the multicolored coat of Joseph to shame,” according to John.

Directly after the regular class session, announcer Bill Grisley helped the group get Keown into WMAQ’s studio “D” by faking a station break crisis and rushing him to the announcer’s room.

Shunted into the studio, which was in darkness except for a lighted candelabra, Keown was greeted with a rousing chorus of “For He’s a Jolly Good Fellow.” There was a cake, of course, duly inscribed with thanks to John from all the members.

A hefty smorgasbord preceded the cake-cutting ceremony, with cold cuts, cheeses, etc., plus one can of chili. The chili, gift-wrapped for Herb Kent, answered Herb’s insistent pleas that large portions of the liquid hash he served as main dish (he was a member of the food committee). Sarita Nunez and Dorothy Denzer organized the surprise event.

Hildreth Feted as He Leaves Washington:



At the farewell party for Sherman Hildreth as he left NBC Washington to come to New York to take over as technical operations supervisor for WNBT, are, left to right: NBC Vice President and General Manager of WRC-WNBW, Carleton D. Smith; Hildreth, and John Rogers, WNBW engineer-in-charge. Hildreth’s fellow WRC-WNBW engineering staffers presented him with a watch at the farewell party.

How’s This for Speed?

Several weeks ago, Ed Wallace’s Newsroom at NBC Cleveland got word that a big fire had broken out and was raging in a bowling alley on the other side of town. The “5-5 alarmer”, in which the bowling alley owner died and almost \$100,000 worth of damage was caused, was at East 68th St. and Superior Ave. The NBC Building is at East 9th and Superior.

The photographer left the station for the fire at 6:32 p.m., made his way through traffic lights, traffic jams and police lines at the scene of the conflagration. He took his photos, and made his way back to the NBC studios. The still photos were processed and put on the air.

Time of broadcast: 6:56:30, or just 24½ minutes after the photog started out.

Enid Beaupre Retires from NBC

On the evening of August 3rd, a dinner was held at the New Weston Hotel in New York in honor of a very important member of the NBC National Advertising and Promotion Department, who was, almost simultaneously, marking her 25th anniversary with the company and retiring from NBC. The guest of honor was Enid Beaupre, for over ten years sales librarian of A&P, and known throughout the company, and in fact throughout the industry, as the possessor of probably the most complete library of broadcasting advertising and promotional material in existence.

Fifty of Enid's closest business associates were there, including Jacob A. Evans, director of National Advertising and Promotion, who was master of ceremonies; George Frey, Vice President in charge of Television Network Sales; Roy Porteous, sales supervisor of "Today," and Mr. Silvernail, now of BBD&O, who was the man who hired Enid as an employee of NBC back in 1929. Representatives of almost every division of NBC were among the guests. The toast, in champagne, consisted of a long and clever poem written in tribute to Enid by Pat Steel, for many years a mainstay of NBC A&P, who is now with Grey. After the dinner, Mr. Evans presented her with a gift of a substantial cash sum, which represented the contributions of scores of Enid's friends.

Although she has made no predictions as to how she will use the gift, it is said that one possibility is that it might be a start to a journey back to Wales, land of her birth and where she spent the early years of her life. She came to the United States when she was 11. After graduating from the Albany (N. Y.) Business College, she worked for several firms, and was assistant to the advertising manager of the *Albany Knickerbocker News* before joining NBC July 10, 1929. In all her time with NBC, she stayed in the areas of sales promotion and advertising, progressing from stenographer to secretary to record clerk to sales librarian.

In this last-named position she worked closely with Sales and with Advertising and Promotion, and kept the definitive files on everything done in those fields by NBC during her tenure. The morgue she maintained was distinguished not only by its size

A Secretary's Dream: Trip to Catalina Island—On Business

Imported power launch! Surf riding! Swimming! A whole week-end and at company expense! A secretary's dream. This is what happened to Dolores Cortese when "Home" went to Catalina, and Dolores went too, as production secretary and script gal for "Home" when a segment of the show originated on California's famed Catalina Island.

Dolores was formerly with the North American Airlines, booking flights and taking reservations. She has flown on numerous occasions but it was on the aforementioned trip (some twenty odd miles) to Catalina on Roland Reed's imported power launch that Dolores suffered from mal de mer . . . or in landlubbers language "salted H₂O in disposition."



On left, Dolores Cortese, production secretary and script girl, with Bill Kayden, producer-director for "Home" when a segment of the show originated from Catalina Island off California recently. In right photo is Dolores on the shore boat on which she made the passage from Catalina to the mainland.

and completeness but also by the accessibility of the material in it. It is the common agreement of those at NBC who have come to lean on Enid Beaupre for assistance that here is a real case of someone who could never be replaced.

NBC Births

To Bill Rich, N.Y., a son, Bryan William
To Alvin Rush, N.Y., a son, Robert
To John Young, Hollywood, a son, Todd Austin
To Joe Kubin, Hollywood, a daughter, Kristy Jo
To Bud Erwin, Cleveland, a son
To Van Fox, N.Y., a daughter, Diane Howard
To Bruce Powell, Chicago, a son, Brian Fraizer

NBC Marriages

Lee Foronda, N.Y., to Bill Burdon
Ann Eldred, N.Y., to John Pond
Betty Olson, N.Y., to Henry Griffo
Marilyn Fredrikson, N.Y., to John Cumiskey
Steve Dombrady, Cleveland, to Charlotte Frehk
Frank Gertz, Hollywood, to Shirley Haber
Art Schneider, Hollywood, to Dee Thompson
Janet Shields, N.Y., to Bill O'Brien

NBC Engagements

Kim Holzmilller, Cleveland, to Hugh Zimmerman
Madelyn Butler to Joseph Gilligan, both N.Y.
Beatrice Beispiel, N.Y., to Hy Wallick
Martin Simon, N.Y., to Rachael Stile

School This Fall?

Here's Review of

NBC Tuition Plan

September, for millions of school children across the country, means returning to school after the summer vacation. It means the same thing, too, to many NBC employees, for whom it's the time to buckle down to spare time studies, after their daily work at NBC is done.

The great majority of NBC employees who attend courses in their spare time are pursuing studies that they hope will have a definite value in forwarding their careers in broadcasting. It was to encourage employees to take such courses that prompted NBC to put into effect its Tuition Payment Plan. The purpose of the plan is to assist employees in the payment of tuition fees for courses taken in connection with their assignments in the company.

At this time of year, the plan becomes a matter of immediate interest to many employees. For the benefit of prospective students, and also for any newcomers to NBC, here is a capsule review of what the plan is, what it does for you, and how you can take advantage of it.

What It Is

NBC will pay tuition fees to an employee up to a maximum of \$75 a semester, and not to exceed \$225 in a calendar year. Payments will be approved for courses which in the judgment of the department head or station manager and the director of Personnel will result in immediate benefit to an employee by making him better able to perform present work, or by qualifying him for transfer or promotion to a position which would be in the logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

What To Do

How to get authorization for tuition payments: After deciding what course you would like to take, you must submit a request in writing to your department head or station manager for his approval. In it include a description of the course and its date and duration, the name of the school, the amount of the tuition fee, and why you

Guest Relations— Chess Consultants

NBC's Guest Relations staff is accustomed to handling all varieties of odd requests, but a new one came their way several weeks ago. Seems that on "The World of Mr. Sweeney" a friend of Sweeney was playing chess by mail. The script called for him to be defeated in two moves. How to set up the chess men so that sharp-eyed chess fans among the viewers would not deluge NBC with complaints on lack of authenticity? No chess experts about the studio, so, "When in doubt, call GR."

And, with customary GR dispatch, guide Ernie Fontan, with the help of Joe Taferner, supervisor of Tour Operations and Promotion, arranged a board full of chessmen in such a way that the game *had* to be lost in two moves, apparently to the satisfaction of any experts who happened to be watching, since there were no complaints.

believe such a course would be beneficial to you in your assignments with NBC. This request should be submitted, if it is at all possible, three weeks in advance of the registration date.

What Happens Next

After that, you will receive, if you desire, a cash advance for the payment of the tuition. At that time, payroll deductions will begin, to equal in five paydays the amount of the cash advance. It is not necessary to receive this cash advance. You can pay the tuition yourself and request the refund after you complete the course. NBC has set up the provision, though, because many schools demand advance payment of the entire semester's tuition, which might be beyond the immediate means of the employee.

Upon completion of the course, you must submit a request for refund of the tuition payments, along with evidence of a passing grade or better in the course. Six months after completion, the refund, less the appropriate amount of Federal Withholding Tax, will be made to the employee, as long as he is still employed by NBC.

**"RCA PIONEERED AND
DEVELOPED COMPATIBLE
COLOR TELEVISION."**

'Tonight' Here On Sept. 27

"Tonight," NBC-TV's comedy-and-music show starring Steve Allen, will make its debut on Monday, Sept. 27. Five nights a week, Monday through Friday, the nighttime rambles of the amiable Allen will be seen in the 11:30 p.m. to 1 a.m., EST time spot—a major departure in network programming. Prior to the "Tonight" show, network service to affiliated stations had signed off at 11 p.m.

Since the debut of the "Steve Allen Show" on WNBT, New York, in July of 1953, the network has been interested in bringing the informal, relaxed late-night program to stations across the country. An established favorite of New Yorkers who like to stay up late, the "Steve Allen Show," with a slightly expanded format, will become the network "Tonight" show on Sept. 27. The accent will remain on Allen's comedy, ranging from the rapid-fire gag to the easy-going chuckle, depending on his mood. Second in importance will be music—of which there will be a great deal. Allen specializes in jazz at the piano, and many of his guest stars will be musicians.

An added facet to "Tonight" will be the use of a television mobile unit to pursue excitement and fun around Manhattan. If there is a big opening night performance of a new musical comedy, the mobile unit will be there to cover. Should there be a public celebration at the end of a baseball pennant race, Allen and the mobile unit will be present for a share in the hilarity.

Other news coverage, which may come up from time to time, will be handled by Gene Rayburn, who will function as Allen's "man Friday." Integration of news, however, will play a minor part in the format, since the chief emphasis is on Allen's talents as a comedian.

Bargain Counter

For Sale: New Rochelle, white Colonial, large living room, dining room, kitchen, 1 1/2 bath on first floor, four large bedrooms, two baths, sleeping porch on second floor. Open porch, many closets, large dry cellar, ideally located, good construction. Attic is finished off, has bedroom and bath storage space, cedar closet. Call E. Pierre, Ext. 9103, N.Y.

For Sale: Black pedigree cocker spaniel pups. Call Bill Anderson, Ext. 7072, N.Y.

For Sale: Webster-Chicago model 210 tape recorder. Must sacrifice for \$85. Less than two years old. Call Dave Handler, Ext. 8190, N.Y.

For Sublet: One and a half room unfurnished apartment in East Los, N.J., five minutes from George Washington Bridge. Available Dec. 1. Call M. Butler, Ext. 8937, N.Y.

For Sale: A/C-D converter for TV or phonograph, etc., also a DC 10 or 12 inch oscillating fan. All for \$20. Call Honey Teeter, Ext. 8365, N.Y.

TV Affiliates Meeting

Stations of NBC Television Network Gather in Chicago

A "snowballing growth" of color television in the near future, spurred by the availability of 21-inch color receivers and the broadcast of high-appeal color shows, was foreseen on Aug. 31 by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

Addressing a luncheon meeting of NBC television affiliates at the Drake Hotel in Chicago, General Sarnoff singled out two developments as the basis of his belief that color TV may have a "surprisingly rapid" advance:

1. NBC has "already sold \$14 million worth of color programming and it is in complete operating readiness to enlarge its color schedule and to meet advertiser interest in color as it develops."

2. The demonstration, on Sept. 15, of RCA's new 21-inch tricolor tube, together with a new color receiver "embodying major simplifications in circuitry." These simplifications will lead to substantial reductions in the cost to consumers of color sets and will "provide the basis for volume production."

"By early 1955," General Sarnoff said, "I hope and expect that there will be active competition in production and sales of color receivers so that the public will have a variety from which to choose. Then I believe you will begin to see a real market developing and color set circulation progressively expanding. With rising circulation, there will be increasing advertiser interest in color shows, and with more sponsored color programming, circulation will expand further. That will be the beginning of the same sort of continuing spiral which black-and-white television experienced over the past five years."

General Sarnoff was introduced at the luncheon by Walter J. Damm, vice president and general manager of Stations WTMJ and WTMJ-TV, Milwaukee, Wis., chairman of the NBC affiliates' group.

Mr. Damm recalled the last meeting of NBC affiliates 15 months ago in Princeton, N.J., and said that the objectives outlined at that time had been more than fulfilled by the network. He described NBC's upcoming Fall program lineup as "the greatest evening schedule ever on any network."

Mr. Damm said that America's leadership in electronics stemmed from the courage, faith, vision and driving force of General Sarnoff. The results of General Sarnoff's accomplishments, he said, went far beyond RCA and NBC and were of lasting benefit to the entire nation. Then, he added:

"His fight for compatible color is a matter of history. When success was finally achieved in that long fight, all broadcasters benefited, but NBC and its affiliates are way out in front and will stay out in front."

Reviewing industry achievements of the past year, General Sarnoff pointed to NBC's "tremendous job" in paving the way for color broadcasting on a practical and commercial scale. Because of it, NBC now has the most comprehensive color-equipped network, the biggest and best color studio and technical facilities, and the most extensive color experience, he said.

"NBC's competitor is just now starting its Introductory Year as we have concluded ours. We welcome its entry into the field of compatible color programming. But we mean to continue keeping ahead and to broaden the base of commercial color television."

NBC Plans Outlined

At the afternoon session, a team of NBC executives, headed by Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President, spelled out for the affiliates the network's plans for continued TV leadership and highlighted these activities:

1. The creation of the most comprehensive nationwide color television network in existence. This was started 15 months ago; by this year's end, a total of 82 NBC television affiliates will be equipped to transmit network shows in color, and about 87 per cent of all American television families will be within range of the NBC color service.

2. The inauguration of three different series of 90-minute color Spectaculars, all of which will be seen coast to coast. The Spectaculars alone will give NBC a total of 49½ hours of color programming in the Fall season—more than any other network's total Fall color lineup. In addition, NBC will color televise a two-hour production of

"Macbeth" and various major film shows.

3. A complete sellout of the Fall evening program schedule with at least one new show inserted every evening of the week. The total of 37 new Fall shows, including daytime programs, is the greatest number ever introduced by any network for a new season.

4. The expansion of NBC's participating programs line-up, with the addition of "Tonight" to the "Home" and "Today" roster. Through the success of these "magazine concept" programs, NBC has attracted to television more advertisers, big and little, than any other network.

5. The exploration of ways to commission special operas and great plays for television on a much broader scale; the development of plans to offer prizes and first performance presentations of new operas, symphonies and concerts on both television and radio, and for the financing of initial performances of new works of art in fields that are adaptable to broadcasting.

Other NBC executives who addressed the meeting were: George E. Frey, Vice President in charge of Television Network Sales; Thomas A. McAvity, Vice President in charge of Television Network Programs; Richard A. R. Pinkham, Vice President in charge of Participating Programs; Jacob A. Evans, director of National Advertising and Promotion, and Sydney H. Eiges, Vice President in charge of Press and Publicity.

Also at the Chicago meeting, the establishment of a specialized sales unit concentrating full time on obtaining more commercial business for optional stations was announced. NBC officials also outlined proposals for providing certain network shows for optional stations not purchased by network advertisers, and for the establishment of an entirely voluntary group rate plan for optional affiliates wishing to participate, as a means of giving network advertisers an added incentive for buying them. "Home," "Howdy Doodly" and the new "Imogene Coca Show" have been selected for offering to the optional stations not ordered by the network advertiser, beginning approximately Oct. 4.

In This Corner



Gene Whitlock giving a message to NBC-TV star Arlene Francis.

Gene Whitlock

One of the newest members of the Guest Relations staff of the National Broadcasting Company is a 21-year old track star who was graduated from Brown University in June of this year. The new page, Gene Whitlock, was captain of the Brown varsity track team, manager of the varsity cross-country team and New England AAU 600-yard champion and recordholder in 1952. He also has the distinction of being the first Negro page on the NBC Guest Relations staff.

Gene was born in the Bronx on Jan. 10, 1933 and still lives there. He was educated in New York City public schools and it was at Prospect Junior High in the Bronx that he first entered organized track competition, running the 100-yard dash. It also marked the start of the enthusiastic participation in student activities that ran through his entire scholastic career. He was president of the student's general organization there, and he was also elected to that post when he went on to Stuyvesant High School. At Stuyvesant he continued his track work, running the 220 and the quarter-mile, as well as the 100.

He entered Brown in 1950. While at that Rhode Island University he was a member of many student organiza-

tions, including the Vigilant's Committee; the Brown Key, the junior honorary organization, and was on the Senior Class Council. He is a member of the Alpha Delta Chapter of Phi Beta Sigma fraternity. While at school he was associate director of the Eastern Region of that fraternity for two years.

A history major, Gene was active in track activities, either as a runner or as team manager throughout his college career. In addition to the track work mentioned above, he was a member of the Brown team that at one time held the New England mile relay record.

He is a member of the New York Pioneer Track Club, but this is the first summer he has not been able to run with them, what with the demands on his time made by his newly acquired full time job at NBC. However, Gene is too much the athlete, born and bred, to let himself get out of condition, so several mornings a week, at about 5:30, he will get out to Van Cortlandt Park or some other open area, and run two or three or maybe five miles.

That seems like a cruelly early hour for any man, let alone for one who has been in bed for just a few hours (Gene currently is working a 5:00 p.m. to Midnight stint in GR), but he says

it's the only time to get out, since the buses have not yet had a chance to fill the city with their exhaust fumes. It's not so lonesome at that time, either, says Gene, since that's the time when most other trackmen, boxers or people just trying to keep in shape do their roadwork.

Gene's spare time these days, aside from his track work, is usually occupied with civic activities, in which he's very much interested, and his hobbies of stamp-collecting and leather-work.

As far as his NBC career is concerned, he's anxious to remain around this company for the indefinite future. He's still getting acquainted with NBC, but from his present standpoint, he feels his interests lie in the fields of administration or sales, and from now on, the number one project is to find out as much as he can about those areas.



Gene directing a visitor to the NBC studios.

What's In a Name?

Dick Jackson, who last month was promoted to business manager of the new NBC Participating Programs Department, was in Atlantic City recently setting up facilities for a "Today" telecast. Dick previously was business manager for the early-morning NBC Television program.

Dick was amazed and flattered by the action he got whenever he called the local police for help in crowd-control, escorting stars, directing traffic, etc. After the show was over he found out why. He looked up the Chief of Police for Atlantic City to thank him for all the cooperation—the name of the Chief is Dick Jackson.

People and Places

Administration Division

Controllers—Summer is slowly leaving us and vacations will soon be over. Among those enjoying their vacations are: *Ethel Perry*, who is visiting her home town in Florida and *Sal Verdey*, who is visiting Nantucket. *Gwen Davis* is all smiles lately. Her fiance, *Bill Doll*, just returned from Japan. An old song, "Poison Ivy," has become a big hit with *John Fanning*—or should I say "big itch".

Noticed *Bill Schmitt's* calendar lately? He's been crossing off the days left 'til those wedding bells ring. *Bud Pettway* is quite the "ladies' man" lately. He even has his water delivered to him—straight from the fountain. If you happened to walk past *Bea Beispiels's* desk, it wasn't the sun that blinded you. It's just a little rock sparkling on her finger—did I say "little"?

General Service—Deepest sympathy is extended to *John Welter* on the loss of his mother and to *Catherine DeNisco* on the passing of her mother-in-law. *Jeanette Price* took time out to visit Washington, D. C.—had a wonderful time. *Lillian Grand* spent many anxious moments endeavoring to get a flight back to N. Y. from sunny California where she was vacationing when caught in the web of an airline strike. Sparkling as radiantly as the bride, *Justine Goetz* witnessed the wedding of her lovely daughter, *Joan*, in St. Helena's on Aug. 7. Welcome mat is out for *Charles Boyle*.

Guest Relations—Vacation time is over and everyone is settling down to a long hard winter and some more GR changes have taken place. *Pete Fry*, who you remember just got married, was presented with a novel wedding gift from Uncle Sam. Yup, you guessed it, Greetings. Oh well, it happens to the best. *Lennie Alfano* has taken over the throne behind the GR desk in 253 while *Jim Cavanaugh* returns to school. *Jim Anderson* replaces *Pete Fry* as alternate Supervisor and smiling *Jack Kelleher* is overseeing Main Hall.

Seems as though "Pop" *Teaney* can't even get acquainted with his boys before they are transferred or called away. Could it be the "Derby," Huh? Welcome back to GR *Jim Chandler*, *Jack Roden* and *Dick Sisk* who, as pre-

viously reported, were transferred to Engineering on a temporary basis.

Mail & Messenger — Five of our most ambitious crew members, *Fred Raines*, *John Keary*, *Jim Fulton*, *John Callanan* and *Dick Cheeseborough*, have been bitten by the California bug and have left to carve their careers there.

Bob Berner has rejoined the staff after completing the NBC-Barnard radio and TV course. *Tom DeMaio* will be waking to bugle calls for the next two years. Fresh from the officer's ranks of the Air Force is *Pat Harrington*. *Jim McConnell, Jr.*, son of the former NBC executive, is with us for the summer. *Joan Kelley* has taken over the secretarial duties with *Barbara Reed* moving on to the "Today" unit.

Personnel—*Mathile "Heydie" Heydorn* was feted at a cocktail party in the Down Under by the Personnel Department and Health Office prior to her leaving for a year's stay in France.

A new addition to Room 737 is *Ann Mouris*, secretary to *Don Mackenzie*, who comes to us from Rochester.

Wedding congratulations are in order this month for *Don Brown* on his marriage to *Joan McAndrews*.

When vacation time rolled around the people in Personnel really traveled; *Peggy Plagge* visited Buffalo, her former home town, as well as southern Ontario; *Rita Marczak* drove to Lake George and *Betty Wilcox* attended her cousin's wedding in Cleveland. Also enjoying the resort areas were *Marge Heimbuch* at Breezy Knolls in the Catskills and *Claire Owen* and yours truly at Camp Sagamore in the Pocosinos. *Jim Anderson* spent his vacation at the Jersey Shore and *Nanci Heine-mann* journeyed to the Berkshires for a weekend. *Kathy McLeod* just can't get enough sunshine; she is going to Miami for her second week's vacation.

Staff Engineering—*Peg Keeley* and *Nancy Mitchell* still agog about their trip out West. After hitting 106° in Texas, where their plane landed for "oil," they nearly froze in San Francisco!

Marilyn Fredrikson certainly picked a lovely day for her wedding to *Jack Cumiskey* on August 14, and from all reports she looked as lovely as the day. We wish loads of luck to *Gloria Eaton*, who has transferred to the Press De-

partment; to *Helen Norton*, who is taking *Gloria's* place; and to *Eileen O'Connell*, who has joined NBC to fill in *Helen's* shoes. *Howie Schumacher* spending his vacation moving into his new home on the Island. *Ray Guy* a grandfather again—a girl this time!

Artie Kneips, lucky boy, off for a cruise on the Saguenay River and then down to Bermuda, for 13 whole days!! *Peg Conroy*, just back from a week at Lake George about to take off again for Jug End. *Vernon Duke* and *Dudley Goodale* spent their vacation at Mt. Arab, that glorious bit of heaven in upstate New York. *George Nixon* drove to Maine, and *Adelaide Orr* spent two weeks in Vermont. Shelter Island was headquarters for *Lew Hathaway*, and *Margie Marshall* had a wonderful week at Spring Lake, N. J.

Traffic—Trafficites were very happy to have *Steere Mathew*, looking very hale and hearty, back once again after a two months' leave of absence. *Norma Olsen*, formerly with the New York office, flew in from Hollywood and paid us a visit. *Joan Duggan Tierney* and husband *Tom* brought their adorable baby girl, *Joanne*, in for a visit and needless to say she made a tremendous hit with everyone. The welcome mat is out for two newcomers, *Doris M. Haukom*, secretary to *Steere Mathew* and *John B. Powell*, an operator in Communications. *Jack Hilton* and family are enjoying their vacation in New Hampshire. *Harry A. Woodman* and family have just returned from vacationing in Maine. *Russell Strelbel* came back from his vacation challenging *Al Frey* and *Charlie Mangan* to a golf match. P.S. Russ has just learned to play. *Daphne Pinou* and *Eleanor Beebe* are strutting around with big grins after getting their drivers licenses on first try. *Marge Hadley* is enjoying her vacation very much back home in Omaha, Nebraska, and *Joyce Hsu* is very anxious to get started on her motor trip through Canada.

Film Division

Sales—Most interesting vacation in the Division was enjoyed by *Gerry Tower*—six weeks in Europe!!! And such fascinating company all the way; sailed over with *Winston Churchill* and back with the Lord Bishop of Durham who told her she could call him "My Lord," and he would call her *Gerry*. Her boss, *Len Warager*, just got back from two weeks in Canada. *Bill Grainer* and *Al Lauber*, after interviewing

several thousand girls, finally found *Betsy Casteel* to replace *Bobby Cole*, as their secretary.

Film & Kinescope—*Jack Talley* spent two wonderful weeks at "Sutton" Beach and Atlantic City. The snapshots that Jack brought back show great talent along the photographic line. *Pat Bridges* vacationed at Huntington, Long Island, for two weeks.

Publicity—*Father Charles Henderson* was surprised by a free lunch at the Blair House with staff members *Jacobi, Bergen* and *Salter*, on his birthday, and reciprocated by buying gardenias and boutonnières for them after lunch. *Fritz Jacobi* divided his island vacation in half: first with his horde of children on Martha's Vineyard, then with wife (no children) on Fire Island. *Rose Davis* came back with a gorgeous tan after a week relaxing at the beach in Connecticut.

Carl Stanton split his vacation too . . . a week on the West Coast and ten days in Estes Park, Colorado with his daughter. *Ted Sisson* spent his vacation at his home in Stamford, Conn., getting his boat in sailing shape. *Rosalie Trego* spent her vacation in Denver, Colo. *Marilyn Richardson* has a holiday every weekend . . . she spent last weekend in Atlantic City, the weekend before on a friend's boat. *Pam Jayne* got a beautiful engagement ring this month . . . will be married in October to Don Miller.

Finance Division

Continuity Acceptance—The girls of Continuity Acceptance, represented by *Dottie McBride, Alys Reese, Jane Crowley, Barbara Myneder, Riva Feister* and *Kay Henderson* spent a wonderful day at the summer home of *Joyce Mintzes* and her parents in Long Beach, Long Island. Our thanks to *Joyce*, and Mr. and Mrs. *Mintzes* for a very happy day.

Our youthful looking *Dottie McBride* celebrated her twenty-fifth year with NBC on August 6th. Heartiest congratulations, *Dottie*. Here's to the next twenty-five!

Vacations are still with us. *Jane Crowley* is at present on a motor trip to New England and Canada, while *Percy Smith* and his family have returned from a restful two weeks on the Cape, where they met *Arden Hill*, also vacationing there. *Stockton Helfrich* and his wife took a trip to Washington, D. C. to see the sights there.

Legal—*John Shute* visited *Fred Bechtold* the end of July and *Harry Olsson* visited him the first week in August. Both Legalities are delighted to report that Mr. Bechtold is getting along very nicely and may even be back with us again by the time this gets in print.

The Department's very best wishes go to *Janet Shields*, who became Mrs. *Bill O'Brien* on Sunday, August 15th. *Janet* and *Bill* went to Nantucket on their honeymoon.

Congratulations to *Alvin Rush*, who announced that he had become a papa for the second time on July 27th when his son Robert was born.

Vacationists: *Mary Ann Schmidt* at home; *Edith Wolf* to the Shenandoah Valley and the Catskills; *Marie O'Donohue* to Connecticut; *Tam Behrens* to Nantucket; *Ann Romanenko* still undecided, but possibly to Washington, D. C. and Virginia; *Pat Hone* to the Jersey Shore; *Ed Denning* at home incommunicado; *Jerry Adler* to Cape Cod and Lake George; *Paul Lynch* to Lake Fairlee, Vermont.

Treasurer's—Vacation time is in full swing in the Treasurer's Department. *Pat Sullivan* spent one week of her vacation at Culvermere, N. J., where *Betty Sinacore* has been weekendending. *Gloria Valli* relaxed at home and yours truly went up to Pawling again for a long week-end. *Henrietta Grice* is using her vacation to dote on her new grandson. Best of luck to you, *Henrietta*, in your new position. Welcome mat out for *Kathleen Olsen* and *Eileen Cook*. Good luck to *Gloria Valli* in her new capacity as Cashier.

Owned Stations Division

NBC Spot Sales—The main topic of conversation these days in NBC Spot Sales centers around past and upcoming vacations. A good many of the 48 are represented, as well as several foreign countries . . . *Al Ewald* (New Hampshire), *Barbara Sailer, Marilyn Sichel, Bill Fromm* and *George Paental* (Cape Cod), *Sue Brown* (Bermuda), *Barbara Downes* (Vermont), *Carolyn Cox* and *Emily Grootendorst* (Florida), *Jean Bulger, Lillian Martinez* and *Bea Varney* (Upstate New York), *Ada Swenson* (Virginia Beach). We're proud of *Monica Christenson*, who recently walked off with second prize in the preliminaries of the "Miss Linen" Contest sponsored by Skouras Theaters. Congratulations to *Don Richards* on his marriage Sept. 11. Best wishes also to *Carol Kynoch* on her recent engagement.

KNBH, Hollywood—The KNBH bowling league is really underway now, headed by *Bill Allen*. Counted among its members are *Jeanne de Vivier, Marianne O'Connor, Rosemary Gorman, Rita Hrayt* and *Bud Mertens*.

Tom McCray and *John Wehrheim* were on a business trip for a week at KNBC in San Francisco.

Bob Pelgram is the proud father of twins—six-weeks old Labrador retrievers. Bob is looking forward to a September vacation in Mulege, a fishing resort in Baja, California. *Warren Sandy* holds the weight record for off-springs in the office. His new son, Mark, weighed 10 pounds at birth. *Lila Turner*, one of the cutest girls in the shop, became a grandmother on August 5.

Now is the time for vacations for many and "Scotty" got a wonderful tan from his week at the Santa Monica beaches. *Bud Mertens* spent his two weeks driving from Tijuana to San Francisco, via Porche. *Jack "Doc" Kenaston* stayed home with his recuperating wife and learned to be very handy with the hypodermic needle. Others absent during August were *Rosemary Gorman, Marianne O'Connor* and *Gene Stokes*.

WMAQ, WNBQ, Chicago—*Mary Krockenberger* offers vacation news from Continuity Acceptance: Virtually the entire department staff vacationing during late July and August. *Harry Ward*, his family and new station wagon are off on a camping trip, to the Jackson Hole country of Wyoming. The Ward family car of last year, a 1930 Model A Ford "in mint condition" and labeled Black Beauty, awaits a new owner, now that Harry has gone modern. *Dorothy Masters* spent two weeks in Colorado Springs with her family. *Irene Miksys* divided her vacation time between El Paso, Tex., and Colorado. *Mary Krockenberger* vacationed for a week in "cold" northern Wisconsin.

Liz Hathaway reports for TV Newsreel Department: It's a new boy, *Brian Frazier Powell*, for TV News cameraman *Bruce Powell* and his wife.

For Engineering, *Norma Harrington* and helpers report: Postcarding during August were *Curt Pierce*, who reports "bears in the garbage dump, a bat in my cabin, and extremely active mosquitoes" at "Jim's Logging Camp and Rustic Bar" in northern Wisconsin. *Ted Schreyer* went rural at his farm near Newfane, Vt., for two weeks.

George Rogers off to Yellowstone and the South Dakota Black Hills. John Martin camping at Eagle River, Wis. Kay Freutel to New York State.

Joan Vastbinder sends reports from Chicago Network Sales Offices, both radio and TV: Edward Hitz, Central Division manager for TV net sales, off on a quick weekend trip to pick up son Jeff, who attended summer camp in Lac Du Flambeau, Wis. TV net salesman Bob McKee spent his time in the vicinity of Ely, Minn., "fishin', fishin', and more fishin'". Ann McCammon vacationed in Michigan with her family.

George Diefenderfer, Central Division radio net sales head, returned to his desk quickly after a hospital bout with a virus infection. Therese Battaglia, formerly with "Welcome Travelers," now a typist-clerk in the NBC Chicago program office. Sympathy of their NBC colleagues goes to Max Mariash, drummer with the Art Van Damme Quintet, whose mother, Mrs. Fanny Mariash, passed away on July 14, and to WNBQ music supervisor Larry Johnson, whose mother, Mrs. Lena Johnson, died on July 16 after a lingering illness. Mary Jane Karr of Press back from a brief vacation in Arlington Heights, Ill.

WRC, WNBW, Washington — Washington staffers held a big farewell party for Sherman Hildreth who reported to New York as Operations Supervisor for WNBT. Engineering department staffers presented Sherm with a wristwatch as a remembrance of his ten years on the staff of WRC and WNBW.

Miss Evelyn Griffith, an NBC Washington veteran, usually vacations in Denver each year, but after watching "Foreign Intrigue" for years she decided to skip Colorado and go in search of adventure overseas.

Nancy Osgood has returned to WRC's airways after a vacation in the Florida Keys, having driven 3500 miles alone. Kennedy Ludlam, WNBW-WRC Outdoors Editor, has been invited to serve on the Publicity Committee of the President's Cup Regatta on the Potomac. WRC's veteran salesman Stanley Bell is considering formation of a Radio-Television group of the Masonic Fraternity in Washington.

Proud New Papa: TV Director Joe Browne and wife became parents of a fine baby girl, Dana Alan Browne. Janet Smith has joined WNBW-WRC as secretary to Jay Royen.

WTAM, WNBK, Cleveland—New Faces: Jeanne Marie Jones filling in for four-year veteran Shirley Frye in TV sales traffic, and Marilyn Bejuss replacing Jean Hug in Promotion. Shirl and Jean were feted by their NBC friends at a luncheon at the Hickory Grill before their adventurous trek to L.A.

Bob Sourek, TV Engineer, is building a swimming pool in his backyard. Real ambition, we'd say. Then there's Ralph Mayher, of the film dept. who's rumored to be considering building his own house. Good Luck, Ralph!

Stratford, Ontario, was the scene of a very enjoyable weekend (Aug 6-8) for George Cyr, TV Program director, Joe Bova, WNBK's Uncle Joe of "Tip Top Comics", Bud Ford, Bandwagon producer, Mort Fleischmann, Johnny Andrew's producer, Jeanne Walker, sec. to Bill Davidson and Jackie Lynn, the Bandwagon songstress. They attended the well known Shakespearean Festival as guests of the management.

Lawson "The Grin" Deming, WTAM Program director, wasn't grinning at 5:30 AM last week as he peddled the morning Plain Dealer for his ill son, Buddy.

Vacation notes: California wanderers include Rosie Bartlett, accounting, Joan Illingworth, Publicity, Tom Field, WNBK Newscaster, Glenna Hansen, spot sales, and Sandy Muzilla, TV Processing . . . Al O'Deal, film director, ruddy after two weeks and 4400 miles of western air . . . Tom Haley still reminiscing over the delights of Bermuda, as is Ronnie Wineland, Guest Relations, on his "fishin' days" in the wilds of Michigan.

WNBC, WNBT, New York—Your former correspondent for this column, Evie Dybwad of WNBT Sales, flew back to her home in San Bruno, California, on August 7. Replacing Evie as Jay Heitin's secretary is Marie Suchan, who comes to us from the NBC Talent Office.

Welcome also to Tony Kraemer, who has joined the Advertising, Promotion & Merchandising staff, and to Phil Alampi, new Farm & Garden director and his secretary, Jerri Blum.

Congratulations are in order for Bill Rich, whose first son, Bryan William Rich, arrived on July 15.

Maine seems to be the most popular vacation spot this year. Some who have recently returned from that State are John Hurlbut, who took his two weeks in Rangely, Maine; Art Hamilton, back from a three-week stay with

his family in Camden, Maine, and Ceil Zelak, who spent her two-week vacation with her husband and son in Jefferson, Maine. John O'Keefe vacationed at Fire Island and Irene Kotz went home to Syracuse, New York, for a week. Betty Lennenrh accomplished the goal on which her sights were set—she passed her driver's license test on her vacation. Leading the glamour parade, is Janet Payne, who acquired her tan on the sunny sands of Nassau.

National Advertising and Promotion

With the fall promotional rush upon every A & P's, the vacations that preceded helped stand everyone in good stead. For example, Walter Van Bellin took it easy for a while out around Shelter Island. Another fisherman of note, production head Ed Antonioli, spent some time up at Lake George. Dorothy Brodine, fast becoming the most traveled individual since Hercules undertook his missions, island-hopped through the Caribbean.

The Cape called to Muriel Smith, while it was the restful parts of Long Island that beckoned Frank Macaulay. Ray Johnson tidied up his office (known hereabouts as "Uncle Ray's Corner") and hid himself off to Block Island. Clyde Clem took his respite at a spot upstate; likewise Al Sherman, for him, the Adirondacks. Marion Lutz enjoyed a rural-type week near Sparrow Bush. On-the-air's George McNally took his break at a quiet lake; Mel Schlessel scheduled lots of golfing.

Pacific Division

Mary Gonzalbez returned from her vacation bursting with enthusiasm for smogless Colorado and its rugged scenery (male as well as geological.) Billie Cleveger, our chief operator, is disporting herself in Oregon and other sections of the great Northwest. Speaking of vacations, Allene Greggs, charming secretary to Fibber McGee and Molly, is spending her's at the dentist's—Gad!

Betty Pobst, our Burbank PBX girl, and her husband have purchased a new home in Sherman Oaks. Gail Clifford, Payroll Supervisor, and his family moved into their new home in Woodland Hills recently. Another new Valleyite is Sue Twomey, who just bought a new home in Conoga Park and is hoping to be in by Christmas.

Congratulations to Ronnie Cohn, transferred to TV Staging Operations. Welcome back to Rose Abrams and

Norma Stoddard, although how they can stand to leave those new babies is more than we can comprehend. Welcome to *Donna Sebring*, new typist on the night staff. It was hail and farewell to *Dixie Miller*, who returned from her vacation and then reluctantly resigned because of illness in the family. This reporter failed to determine where *Donna Percy* spent her vacation, but she apparently enjoyed herself. *Midge Leadingham* is dividing her time between June Lake and Laguna Beach.

Born July 29 a daughter to Mrs. *Vance Smith*, better known as *Mary Lee Robb*, "Marjorie" on the "Great Gildersleeve" show.

That bright light down on second floor is just *Oscar Turner's* smile now that his son, Johnny, is sufficiently recovered to able to walk two hours every day and to sit at the table and take his meals with his family.

Gloria Weeks spent a week at Yellowstone and Jackson Hole, Wyoming, and another week at Idelwild, resting up from the first week. She still has that "Shane" look in her eye. *Floss Hollowell* toured Yosemite.

John Young, Business Affairs department, became a proud papa on July 3 when *Todd Austin Young* was ushered in. His boss, *Joe Kubin*, also became a father (for the third time) of a daughter, *Kristy Jo*, on July 4.

From Central Steno: *Patti Gaul* spent her vacation at home this year, but did get away for a short trip to Bakersfield to see *Marilyn Sochor*, a former mimeograph operator in the department. Lots of people goin' and comin'. *Betsy Worthy* decided to stay at home and take care of young Eric. *Ann Robinson*, former typist, is back with us. *Amentha Dymally* and *Elizabeth Ince*, new typists in the department. *Helyne Dyer* promoted to the Press Department and *La Verne James* promoted to AM Program Operations. *Barrie Peters* spent her vacation seeing California — Yosemite, Sacramento, San Francisco, and points between. The night staff threw a farewell party for *Arlene Freedman*, and since she knows where to buy the most delicious cakes, she was tricked into bringing one for her own party.

From Kine Recording: *Squire Cyrus Corbett, Jr.* built an addition to his home only to be told by the city inspectors it has to be redone. *Art Schneider* eloped to Las Vegas with *Dee Thompson*. *Edith Rapley* got herself engaged to *Dick Hill*.

Press and Publicity

Press—Photos of receptionist *Barbara Sentsz* and secretary *Peggy Heelan* appeared on the front page of the *World Telegram and Sun* in July.

Everybody glad to see *Bill McCardell* return from vacation since the mysterious disappearance of his substitute, *Nancy Herbert* left for Lake George, leaving *Elaine Brody* all alone with her work.

Sid Desjor, head of NBC Photo, will soon celebrate his 20th anniversary with NBC. Congratulations to *Joe Viola*, who celebrated his 20th wedding anniversary on Sept. 2, and congratulations also to *Anthony Bland*, who married *Harriet Demos* on Aug. 21.

Information—*Dave Eddy* returned from his vacation in high spirits, although he didn't leave the city. The reason being that after months of searching, he had not only found a new apartment but had moved into it and began furnishing it, all during his one week away from NBC. *Alice Kennell* recently returned from a four day weekend at Spring Lake on the Jersey shore, while *Rita Morey* spent a weekend in Atlantic City with her family.

Radio Network

Radio Network Program — The Program Department these days is losing all its young-old timers. Latest to bid farewell to NBC and its activities are *Lee Foronda* of Production, leaving for Peoria, Illinois and wedding bells. Groom-to-be is *Bill Burdon*, formerly of our Night Operations staff and now with WEEK, Peoria. Our best wishes to both. *Jane Morey* is our other departee, leaving NBC for the arrival of a November baby.

Radio Network Administration — We have a "Wrong-Way Corrigan" in our office now, under the name of *Joan DeMott*. She left us on a Friday to head for Lake Bomoseen, Vermont and wound up at Lake Ronkonkoma, Long Island. The reason for her dilemma is that her first choice turned out to be a hotel probably built in the days of King Arthur. She checked in and out within one hour and headed for Lake Ronkonkoma where she made up for lost time.

James Gladstone returned from his honeymoon in Vermont looking every bit like a very happily married man. Members of the department presented

him with a lovely wedding gift just before he took off for his trip to Cleveland, where his wedding took place.

Evelyn Shoemaker flew to Maine over the weekend to visit with her little girl who is at Summer Camp.

Ted Zaer returned from his vacation in Upper N.Y. State sporting a swell tan and a big black cigar. As usual, he went fishing (his favorite sport) and enjoyed his vacation very much.

TV Network Programs

Music—Some people win cars, others mink coats, but *Muriel Kishkill* won something that was even more unexpected to her. The laundry which she patronizes drew prizes and *Muriel* and her husband were chosen to spend a week's free vacation at a well-known resort hotel in the mountains.

Nora Schock, our regular correspondent, did not win a free vacation but had a thrilling one nevertheless. She and her husband have just returned from a month's trip to the West Coast, with stops enroute at Denver and the surrounding Rockies.

News and Special Events—Kudos: Report on Indo China by NBC Far-East correspondent, *Jim Robinson*, heard on "Comment", noted by Congressman *Albert Raines*, who introduced *Jim's* remarks into the Congressional Record. Back as permanent Sunday TV news feature is panel discussion "Through Other Eyes" moderated by *John Wingate*. Congratulations to *Frank Mullen* on his new position with Night Executive office. *Walter Smolen* now takes over as chief copy clerk. Writer *Dave Teitlebaum* now member overnight news staff of "Today". NBC News held recent news seminar for outstanding New York high school journalism graduates. Addressing group were *Len Allen*, *Merrill Mueller*, *Jack Chitain*.

Visitors and travelers: In New York: *Helen Folster*, wife of NBC Tokyo's *George Thomas Folster*; *Lee Hall*, former NBC employee and wife of Cairo correspondent *Wilson Hall*; *Bill Ray*, Chicago newschief, enroute to Europe; *Harry Ellis*, through New York enroute from Beirut to new post as assistant foreign editor *Christian Science Monitor*; *Sam Montague*, who shoots film for *John Wilhelm* in Mexico City; *Bill Birch*, Chicago; *Ed St. John*, correspondent in Spain, visiting in New York, accompanied by group of Spanish dignitaries including President of Iberia: *Paul Archinard*, Paris; *Morgan Beatty*, Washington.

Plant Operations—Borscht circuit critics were quick to praise *Sam Kirshman's* performance in the Laurel Country Club's spectacular "July Fourth Frolics" revue. His "arrow bit" literally shook the club with laughter. *Pat Cahill* made expenses for his Milanville vacation by husking corn for the local farmers. From the text of *Rod Rodomista's* post-cards we would venture to say that he is having a marvelous time renewing old friendships in Hawaii. The small party *Roy Hammerman* held on the terrace of his new home was a smashing success. We missed *Jim Richards'* presence at the party but he had raced up to Saratoga for the waters the day before.

Production Operations—Well, vacation time has come and gone for most of us in our department, and we are proud to boast that our folks have been able to visit many sections of our glorious United States. *Julia Cohan* went to Missouri and came back very much refreshed. *Roxie Roker* and *Evangeline Hadjopoulos* had a sunny holiday in the Catskill Mountains. The Pocono Mountains were very fortunate to be invaded by *Dolores Fetto*. *Joan Bartlett* was in Detroit, Michigan to be a bridesmaid for a friend. *Ernest Theiss* and *Emmett Wright* were in Ohio to visit their home towns. *Vince Mitchell* ran off to Block Island, off the coast of Rhode Island, to get a good rest. *Rita Young*, in her merry little Chevy, was off to York Harbor in Maine for a sunny vacation. *Eduard Whitney* was also up north to Maine to visit his home town for three weeks.

Room 688 has a new look these days. *Robert Garthwaite*, *Janice Freedman*, *Win Mullen*, *Dorothy Donlon*, and company have now moved to the 28th floor of the RKO Building, and we miss them all very much. To fill up the empty spaces, we were very happy to welcome *Monty Morgan*, *George Vales*, *Denis King*, *Judy Claymont*, and *Regina Curtin*.

Program Analysis—The Program Analysis Section welcomed back *Charlie Baker* who has returned to his old desk in the department for the summer months. Charlie is vacationing from his studies at Gettysburg College, Pennsylvania, where he is preparing for the ministry. As we go to press, *Verne Heuer* is flying across the Pacific for a vacation in the Hawaiian Islands.

With the news that K-2 had finally been conquered by an Italian expedi-

tion, *Jane Di Leo*, a mountain-climbing enthusiast from way back, took off for Keene, New Hampshire and "conquered" Monadnock Mountain. It's under 5,000 feet, but it's a good start! From *Emmie Hill* no comments until after the World Series.

Mimi Hoffmeir returned from her vacation with tales of her busman's holiday in which she co-produced "What's My Racket?" a take-off on the CBS-TV feature where panelists *Peggy Wood*, *Alice Frost*, *Elmo Roper*, and *Stefan Schnabel* could not identify the mystery guest . . . who else but *Mark Goodson* of *Goodson & Todman Productions*, much to the amusement of the audience in *Mimi's* home town, *Wilton, Connecticut*.

Public Service Programs—Hearty welcomes: To *Carol Coane* who has taken over as *Doris Corwith's* secretary now that *Mardy Palmer's* gone to Denver, Colorado . . . and to *Bill Parish*, Supervisor of Public Service Programs. *Bill* was formerly Supervisor of the Story Division.

Vacationers: *Bobbee Edwards* still has "sea legs" from her recent trip around Cape Cod. *Bobbee* and pals sailed all around the Cape, *Martha's* Vineyard and *Nantucket* in an auxiliary cutter, the *Harlequin* . . . and she's talked of nothing else since. *Hilda Watson* was another "Cape Codder" this season, having spent two weeks there. *Rhoda Grady* basked in the New London sun.

Radio Set Up Operations—*Val McCormack*, our newest lawyer, now acting as personal attorney for *Ray Farnan* and *Tom Longmore*. The heat proved too much for *Joe Kall* last month. *Joe's* 250 lbs. are a bit excessive for a five-foot-four frame, and he became our first victim of heat prostration.

The local tracks will miss a regular patron now that *Bill Bergen* has given up on flat-racing and become interested in trotting. *Bill* plans on taking a few of his co-workers to Goshen for the next running of *Hambletonian*. We welcome back as a temporary employee *Ralph Tepedino*, who left a couple of years ago to work for another network. *Tom Longmore* back from vacation and is now in analysis.

TV Network Sales

Merchandising — *Murray Heitweil* has just returned from two weeks' vacation up at Lake George, where he

had the opportunity to try out water skiing for the first time.

Gordon Lane's roof-top garden was fully recognized a few weeks ago as one of the better green spots on Manhattan's skyline. *This Week magazine* was so impressed they sent a photographer and writer down to Mr. Lane's apartment, then wrote it up, along with several others, in the August 1st issue.

Research and Planning—July was a busy and popular month for vacations. *Carol Burton* took a week; *Allen Cooper* viewed the White Mountains of New Hampshire; *Barbara Figliola* relaxed at home for two weeks; *Bob Daubenspeck* somewhere along the Jersey shore for his two weeks; *Nancy Mead* went west for two great weeks; our favorite librarian, *Ming Hsu*, caught up with herself at home in Great Neck for a week; *Barry Rumble* devoted two solid weeks to his farm in Jersey; *Ruth Kulow* went farther north for hers but the weather in Nova Scotia was heap big disappointment to her and hubby; *Betty Hoffmann* visited her home town in Massachusetts as *Jo* and *Glo* held the fort at her desk. To *Jo Capetta* and hubby *Ralph*, happy anniversary wishes, a little late but twice as hearty on their third wedding anniversary July 23. July 21 was the birthday of *Arlene Urbanovsky*. The new man with us is *Hal Brodkey*, replacement in our Ratings Section.

TV Network Sales—Many glad tidings and some sad to report this month. We'll get those sad ones off first.

Andy Anderson has been in the hospital but is still in his usual high spirits and we are happy to say is recovering nicely. We hope he is back with us in the old grind soon. *Ann Eldred* left us in favor of *John Pond* and Boston. *Maureen O'Donnell* has decided to satisfy her yearning for the wide-open spaces and she lit out for Colorado. *Ray Eichman*, too, has been in the hospital for seven weeks but is now convalescing at home after an appendectomy.

Now on the glad side we have much to offer. It's good to welcome *Mr. Barry* back after a long seige of illness. In addition to *Ann's* marriage, *Betty Olson* will make the big step September fourth, when she will wed *Henry Griffo*, but we're happy to say she won't be leaving until at least the first of the year. The *Lew Marceys* being entertained by their newly-arrived daughter with a nightly floor show (up and down, up and down).



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NBC

CHIMES

OCTOBER • 1954



NBC PHOTO STAFF AT WORK IN
NEW QUARTERS — See Page 5



CHIMES

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Talent, Barbara Corrigan
TV Technical Ops., Marie Redling
AM Technical Ops., Jane Ementraut
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TV Network Sales:

*Merchandising, Zena Mondello
Network Sales, Mort Dillon
Sales Traffic Operations, E. Holland Low*

Famous Collection of Photos Presented to NBC

Commander Maurice Constant (USN, Ret.), who was directed by President Roosevelt to make photographic portraits of World War II military and political leaders, has presented his famed collection of 800 pictures to the National Broadcasting Company.

The presentation ceremony took place on Sept. 22, on the mezzanine floor of the RCA Building in New York, where the photographs are now displayed. William S. Hedges, Vice President in charge of Integrated Services, accepted the collection on behalf of NBC.

Commander Constant, a New York photographer, received the commission to photograph the celebrated personalities in 1943. The wartime assignment took him to 57 countries and to every theatre of war except the Russian front. The collection is unique in that the photographs are intimate studies of world leaders at a time of great danger and decision.

The collection—the originals are in the archives of five government institutions—includes photographs of Roose-

velt, Churchill, Marshall, Eisenhower, Alexander, Truman, Montgomery and Masaryk. The photographs have been described as being "psychological analyses" and having "three-dimensional sculptural effect."

White House figures sat for Commander Constant in the Cabinet Room, which was turned into a photographic studio for him on 17 occasions. At one time, the ever-punctual Harry S. Truman kept his cabinet waiting 14 minutes while he finished a sitting.

He had to persuade admirals to sweat it out in heavy dress blues in tropical heat while he photographed them. If some of those had been full-length portraits, the public would be startled to find that the resplendent officers were wearing only shorts.

While photographing the late Ambassador Winant in London during the war, a buzz-bomb exploded so near the building that it jarred the camera out of focus. The heavy silence that followed the stunning blast was broken by Constant's exasperated voice: "I'm sorry, Mr. Ambassador, you moved. We'll have to take that one over."



At the presentation of the collection to NBC are (L to R) Mildred Joy, NBC Chief Librarian; Kay Cole, Manager of Information; William S. Hedges, Vice President in charge of Integrated Services; Maurice Constant, Cmdr.. USNR, who made the portraits, and Charles Bevis, general executive of the NBC Owned Stations Division, a member of the same Naval Reserve Unit as Cmdr. Constant.

NBC News Roundup..

'Macbeth' in Color on NBC-TV With Evans and Anderson

Maurice Evans and Judith Anderson, two of the world's greatest living exponents of Shakespearean acting, will co-star in a two-hour production, in color, of "Macbeth," in a special telecast on "Hallmark Hall of Fame," Sunday, Nov. 23, 4-6 p.m., EST. They will recreate the roles of Macbeth and Lady Macbeth which they performed on Broadway with conspicuous success a dozen years ago.

Evans personally will produce the program, as he did his two previous two-hour TV presentations, "Hamlet" and "Richard II." George Schaefer will stage "Macbeth." Hudson Faussett will be the television director. Jack Rayel will be executive producer for NBC. Sets will be designed by Otis Riggs. Lehman Engel is composing a special musical score.

New Business for Participating Programs

More than \$1,275,000 in new business for NBC-TV's participating programs—"Today," "Home" and "Tonight"—was signed in the preceding 30 days, it was announced on Sept. 22 by Richard A. R. Pinkham, Vice President in charge of Participating Programs.

Nearly \$650,000 of time (more than 160 participations) was bought on "Today." "Home" sales (representing 37 participations) were \$177,000. The "Tonight" sales (with 113 participations) totaled \$452,000.

Summer Radio Sales

A total of \$8,126,348 in new and renewal business was signed by the NBC Radio Network during the months of July and August. This figure, when combined with new and renewal business placed on the books during the first six months of 1954, equals a total of \$33,325,348 gross, for the first eight months of the year.

It was also announced last month that six NBC Radio Network programs have been renewed for the 1954-55 season. They are: "Alex Dreier, News," "This Farming Business," "Strike It Rich," "Phrase That Pays," "Walk a Mile" and "Break the Bank."

'Light's Diamond Jubilee' a Two-Hour, Four-Network Show

The 75th anniversary of Thomas A. Edison's invention of the electric light will be honored with a two-hour, four-network television celebration on Sunday, Oct. 24, 9-11 p.m., EST. David O. Selznick is producer and King Vidor is director. Ben Hecht prepared the script.

Among the star performers who will be seen in the production are Helen Hayes, Joseph Cotten, Brandon deWilde, Walter Brennan, Thomas Mitchell, Kim Novak and Guy Madison.



Jules Herbuveaux (right) general manager of stations WNBQ and WMAQ, Chicago, receiving the Eisenhower Prayer Award from T. Merle Paul, Illinois state director of the Savings Bonds Division, U. S. Treasury Dept. The Eisenhower Award is a copy of the prayer offered by the President at the time of his inauguration, and it is framed with wood from the platform on which he stood at that time. The plaque is signed by Secretary of the Treasury George M. Humphrey. In making the presentation, Paul stated that "Volunteer leaders like Jules Herbuveaux have made possible the outstanding record in the sale of bonds in Illinois."

Appointments in NBC Management

Several important appointments in the management structure of NBC were announced last month. In the NBC Film Division, Carl M. Stanton, Vice President in charge of the division, announced the promotion of John W. Kiermaier, administrative sales manager, to the new post of administrative coordinator. In this position, Mr. Kiermaier reports to Ted Sisson, director of the Film Division. Mr. Stanton also announced the appointment of John M. Burns, Jr., administrative sales supervisor for the division, reporting to John B. Cron, national sales manager.

In the Press Department, Sydney H. Eiges, Vice President in charge of Press and Publicity, announced the appointment of Ellis Moore as director of the Press Department. Mr. Moore previously was manager of business publicity for the department. He succeeded Richard T. Connelly, who resigned.

VA Honors Doris Corwith

Mrs. Doris Corwith, supervisor of Talks and Public Service Programs for NBC, was honored by the Veterans Administration last month for "outstanding service to U. S. veterans through the media of radio and television." Harvey V. Higley, administrator of Veterans' Affairs, presented a certificate of appreciation to Mrs. Corwith in her office in Radio City, New York.

Long known for her interest in veterans' affairs, Mrs. Corwith became a charter member of the American Legion Auxiliary in 1922. In 1935-36 she was New York State president, from 1935-39 its national radio chairman, and in 1939-40 its national president.

THE HOME OF THE SPECTACULARS



This is the giant studio, located in Flatbush, that is the origination point for NBC's series of color spectaculars.

Mayor Robert Wagner of New York, in a ribbon-cutting ceremony last month, dedicated the world's largest television studio as an NBC production center for color television. The Brooklyn studio, formerly a Warner Brothers soundstage, was converted and equipped at a cost of \$3,500,000 to handle NBC's color spectaculars.

Participating with Mayor Wagner in the ceremony were Sylvester L. Weaver, Jr., President of NBC, Robert W. Sarnoff, Executive Vice President, Max Liebman, producer of the Saturday and Sunday night spectaculars, and Betty Hutton, star of the first show.

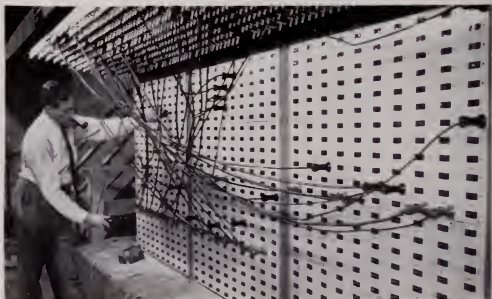
The Brooklyn studio, which is at 1263 East 14th St. in Flatbush, embodies advances unique in the industry, and is part of NBC's master blueprint for color, a plan to make color television a reality for the many millions of viewers at the earliest possible time.

The studio is 178 feet long and 80 feet wide. Its height accommodated a 38-foot rampart, with a television camera atop, in the recent production of "Richard II". The longest single cyclorama in television—464 feet—runs along the walls. The lighting consists of 900 circuits with a capacity of 960,000 watts, sufficient to light a

community of 3,000 homes. Nine thousand amperes of current are required for this lighting system, the most elaborate in the country.

The studio is unique in several respects:

1. It is the only studio in the world with a lighting grid, the components of which can be raised or lowered by electric hoists remotely-controlled from the lighting bridge. There are 126 such hoists, with a capacity of 75,000 pounds of lighting equipment. This push-button hoist system, permitting individual height adjustment of 63 groups of lights, was developed by



(Left photo): Gene Cronin, chief electrician at the Brooklyn studios, operating the ultra-modern, 19-ton lighting board, by which he can control the 900 lights with which the studio is equipped. The board, only one of its kind in a television studio, is called a Lumitron. It has 2000 lighting controls and lighting for 10 scenes can be set up in advance. (Right photo): This switchboard, with its maze of jacks, is being checked by test engineer Bob Bullock, of Audio-Video Engineering.

NBC engineers, and permits pre-setting of heights for 10 scenes.

2. It is the only studio in the world with the newly-perfected Lumitron lighting board, a complex arrangement of some 2,000 controls, which permits the pre-setting of lighting for 10 scenes, double the maximum of any board used elsewhere in the industry. Further, it permits 10 changes of lighting within any one scene.

3. It is the only studio in the world with a large-screen color projector, newly developed by RCA, which permits studio audiences to watch the performance on a movie-size, 15-by-20-foot screen.

In addition to the 126 lighting hoists, there are 17 curtain hoists and two for the color screen.

To convert the lighting system for color, it was necessary to increase the light capacity 7.5 times, which in turn meant a heavy reinforcement of the overhead girders to handle the tremendous increase in weight.

The color television equipment, featuring the most advanced products of RCA, which pioneered and developed compatible color television, permits the handling of 10 video sources including four studio cameras, and the achievement of such elaborate effects as triple dissolves, never before possible in color.

A smaller studio—full-sized by usual standards—will be built in what is now a rehearsal hall just off the main studio. It will be used for commercials, and will be able to accommodate products as large as cars, which will be wheeled in through large doors leading in from the street.

The installation includes a carpentry shop large enough for the building of complete sets for any major production. The shop handled all 14 sets, including the 33-foot rampart, used in the "Richard II" production.

Other facilities include an artists' lounge, remodelled dressing rooms, and storage space for props and equipment. A giant Quonset hut, 40 by 60 feet, is being erected as additional storage space.

A new type of demountable seating arrangement will provide facilities for a studio audience of 360, and a lobby is being added for this audience.

"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."

NBC PHOTO STAFF

Late last summer, over coffee in Cromwell's, an NBC employee was heard to comment, "That Desfor's crazy. Nobody'll run his publicity photos if you have to use those little glasses, three-dimensional cheesecake or not."

Well, last month that observer's fears were allayed when he discovered that the NBC Press Department's Photo Staff had indeed switched over to 3D, but it was to *studio 3D* in the RCA Building in New York. They bundled up Speed-Graphics, lights, telephones, hypo tanks and the rest of their great amount of gear and moved from room 401, where they had been since the RCA Building opened for business, some 20 years ago. They set up shop in a converted radio studio where they have ample office and lab space, as well as a big photo studio with a high ceiling, so that now, when dancers like Jeanmaire come in for publicity pictures, there is plenty of room for authentic in-flight photos.

The Cover: Studio photographers Art Selby (left) and Jack Zwilling as they make a picture with the big portrait camera in the photo studio. Setting up the battery of lights is one of the most important parts of their job. Third NBC photog is Fred Hermansky, on vacation at time pictures were taken.

The photo lab staff, left to right: Sal Musco, headman Joe Viola, Bob Ganley.

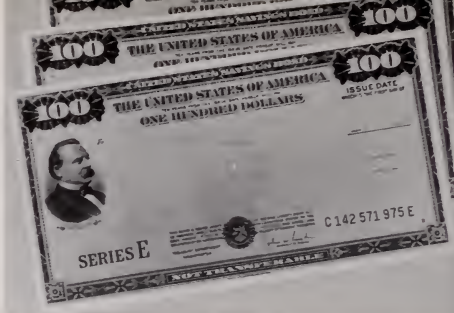


Photo editor Sid Desfor and secretary Peggy McNeany.



Assistant photo editor Sy Friedman (right) discussing picture possibilities with column editor Bill Stein of Press.

Join Payroll Savings!



During the month of October, a concerted drive will be made among NBC employees to step up the number of participants in the Payroll Savings Plan for buying United States Savings Bonds. In every office of the company, a full-scale effort will be made to convince those employees who are not now banking for the future through Payroll Savings that this is just about the best and easiest way to provide long-range financial security for themselves and their families.

A large number of NBC employees are now regular members of the Plan, but there's room for many more. In fact, the goal of this October drive is to double the percentage of participation among our employees. The drive will have two parts; first, to make sure that everyone is aware of the advantages of belonging to the Plan, and second, to give every last employee the opportunity to enroll for Payroll Savings conveniently. The second function will be executed largely by the department representatives, who will canvass the employees in most of the offices of

NBC. For those who are in small or remote locations, and out of the range of the department drive captains, a phone call or a visit to the personnel representative will put the application form right in your hands. In New York employees can get these forms from the Employee Service office in room 729 in the RCA Bldg.

Any way you slice it, Payroll Savings is the soundest investment you can make. It's easy — after you give the signal, the deductions are made semi-monthly and you can almost forget about them, at least until you receive one of those crisp, fully-paid-for bonds in the mail. And it's safe — your investment is as good as the United States itself. Moreover, cash can be lost or stolen, while Savings Bonds owners may obtain substitute bonds upon proof of loss, theft or destruction.

You may choose from twelve different deductions for three denominations of bonds. Toward the purchase of a \$25 face-value bond, you may contribute \$1.25, 3.75, 6.25 or 18.75 each payday. For a \$50 face-value bond, you may

contribute \$2.50, 7.50, 12.50, 18.75 or 37.50 a payday. Toward a \$100 face-value bond, deductions of \$5, 15, 25, 37.50 or 75 a payday are offered.

After your deductions equal the purchase price of the bond denomination you have specified, the bond will be mailed directly to you, and you can put it safely away and let it earn three per cent interest compounded semi-annually, when held to maturity.

At the time you make application for the Payroll Savings Plan, you can make the registration of the bond either in the name of one individual, in the name of two persons, as co-owners, or in the name of one individual, payable upon death to another designated individual.

Remember that a substantial batch of U. S. Savings Bonds in one of the best possible protections for a rainy day. It's good not only for emergencies, but for that dream of the future, the house you want to own, your children's education, or your retirement plans. Start building up that financial protection this month by joining the Payroll Savings Plan.

HERE ARE EXAMPLES OF WHAT PAYROLL SAVINGS OF BONDS CAN DO FOR YOU

SAVE TWICE A MONTH	AND YOU WILL HAVE					EXTENDED MATURITY VALUE**
	In 1 year	In 5 years	In 9 years 8 months	In 19 years 8 months	MATURITY VALUE*	
\$ 3.75	\$ 90.20	\$ 472.60	\$ 981.60	\$ 2,365.40	\$1,150.00	\$ 3,164.98
6.25	150.40	788.40	1,635.85	3,945.01	1,925.00	5,286.19
7.50	180.50	946.15	1,965.35	4,736.35	2,300.00	6,329.96
12.50	300.80	1,576.80	3,277.55	7,895.87	3,850.00	10,572.38
18.75	451.50	2,367.70	4,919.65	11,855.80	5,800.00	15,892.24

* 9 years and 8 months from issue date.

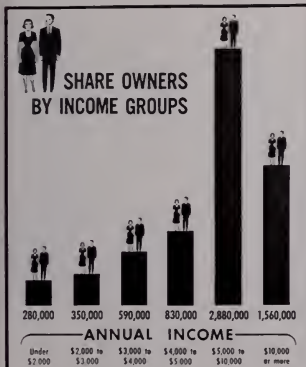
** 19 years and 8 months from issue date.

Purchase Plan for Small Investor Sponsored by Stock Exchange

The New York Stock Exchange and its member firms, using many channels of public contact from newspaper ads to radio time, recently announced a new stock purchase plan enabling the small investor to purchase shares in American industry on a systematic, pay-as-you-go basis. The outstanding feature of this new Monthly Investment Plan (generally referred to as M. I. P.) is that it permits the building of special income-producing funds by a simple and efficient method. The investor of limited means is thus provided with the opportunity of acquiring funds for such purposes as retirement, children's education and major investments.

Not a get-rich-quick scheme, the Monthly Investment Plan is presented as an opportunity for those who wish to undertake systematic savings. Participation is invited only after basic financial necessities are provided for, such as adequate life insurance and savings programs, including such conservative investments as Government Bonds. This advice is basic in sound investment programming. Undeniably, there is an element of risk in the stock market (as in all economic enterprises) and no individual should jeopardize security for himself and his dependents.

As the Plan indicates, however, you don't have to be rich to invest in stocks. As of March 1st, 1952, thirty-two percent of the 6½ million people who owned them made less than \$5,000.00 per year, and seventy-six percent earned less than \$10,000.00. The percentage is even higher now.



These shareholders are using savings to back American industry, thus putting up the money that makes business possible. If the business is profitable, they share in the success. If it is not profitable, or fails, they may lose part or all of their investment. That is the risk they run for seeking a higher return on their savings.

Personal status further determines the type of investment, and it is suggested that each individual have an "investment objective". A young man or woman with ample insurance, enough money set aside for emergencies, and a modest surplus, might consider capital growth as his investment goal. He might, therefore, put his money into younger industries with possibilities of future expansion. Others, with additional income as an objective, ordinarily invest their surplus savings with companies that have a long record of stable earnings and dividend payments. If safety of funds is primary, the investor purchases securities which fluctuate very little regardless of business conditions: Government bonds and high grade corporate bonds (not a part of the M.I.P.), or preferred stocks with a fixed dividend, or (at higher risk) "blue chip" common stocks yielding an income from 4% to 6%.

Recommended is the old adage "Don't put all your eggs in one basket." Follow the "diversification" principle of buying for safety, income and growth. This means not only the purchase of various types of securities, but investment in different types of securities.

The small investor may accomplish such diversification over a period of time. For example, allotting \$500.00 a year for five years, each year buying into a different industry, will result in a total investment of \$2,500.00 with a spread of risk in five or more diversified industries. Diversification may also be obtained in other ways. One may purchase shares in a single company which has a wide variety of products and uses. Also, an individual may acquire shares in a company whose main business is investing in securities of many other companies.

In achieving long-range investment or savings goals, most people find it easier and more practical to set aside

From the Radio Workshop:

'An Unpaid Soliloquy'

"... To write for radio or not! Indeed, 'tis a predicament. Whether 'tis more frustrating to squelch ideas, forget inspiration, and just plain earn a living; or to place paper in typewriter and create, and thereby starve. . . . To write, to create. . . . To create? Perhaps not to sell! Ay. . . that rubs me the wrong way; For in creating and not selling, who's to pay the rent? Who's to beckon with a shelter, when the landlord complains and evicts? . . . There's the hitch that makes script-writing a predicament.

But, peace! Hear us out! The NBC Radio Workshop at New York.

Writers, scribblers, ink-slingers, . . . Lend me your ears. (And scripts!) We've come to save your inspirations . . . not to kill them. The time you waste in wishing you could quit, and write, is not well spent. So let you wish no longer. The Radio Workshop is here to say . . . we need your scripts. If you do have them; please do send them. . . . And once sent, they'll be produced. (No money can we promise to fill your empty coffers; For we work

(Continued on page 13)

money each month, rather than to try to accumulate on a hit-or-miss basis — when you feel you "have a little extra." To put it another way, the regular saving or investment of small amounts usually adds up to more money over a year's time than the irregular accumulation of larger amounts. The Monthly Investment Plan takes cognizance of this fact. If an individual can conveniently put aside \$40.00 a month (or \$400.00 every three months) the Plan offers a systematic method of investment over any period from one to five years.

Customary commission rates are charged and you are offered the advantage of competent advice, based on the broker's research and investment facilities. Any member firm of the New York Stock Exchange can supply full information on the Monthly Investment Plan.

This is the first of a series of three articles to be published in CHIMES, designed to give employees factual information on the new personal investment program developed by the New York Stock Exchange and its member firms for people of average means. In the next issue: Brokerage Terminology; Basic Factors in the Mechanics of Investing.

The Picture Story



Henry Sjogren, WMAQ-WNBQ assistant general manager, at the wheel of his cutter, the *Hula-Kai*, while enroute from New York to Chicago via the inland waterway and the Great Lakes. Moving from NBC New York to the Chicago office, Henry brought his family—wife Barbara, son Ted, 14, and daughter Leslie, four—as crew on the 1200 mile trip. Photo is a candid by son Ted.



Janet Hurley and Bill Schmitt, both of Controllers in New York, as they emerged from the church after their wedding in Pittsburgh on Sept. 4



Over 100 sportswriters, ad agency representatives and others attended a cocktail party at the Statler in Washington recently to meet Joe Hasel, new sportscaster for NBC Washington, formerly with the New York stations. In photo left to right are Carleton D. Smith, Vice President and general manager of WRC-WRC-TV; Joe Goodfellow, WRC-WRC-TV director of sales; Washington sports promoter Goldie Ahearn. Joe Hasel.



Two young veterans of Radio Program in New York, Jane Morey (left) and Lee Foronda, were feted by their department recently on the occasion of their leaving NBC.



Seeking an appropriate "going-away" gift for O. B. Hanson, former NBC Vice President and Chief Engineer, who recently was promoted to Vice President, Operations Engineering, RCA, his associates in NBC Staff Engineering decided upon this plaque, which they felt helped to crystalize some of their sentiments towards him.



Mike Weber, of Protection Division of General Service in New York left, retired from NBC on Aug. 3 after 11 years of service. He is seen here being presented with a watch by Edward M. Lowell, manager Building and General Services.



(Left): Fourth Estate royalty included on a recent press junk to witness the Ottawa-Toronto football game, which inaugurated NBC first Canadian football telecast. (l to R): Frank Graham (N. Y. Journal American); Judy Graham; K Smith; Mrs. Graham; Mrs. Lou Nis; Mr. Niss (Brooklyn Eagle); Mr. Tom Gallery; Mr. Gallery (NE sports director); Ted Smits (AP Red Smith (N. Y. Herald Tribune); Mrs. Smits; Mrs. John Barrington; Mrs. Harold Weissman; Mr. Barrington (INS); Mr. Weissman (N. Y. Mirror); Mrs. Murry Olderman; Mr. Olderman (NEA); Al Buc (N. Y. Post); Mrs. Buck; Pat Hamon (Cincinnati Post); Mrs. Barne Nagler; Mr. Nagler (Morning Telegraph) and Mr. & Mrs. Jack Han (AP) are missing from picture.

Chicago Engineer Studies TV While On Army Tour

Reserve First Lieutenant James W. Edwards, a television studio engineer with NBC Chicago, brushed up on the role of the latest member of the Signal Corps family, television, on a short tour at Camp Gordon, Ga.

Edwards was assigned during his two weeks on active duty as assistant to the chief of The Southeastern Signal School's Television Branch, the only full-time instructional television unit currently operating in the Army. His two-week mobilization period, as it is called, is a regular part of his reservist activities.

Only 22 months old, the Television Branch has mushroomed from a fragmentary beginning to impressive stature as an important and integral element in training the thousands of Signal Corps technicians annually passing through TSESS' 17 communications courses. It also serves as a test tube for possible expansion of academic TV within the Army.

A veteran of World War II, Lt. Edwards was commissioned at Chicago in 1949. His wartime service included a hitch with the Office of Strategic Services in the China-Burma-India theater. He was a member of the first liberation group entering Shanghai.

His civilian educational background includes two years' junior college and a BS (Bachelor of Science) degree from the American Television Institute of Technology in Chicago.

He works at NBC's offices in the Merchandise Mart building in Chicago. The reserve officer is married and lives with his wife, Dorothy, and their two children, Jean and Joy, at 18637 Page Ave., Homewood, Ill.



Stockton Helffrich, manager of Continuity Acceptance.



Doris Ann, supervisor of Television Religious Programs.



Edward Stanley, manager of Public Service Programs.

NBC SPEAKERS' BUREAU

Rotary Clubs, merchandising associations, executive clubs, church groups, parent-teacher associations and schools are among the 172 organizations which called upon the *NBC Speakers' Bureau* last season.

These are just a few of the 70 NBC folks who responded to these calls.

NBC SAYS THANK YOU!



Robert Garthwaite, supervisor of AD's and floor managers.



Barry Wood, director of Special Events.



Doris Corwith, supervisor of Talks and Public Service Programs.



Robert McFadyen, director of Sales Development.



Marilyn Kaemmerle, supervisor of Religious Broadcasts.

NBC Births

To Tom Knode, N. Y., a daughter, Carolyn Roxana.

To Ernest Fontan, N. Y., a son, Ernest III.

To William Zeigler, N. Y., a son, John.

To Dick McKinny, Cleveland, a son.

To Gerry Rester, N. Y., a son, Richard.

To Chuck Nappe, Chicago, a daughter, Elizabeth.

To Tom Bowles, Chicago, a daughter, Debrah Ellen.

To Don MacDowell, Washington, a daughter, Susan Elizabeth.

To Jack Landis, N. Y., a daughter, Debra Joy.



At NBC Chicago, these seven stalwarts were inducted as new members of the 25-year group. (Seated, L to R) Edwin Cerny, Isabelle Cooney, Ralph Davis, (Standing, L to R) John F. Martin, Marvin Eichorst, Rudi Neubauer and Albert Schroder.

Chicago Service Awards



Four 20-year inductees are, left to right: Norm Barry, Jules Herbeuex, Mary Kelley and Donald Howser.



Among the new 10-year Chicago NBCites are the above group: (seated, L to R) Elizabeth Rak, Mary Bertacchini, Jean Foster; (standing, L to R) James Leahy, Edwin Golec, Glenn Uhles, Kenneth Doyle. Other 10-year newcomers not pictured here, are George Stone, Marcella Hein, John Conrad and Betty Ross.

Change in Call Letters for Three NBC Locations

The National Broadcasting Company last month received notice that the Federal Communications Commission approved a request made by NBC to change the call letters of its owned and operated stations in New York, Los Angeles and Washington, D. C.

The NBC New York stations, which were WNBC, WNBC-FM, and WNBT, has become WRCA, WRCA-FM and WRCA-TV.

The company's Los Angeles television station became KRCA instead of KNBH.

The NBC Washington television station, formerly WNBW, became WRC-TV.

The announcement was made by Charles R. Denny, Vice President in charge of the NBC Owned Stations Division. The on-the-air change in call letters took place midnight, Sunday, October 17.

Johnny Erp: A 'Chimes' Vignette

Johnny Erp, veteran NBC Chicago sports editor, returned from Rainbow Springs, Wis., with a fish story that he doesn't even believe himself.

Seems that John never used an artificial lure for bass before, and seeing two hooks on the lure, assumed that you were supposed to catch two fish with each lure.

So—Johnny did just that!

Announcer - sportscaster Norm Barry, in the boat with John, couldn't believe his eyes, but there they were.

And Johnny thought that he had merely made par for the course!

But here's the punch line. At the same lodge was the president of the famous Burlington Liars' Club, Otil Hulett. Johnny and Norm told their fish story—a true one—and the unbelieving president immediately made John a member of the group!

James Harvey

James Harvey, NBC Radio producer and director, died Sept. 14 at his home in Mamaroneck, N. Y., after a prolonged illness. He was 44.

Born at Niagara-On-The-Lake, Ontario, Mr. Harvey attended Ridley College Preparatory School and McGill University in Montreal, graduating in 1933 with a degree in economics. He was active in school theatricals and wrote, directed and acted in many school plays.

He came to this country and following a number of jobs in California and Texas, joined station WWJ in Detroit where he began directing programs. He later joined the Canadian Broadcasting Corp. in Toronto and produced a number of important programs.

In 1938, Mr. Harvey formed his own radio program package firm and at one time produced six shows out of Toronto. A year later when World War II broke out, he joined the Canadian Armored Corps and served with distinction for six years, rising from a trooper to captain of a squadron of tanks in Europe.

Mustered out of the Army in 1945, Harvey joined NBC in New York and during the next few years directed and produced many programs, including "Living—1943" and several documentaries. He was assistant director of NBC's "The Big Show," starring Tallulah Bankhead, from 1950 to 1952.

Mr. Harvey is survived by his wife, Ruth, and his step-mother, Mrs. James Harvey, Sr.

Bargain Counter

For Sale: Nine Exakta 35mm camera; FZ Biotar 58mm f semi portrait coated lens, in leather case; hooded viewfinder; penta prism; portrait auxiliary lenses; polaroid filter; sunshade; lens extension tubes; filters; fast re-winder lever; snake chain; tripod; cellux SM strobe; AC charger; spare battery; 2 bulk film loading tank; developing tank; brush; complete guide to the Exakta V. All for \$300. Call Nick Bales, Colonial Theatre, Ext. 569 or 368 N.Y.

NBC Marriages

Janet Hurley to Bill Schmitt, both N. Y.
Jane Ifwerstrom, N. Y., to Frank Gengo.
Betty Hauser, San Francisco, to Dick Riehl.
Helen Norton, N. Y., to Lincoln Wiese.
Elma Pasquinielli, N. Y., to Selvi Vescovi.



Rescue operations played a prominent part in the firemanic demonstration.

Joe Tammany of Plant Operers. Takes Part in Firemanic Show

Residents of the town of Greenwich, Conn., last month were able to see all their town fire protection facilities in action, in a Firemanic Demonstration sponsored by the Greenwich Volunteer Firemen's Association. Many thousands more people watched the demonstration, too, on John K. M. McCaffery's "Eleventh Hour News" on WRCA-TV, which showed films NBC-TV made of the spectacle.

One of the prime movers behind this gala display of firefighting facilities and methods was Joe Tammany, studio supervisor in the NBC Plant Operations Department, who not only prominently participated in the show by virtue of his being First Lieutenant in charge of Salvage in the Cos Cob Fire Police, but also served on the committee that organized the demonstration.

Eight fire companies from localities in the township of Greenwich were represented in the show.

As part of the demonstration, there were oil blazes, colorfully brilliant magnesium fires and a large "Class A Blaze," all of them extinguished by the volunteer firemen. There were also spectacular examples of rescue work, life saving, salvage operations and hose and ladder work. The climax of the display was a giant curtain of water fog sent up by the fire fighting apparatus of all eight companies.

Besides Joe Tammany, there are several other volunteer firemen among the employees of NBC in New York. One, Fred Knopske, manager of Sound Effects, has been a member of the New Hyde Park, L. I. Fire Department for years and has risen to Fire Commissioner. Another, John McTigue of the Press Department, is a relative newcomer to suburban living and thus also the Fire Department of Babylon, L. I., but he more than makes up in enthusiasm what he lacks in longevity.

Some of the Greenwich volunteer firemen extinguishing an oil blaze. Photos are taken from films made by NBC Television News.



NBC Captures Second Place In New York Softball League

By
Tom Wade

When the final out was made and the 1954 NBC softball season became history, it was apparent that the long April through September season had taken its toll of the enthusiasm and pep of the players.

The Central Park ball field was loaded with players from both squads, congratulating each other on a well-fought contest and saying farewell until next year. Scotty Berkompas was the first to speak on the way back to the locker room. "Well," he said, holding up his spikes, "this is the last one for me." Morty Eaton shook his head slowly. "I just can't make a full game anymore — my legs won't take it." Gary Iorio, a winner of more than 45 games in the past three years, and a veteran of some seven seasons of top-notch pitching, chuckled. "You guys are getting old — look at me!" These were the old pros of the NBC softball team and every year they echoed the same old story — they were going to quit, for sure, but then in the spring the promise of strong competition forces them to return for just one more year.

Down at the far end of the bench sat centerfielder Bob Hanretty and Bill Redmond, two great competitors. Bob was feeling very low. "I was sure that line drive was dropping," he explained. "I thought I'd get to it. Then it took off." Bill was still shaking his puffed hand after catching a hard-fought battle. "Doesn't that Murphy throw a tremendous sinker?" he asked. "He got me on it twice." Al Lizzo, who made the catch of the day, in right field, walked over. "Anybody see my glove?" "Here it is!" called out Buddy Cunningham as he tossed the leather to its owner. Bud was the only NBC man to pick up a pair of hits that afternoon. This was his first year and he showed a great deal of promise. Tom Wade took off his spikes slowly, shaking his head as he spoke to Scotty Connal. "He wouldn't throw me a fast ball. I waited, but he just wouldn't throw it." "Boy," Scotty observed, "my wife is going to be glad that this season's over! *She* says it's my last!"

The reason for this blue tone among the NBC squad, ordinarily a fiery and high-spirited bunch of players, was that they had just suffered a bitter 6-2 defeat at the hands of a first-class General Motors team for the championship of



Central Booking's Peggy McGrath perched between two of the four trophies won by the NBC softball team over the past few years.

the New York Industrial Softball League.

The team had travelled a long way after beating Pepsi-Cola 9-3 to finish the season in second place, with twelve victories and four defeats. The first game of the playoffs was rained out five times. When the contest began, the U. S. Rubber Company nine took a 2-0 lead in the top of the first inning. Connal's bunt single in the bottom half of the frame and consecutive blows by Lizzo and Iorio set up a two-out, bases-loaded situation. Tom Wade lined a double down the left field line for three runs and Gary went on to pitch a 6-3 decision. Redmond made several sparkling plays afield to nail down the victory.

Two nights later it was General Motors for the league crown. Gary matched Murphy, the GM hurler, for a pair of innings. In the top half of the third, the opposing catcher rapped out a two-run line drive homer. In our half, Lizzo walked and Hanretty knocked out a double, scoring Al. Wade dribbled a single down the third base line and Cunningham made it 3-2 with another hit. After that, though, it was all Murphy, and General Motors came out victorious, 6-2.

The NBC team received a trophy for second place, making it four cups in as many consecutive years.

The boys were downhearted about the loss and were feeling a lot of aches and pains from the long April through September pull. But in the opinion of some observers, the boys were not all hanging up their spikes just yet and a good many familiar faces will be seen again at the first practice session next spring.



State portrait of the NBC softball team. Left to right, top row: Scotty Berkompas, Buddy Cunningham, Gary Iorio, Scotty Connal. Middle row: Joe Lazaro, Al Lizzo, Bob Hanretty, Mort Eaton. Bottom row: Bill Redmond, Tom Wade.

Luis Martinez of Hollywood Is New Nephew of Uncle Sam

Thursday, September 9, 1954, was a big day for a certain NBC employee out in Hollywood. We refer to Luis Martinez of the Business Affairs Department, for on that day Luie became a citizen of the United States—and Uncle Sam should be very proud to acquire such a fine nephew.

Luis was born and brought up in Managua, Nicaragua, where most of his family still reside. Being a bright lad, Luie soon realized that a knowledge of the English language would be very valuable to him financially, as well as in many other ways. So he set about to learn English. Since he did not feel justified in returning to school to take a course in languages, he bought an English-Spanish dictionary and a few elementary text books and started teaching himself on his own. Soon he was sufficiently familiar with English that he could disregard the Spanish sub-titles on the movies which he attended regularly, having discovered that this was an excellent way to familiarize himself with pronunciation. So diligently did he apply himself to this task that within eight months he was proficient enough to become a translator for a newspaper.

His job on the paper was to translate speeches made by American diplomats, senators, and other visiting VIP's who could not address the people in Spanish. One of his chief "clients" was Jim Farley and soon Luie found himself corresponding regularly with Mr. Farley, sending him clippings, comments, reviews, etc., of the speeches which Luie had translated into Spanish for the edification of the people of Nicaragua.

Mr. Farley, being a man of keen insight, became interested in Luie and encouraged him to come to the United States. So much faith had he in this young man that when he made a visit to Nicaragua, he looked him up and personally invited him to come and study and work here. So, as a result of this encouragement, our hero first came to this promised land on November 26, 1947. He spent a few months in New York just rubber-necking and looking around to see just what it was he wanted from this new land. Having sized up the situation to his satisfaction, and also having run a little low on money, he returned to

Nicaragua. However, he remained there only long enough to make arrangements for coming to the United States permanently.

He again disembarked at New York on September 3, 1948, but this time instead of wasting his time amid the snows and bleak winds of the east coast, he came to California, where he had been told the climate and the pace of living was more like that of his homeland. Since he had acquired considerable knowledge of, and experience in accounting through his employment by English and American firms doing business in Nicaragua, he had no trouble in finding work. However, it was not until he went to work for NBC on March 23, 1949, that he felt he had found his niche.

Since one of the first things he did when he came back to the United States in 1948 had been to apply for citizenship, he was very early introduced to the great American pastime of signing form, applications, affidavits, etc., all with at least ten carbon copies, and therefore, encountered no difficulty in obtaining his citizenship. Another thing which was quite beneficial to him in this regard was the fact that he had spent his entire five year waiting period at NBC, so he needed only two witnesses, Carol Ewing and Karel Pearson, when he went to be sworn in. He will not receive his certificate

An Unpaid Soliloquy

(Continued from page 7)

after hours, unrewarded. But, experience . . . learning . . . maybe notice from our ambitious efforts.) Here, under leave of CHIMES' editors . . . come we to make our plea. The Workshop's produced many a show, not unnoticed by NBC. Does this not seem a proper outlet for all your scripts and thoughts? We're amateurs all of us, this we do admit; but ambitious ones, and we mean to make a hit! So here we are to speak what we do know: If you do wish to write and also eat, You write for us and we'll produce the fruits of your endeavors. Oh, Elusive Recognition . . . Thou art to be had! And have you we will . . . with cooperation. Our hopes are now in your Imaginations; And we must pause till you respond."

Note: In our effort to experiment, to encourage writing talent, and to affirm that Radio remains a vital and dynamic factor in the entertainment media, we must have new ideas . . . original scripts . . . different program forms. We will produce any such material which we receive, send a recording of our shows to their authors, and keep you posted on New York's reaction to your ideas. Send all inquiries, and SCRIPTS, to John Fernandez, c/o The Radio Workshop, Room 414, NBC, New York.

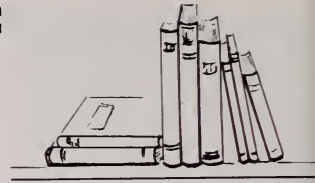
of citizenship until November, but certified or not, he's now a citizen of these old United States, and we're very glad to have him.



Left to right: Karel Pearson, Luis Martinez and Carol Ewing after Luis became a citizen.



BOOK SHELF



A new addition has been made to the Souvenir Shop on the mezzanine of the RCA Building in New York; one that should be of interest to all NBC employees. Books pertaining to the radio and television industry, written by renowned personalities in the field, are now on sale at the usual employee discount of 20 per cent.

The following books are now available and others will be added in the future:

Radio and TV Announcing, by *L. B. Barnhart*. A practical book on the subject.

List price \$6.65; employee price \$5.32

Selling and Promoting Radio and Television, by *Jacob A. Evans*. A book treating on radio and television sales and promotional techniques.

List price \$5.95; employee price \$4.79

The Television Manual, by *William Hodapp*. A guide to TV production and programming for education, public affairs and entertainment.

List price \$4.50; employee price \$3.60

The Best Television Plays, Vol. III, by *William I. Kaufman*. Memorial plays that have held your interest on television take on a fuller meaning when read as complete scripts.

List price \$6.00; employee price \$4.80

Your Career in Television, by *William I. Kaufman and Robert Colodzin*. The entire range of TV activities is covered in simple, concise language, from planning and running a station to choosing a career in some conceivable branch of television.

List price \$3.50; employee price \$2.80

An Introduction to Radio and TV, by *Phillips, Grogan and Ryan*. Background of the development of the industry, its organization, operation and special problems.

List price \$5.00; employee price \$4.00

Television Advertising and Production Handbook, edited by *Settel and Glenn*. Covers all the phases of advertising and production, with chapters by experts on research, publicity, premiums, commercials.

List price \$6.00; employee price \$4.80

The Television Program, by *E. Stasheff and R. Bretz*. A study of TV programs, their writing, production and direction. Appendix includes notes on the use of the camera and a complete director's script.

List price \$4.95; employee price \$3.96

Designing for TV, by *Robert Wade*. A comprehensive study on art and design in television staging and the production problems thereof.

List price \$8.50; employee price \$6.80

The Relaxed Sell, by *Thomas Whiteside*. A collection of articles from *The New Yorker*, *The Reporter*, *The New Republic* and other periodicals, treating on various subjects of the industry.

List price \$3.50; employee price \$2.80

Doodles, by *Roger Price*. An amusing collection of . . . ? ("doodles"), the new pastime that is entertaining much of the country.

List price \$1.00; employee price \$.80

For the children at home, there is a collection of **Howdy Doody Books and Ding Dong School Books**.

List price \$.25 each; employee price \$.20 each

If you know of other books pertaining to the field that may be of interest kindly notify the Souvenir Counter.

Too Early for Christmas? Never!

The above books would make ideal Christmas gifts, as would other items on sale at the Souvenir Shop. Perfect gifts for your family and your friends; jewelry for everyone, games, toys and dolls for the children, ball point pens and distinctive animated pencils for young and old. Feel free to browse and inquire at the shop. Listed here are some of the articles on sale.

TV Camera and Chimes Jewelry (prices include 10% Fed. tax)

Cuff links pr. \$2.64

Money clips	\$1.82 and .88
Key chains	1.52
Tie Tacks	1.19
Tie clasps	1.54
Tie slides88
Charms88
Charm bracelets88
NBC championship golf balls	per dozen 8.75
NBC Zippo cigarette lighters	3.60
NBC T-shirts (sizes 2-16)80
Animated pencils	1.20
Elgin American NBC chimes compacts	2.00
Eversharp ball point pens71
TV camera dinner bells80
"Home" busypockets aprons	2.00 to 2.80
(for men & women)	
NBC handkerchiefs28
And the famous page and guidette dolls	2.40

People and Places

Administration Division

Controllers — Our congratulations are extended to *Ethel Perry*, *Anne Church* and *Ernest Fontan*. Ethel, a former Payroll employee, has moved to Cashiers. Anne, formerly of the Show Cost Section, has moved to Fixed Assets and *Joe Andretta* is her new supervisor. Ernest, a newcomer to Time Billing, is doubly congratulated—he joined Time Billing and has become the proud father of a baby boy.

Station Compensation has been humming "You're In The Army Now" in honor of *Warren Gherman*. Warren has left for a two-year "term" with Uncle Sam. *Vickie Casella* and *Eileen Monahan* spent their vacations at Hyannis—Cape Cod. *Elda Artioli* was escorted to lunch at the Headquarters by all the "bosses" on the 15th floor. *Elda* has spent 20 years with the company and all our best wishes are extended to her.

Duplicating—Vacations being just about over for this year, only three to report this month. *John Corso* spent his at home and *Jim Plock* and *Charlie Atlee* spent theirs at the Jersey Shore and various other places. *Ed Morenoff* has left us to return to his studies at Columbia University. Another new employee to welcome to the fold. His name—*Lou Manganello*.

General Service—Mike Kopp has undergone surgery and is doing very nicely. We're not sure when he will be leaving the hospital but we hope it will be real soon.

Joe Pittello, of whom we're mighty proud, appeared on Jack Ladelle's radio show on Sept. 14, giving out with a delightful rendition of "Harmonica Boogie" on his harmonica.

Guest Relations—*Joan Lind*, who was one of the finalists in the Miss NBC Contest, had a weekend through the courtesy of Mr. Jack Banner, at the Banner Lodge in Moodus, Conn. Joan says she spent her weekend reign in royal style.

Why didn'tcha tell us, Joe? Heather Jo Taferner, Miss N.Y. in the Miss America Contest, is *Joe Taferner's* sister. Certainly looks don't run in the family.

Bob Krolin on the page staff was awarded 4th place in the Polka Competition in the Harvest Moon Ball.

Attention all you outdoor fans: *John Falk* of tix has an article this month in *American Rod and Gun*, titled "Annie (far from) Oakley" . . . and it features another NBCite, *Ann Jones* from Radio Recording.

We'd like to welcome back from service, *Jim Murphy*, and *Danny Anderson* who have returned to the night page staff. Also, *Arnie Meberg* from summer stock.

Personnel—Hear ye! We have a celebrity in our midst. *Nanci Heinemann* of Records appeared on "Sentimental You" on Labor Day. Nanci was interviewed by Allen Ludden concerning experiences she encountered while pursuing an acting career, as well as her dramatic studies at Mildred Cellandre Theatre School.

Coming and Going—*Ann Mowris* has joined Personnel as secretary to *Don Mackenzie*. A former member of the Training Program, *Dick Swicker*, can be seen at NBC again. Dick joined the program in 1952 but was drafted shortly thereafter; however, upon release last month, he returned to pursue his job as exec trainee.

All were sorry to bid adieu to *Claire Owen* who left to become assistant to Al Jackson at WRCA-TV. We all wish her the best of luck and also congratulate *Kathy MacLeod* on her assignment in Claire's former position.

Staff Engineering — Although "Carol" and "Edna" have been blowing around New York, things have been relatively quiet in Engineering this month. One of our most exciting days was when *Joe Arnone* drove his fire-red Austin-Healey sports car in, and had most of us falling out windows trying to catch a glimpse of it! Since it only seats two at a time, it will be years before each of us receives a ride, but we'll wait!

A surprise bridal luncheon at Hickory House was held for *Helen Norton*, who was married the day after Hurricane Edna descended on New York. Luckily, the day was perfect and we understand Helen looked lovely. Best of luck to you and Line! We hear *Jim Hirsch*, now with the U. S. Air Force, is engaged to Margaret Troehler, a nurse from Cleveland, and expects to tie the knot in February. Our best wishes. Jim! Jim's old sidekick *Charlie*

Hamilton, dropped in for a visit on a recent furlough. He hopes to be back in civvies very soon.

James Hiers and *Don Trizzino* have switched jobs—Jim is now in Audio-Video and Don in Maintenance. Welcome to *Kathleen Wynne*, who replaces *Jackie Taylor* in the RF Group.

A bouncy baby boy named Richard is the new arrival at *Gerry Rester's* home. Congratulations! *Henry Bartolf* now ensconced in his new home in Jersey, and *John Shea* in his new apartment in Jackson Heights.

Last vacationers of the season include *Bill Thompson* who visited Maine, *Ralph Kennedy* and *Niel Pihl* who toured Canada, *John Schroeder* who lolled at Point Pleasant, and *John Valli* who enjoyed the Connecticut countryside. *Hank Gurin* displayed his artistic talents during his vacation by painting—his house! *Bob Byloff* drove out to Michigan.

Three cheers for our engineers for their magnificent job in getting the Brooklyn Studios ready for the transmission of NBC's first Color Spectacular!!!

Film Division

Film Library—A big welcome to *Linda Ornstein*, a tall blonde here to replace *Vickie Mushotzky*, oft to marry her soldier-boy friend, *Charlie Carubba*, *Betty McLaughlin*, and *Jim Butler* spent their vacation time at the exotic, romantic, palm-swaying land called Florida. *Frank Kelly* drove to Canada — had such a pleasant trip motoring that he now owns a sharp two-toned '54 Olds. Lots of luck with your new car, Frank. *Joel Friedman* spent his vacation at Fair Harbor, Fire Island, while *Gloria Jones* and *Stuart Grant* remained in N. Y. It came as a big blow to everyone, but a gal by the name of Edna caused confusion Sept. 11th *Gary Raschella's* marriage. But love won out on the 13th.

Finance Division

Legal—New Faces Department: A welcome to *Rose Parapiglia* who took over for *Louise Sather* as *Aivin Rush's* secretary. Louise transferred to O&O as secretary to Charles Colledge; this is a well-deserved promotion for Louise, and we all wish her the best of luck.

Also sorry to say that *Pat Barry* in *Tom Ervin's* office left us to attend the College of New Rochelle. Good luck to you too, Pat.

The Department's very best wishes to *Elma Pasquinelli*, *Gerry Adler*'s secretary, who became *Mrs. Selvi Vescovi* on October 16th. Elma and Selvi went to New Orleans on their honeymoon.

At last report, the summer homes of *Tom Ervin* and *John Shute* are still standing at Fire Island and at Chebeague Island, Maine, respectively, having "weathered" both Carol and Edna in fine style.

Vacations: *Doris Crooker* to Lake Mohonk; *Ann Romanenko* to Washington, D.C. for one week and to the "back woods" for the second week; *Joan Schneider* off to Hawaii on that long-planned-for trip; *Yours Truly* (a novel pen name, don't you agree?) off (literally) to California; *Tom Ervin* to Fire Island (just in time to help hold the house down during Carol).

Owned Stations Division

NBC Spot Sales — Congratulations and best wishes to *Don Richards*, research analyst, who was married September 11 in Floral Park, L. I. NBC Spot Sales was well in attendance and all had a wonderful time at the reception held in the Garden City Hotel. Don and his bride, Joan, are honeymooning in Bermuda and the Barbados. Prospective bride *Jane Lewis*, TV sales secretary, has set her wedding date for October 23. Best wishes also to *Carolyn Cox*, Radio Sales secretary, who recently announced her engagement. We'll all miss *Joan Vonderhey*, who is going to WINS. *Lucy Ronco* takes over Joan's duties as secretary to *Joe Amaturo*, Radio Spot salesman. Welcome back to 308, Lucy. Recent vacationists: *Ev Sniffin* to Cleveland and *Florence Hunter* to Fire Island.

WMAQ, WNBQ, Chicago — *Kay Hanes* reports for the newsroom: *William Ray*, head of the NBC Chicago news and special events department, back at his desk after a three-month leave of absence, spent in Europe with wife and family. The Rays lived in a suburb of Paris during most of the period, travelled in a tiny French Renault while Bill made tape recordings for his weekly "The Rays in Europe" program on WMAQ. *Polly Schlimmer* spent her three-week vacation in Mexico. *Bill Warrick* and wife have a new baby girl, Suzanne, born in early August. *Sam Sarantopoulos* in Washington, D.C. in late August, where he spent a week observing the news operation of our stations in the capital.

WMAQ and WNBQ local sales offices report: *Charles Dresser* spent two weeks vacationing in New York and Canada. *Jean Luken*'s husband, Norm, now stationed at Norfolk, Va., on active duty with the Navy. *Harry Simmons*, new WNBQ local sales staffer, is a transfer from radio spot sales on the same floor. *Rhoda Rolf* vacationed in Canada.

Joan Vastbinder memos for both radio and TV network sales offices: *Steward Carr* vacationed during September with visits to New York City, Rochester, N. Y., Atlantic City and Philadelphia. *Joan Johnson* visited relatives in Aberdeen, S.D., including her 83-year-old grandfather, while vacationing . . . Suburban-hopping *Dick Campbell*, moves from Highland Park to Hubbard Woods . . . *Ric Lambert* "vacationed" during October while on active duty with the Navy.

Jim McCall writes for guest relations: *Mark Brauer* leaves the guide staff to enter Illinois Medical School on September 20; *Jim Bledsoe* of mail room slated to take Mark's place. *Vic Nelson* vacationed in New York. *Bill Cosmas* in Chicago. *Chuck Nappe* and wife became proud parents of a girl, Elizabeth, born on August 30.

Dessa Bisson reports for the production department: *Lew "Gommy" Gomavit* left the WNBQ staff to free lance, while continuing the direction of "KFO" and "Welcome Travelers" on other stations. *Dolly Sharp*, ex-NBC Chicago script girl, and *Ken Fiske*, supervisor for the "Out on the Farm" series, married on October 25. They met while working on the show: plan to live in a remodeled country school house on the elder Fiske's farm. *Meta Toerber*, who replaces Dolly in the scripting section, comes to NBC from ABC and past experience with the "Wheels A-Rollin'" pageant. *Peggy Garner* is Mrs. Phillip Kent as of October 25. Peg plans to continue working. *Charlie Stamps* spent his vacation working on his Ph.D. thesis: "Concept of the Mass Audience."

Norma Harrington reports for Engineering: *Ed Read* vacationed at Lac du Flambeau, Wis. *Elaine Zavadny* took the deluxe Caribbean cruise—Puerto Rico, Haiti, Virgin Islands, Jamaica, etc. *Tom Boucles* and wife announced a new baby girl, Debrah (cq) Ellen, born September 4. *Robert Pearson* married to Patricia Griffith on September 4. The NBC colleagues of *Walter Lindsay* were saddened to hear of the death of his daughter, Sandra, nine, on September 13.

Chicago Briefs: *Mary Merryfield* returned from a combination business-pleasure trip through Western Europe. And, not until she arrived in New York, did Mary and her husband hear of the crash of the Dutch airliner on which they had had reservations, but cancelled out at the last moment to spend an extra day in Scotland! *John Keoun* vacationed briefly at Devil's Lake, Mich., during September. *Norb "Uncle Ned" Locke* was guest speaker at the annual fathers and sons banquet of Evanston's Second Presbyterian Church on October 1. *Therese Battaglia* vacationed in New York City. *Marge Niess* retired on September 24 after 20 years with NBC Chicago. *Ed Kamps* and *Audrey Jenkins* wed on September 11. New NBCites include *Barbara Gelman*, *Charles Nappe*, *George Oliver*, *Mary Skeva* and *Meta Toerber*.

WTAM, WNBK, Cleveland—Visiting NBCites have undoubtedly wondered about the droves of people crowded round the doors of WTAM-WNBK. They're just watching the antics of "Early," the proud parakeet mascot of WNBK's "early bird theatre." Being an extremely talented and intelligent young man (he's also insured) Early suffers no stagefright as he preens for the passersby.

Viv Ives, 7-year gal at WTAM, was much amazed at a surprise luncheon in her honor at the Hotel Auditorium a few weeks ago (given by NBC gals, of course). The call of sand and sun was too strong for our Viv; she's departed for San Antonio, Texas. Accompanying her will be *Jean Stroebel*, who will visit her native Houston.

And it's a big fat feag to *Gene Walz*, WTAM-WNBK continuity director, who is celebrating ten years in TV this month. Happy Birthday to *Jack Treacy*, NBC Spot Sales, his 30th (and how many times does this make, Jack?) and to *Al O'Deal*, film director, who was feted by his loyal staff and received, from what this reporter could discern, many interesting gifts.

There are still California stars in the eyes of wanderers *Rosie Bartlett*, *Tom Field*, *Sandy Muzilla*, *Lloyd Yoder*, *Eileen McGinley*, *Glenna Hansen*, *Jimmy Bell*, *Mary Lou Barnum* and *Joan Illingworth*.

Thespians *Bill McGaw* and *Don Rumbaugh*, both TV assistant directors, are mumberling lines these days for their leading roles in Chagrin Falls Little Theatre's production of "Mr.

Roberts." Along these lines, *Rita Bates*, who divides her time between Bandwagon and Music Clearance at NBC, was recently presented the "Best actress of the year award" at the Lake-wood Little Theatre for her performance as Sylvia in "The Women." Rita appeared this summer in "The Little Hut," with a summer equity group at the Chagrin Falls Little Theatre. It's back to the ivy halls for collegiates *Joanne Abbott*, *Barb Curtis* and *Joe Mills*. Hello again to *Jack Myers* and *Paul Kirkham*, who've been away for eight weeks in the big city studying color TV.

KRCA, Hollywood—Vacation Notes: *George Burke* up to Crater Lake hoping to add to his Indian fossil collection. *Jim Damon* spending two weeks in Vancouver fishing. *Naomi Hallum* recently returned from her native state, Texas. *Aileen Henderson* off to San Francisco for two weeks. *Grant Reckseick* visiting relatives in Chicago for 10 days and *Bobbie Rickson* back from a wonderful vacation in Honolulu sporting a fresh coat of tan and flower leis.

Jim Parks, *Harry Camp* and *Beep Roberts* spent a few days at the Grocers' Convention in Coronado attending meetings. *Sue Swanson* was welcomed as a new receptionist for the station. *Jim Wemple* spent a weekend in Las Vegas and came back with a broken toe. *Tom Frandsen* flew with an all-Navy reserve outfit to Honolulu for three days and while there broke two ribs surfing with the natives at Waikiki Beach.

Director *Tom Belcher*, KRCA's leading skin diver, recently harpooned a 78-pound manta ray off Laguna Beach. *Rose Meyers* and *Ann Anderson* claim to be the two new women tennis champs at KRCA. Since they are the only two females that play tennis, this may be true. *Bob Pelgram's* partner on a recent fishing trip to Mexico hooked and landed a 50-pound rooster fish, which is being presented to the International Game Fishing Association for a world's record.

An office romance is officially an engagement, with the blessings of everyone at KRCA. The principals involved are *Pat Leslie* and *Bob Henry*.

KNBC, San Francisco—Biggest news of the month at KNBC was made—appropriately enough—by newsmen *Bill Cothran*. The handsome, brilliant, but balding former Manager of News, Special Events and Press here accepted

a position as Assistant Manager of TV News for NBC in Hollywood. Best wishes for bigger and better things to accompany Bill, along with this message to the feminine Hollywood populous—En Garde! In all seriousness, a great guy leaves a great gap and *Bill Cothran* will always be among those remembered and missed at KNBC.

Congratulations to *Mary Bland* of Network Sales Department on her engagement to Tom Rockwell. Tom, an engineer, couldn't have picked a better project; final completion of plans is scheduled for November 27th.

I. Magnin, leading San Francisco Department Store, selected "Radio Night" as the theme for their weekly fashion show on August 30th. Models were chosen from radio stations throughout the city and KNBC was nicely represented by lovelies *Dorothy Lyon* of the Music Library; *Anne McEneaney* of Accounting and *Muriel Jocz* of NBC Spot Sales . . . and a grand job was done by all!

New on the KNBC scene is *Ken Johnson*, who replaces Lloyd McGovern in the Local Sales Department. *Betty (Hauser) Riehl*, also of Local Sales, returned from her honeymoon in Ensenada looking her usual pretty, tan and happy self.

KNBC also suffered a few casualties during the past month. *Anne McEneaney* absent from her desk in the Accounting Department while she spent a week in the hospital and recuperating at home. *Alice Ryan*, also of Accounting, has been hospitalized for quite some time but is now reported on the road to recovery.

WRC, WRC-TV, Washington—*Bob Doyle* is back on the job after having his appendix removed and ten days of recuperation. Bob is sporting one of the longest appendectomy scars known, the doc finally finding his appendix up under Bob's second rib instead of down where it should have been. Sports car enthusiast *Don MacDowell* is the proud father of a baby girl, born August 18 and weighing in at 7 lbs. 2 oz. Don rates the newcomer Susan Elizabeth at about 150 on the lung meter! *George Dorsey* will be teaching an evening television course at the George Washington University this fall. *Carleton D. Smith* has received a public service scroll from the D.C. Department of the American Legion for WRC-TV's six-week series "Our Beautiful Potomac," which exposed serious pollution in the Potomac River. Series was prepared by announcer

Stuart Finley, who also narrated. *Earl Godwin* vacationing at Rehoboth Beach, Delaware, where *Jay Royen* spent two weeks surfcasting. Total catches came to less than one fish an hour!

WRC-TV's D.C. Public School series beamed to 35,000 school kids in their classrooms each week, starts its fifth year this Fall, and for the first time is under commercial sponsorship two days a week. Perpetual Building Association of Washington thus becomes first sponsor anywhere to back a school series officially backed by a Board of Education.

Pacific Division

While some of our smarter friends are out doing their Christmas shopping early, some of the rest of us are still trying to get that vacation in—or pay for the one we just had. Take the sad case of *Jay Harris*, for instance. Jay and his family decided to spend their vacation at home this year and just relax—so? First the kids all came down with a virus, then Mrs. Harris joined them (Jay couldn't find time to get sick himself) and then to furnish the final touch, he wrecked his car—strictly the other guy's fault, of course. *Frank Dellet* spent two weeks of just relaxin' and fishin' at June Lake. He returned with greetings for everyone from *Muriel Hile* and her husband, who operate a lodge at the lake. Many will remember Muriel as our former Payroll Supervisor. *Pat Costello* is planning to spend three weeks in her old home town, San Francisco, attending the opera, concerts, and digging other high-brow activities. The most impatient vacationer was *Mike Risk*, who just couldn't wait to get started on that long drive to British Columbia to bring back his wife and daughter.

We wish to extend a warm welcome to the following very interesting newcomers to NBC-Hollywood: *Joe Thompson*, associate producer, who recently transferred here from New York. *Julia Perrone*, real whistle bait, secretary to *Henry Maas*; *Barbara Schuman*, Radio Recording; *Ingrid Gercke*, Traffic; *Carol R. Campagnet*, On-The-Air Promotions Dept.; *Jane Westover*, Press and Publicity; *Clement Jones*, also Press and Publicity; *Sheldon Hiecox*, director of Station Relations for Pacific Division; *Casey Shawhan*, director of Press and Publicity; *Edward Nupoll* and *Rita Haley*, Finance Department. Many of these

people have fascinating backgrounds, so more about them at a later issue.

How would you like to go out to get into your convertible some midnight to drive home from a convivial evening with friends and find that it was already occupied by a mountain lion? Disconcerting, don't you think? Well, this is just what happened to *Edith Rapley*, Kine Recording, and her fiancée not too long ago when they were visiting friends in the Hollywood Hills. It wouldn't have been so bad, but the beast declined to use the door and elected to come and depart through the top—which was lacerated beyond all healing.

Just saw *Oscar Turner* striding down the hall looking untanned and rested after two weeks with his family at Balboa. *Terry Vidale* returned looking marvelous after two weeks at Laguna and Las Vegas. *Jeanette Hinds* spent her vacation convalescing from major surgery. We're happy to report that she is recovering rapidly and will soon be back.

Public Relations Division

National Advertising and Promotion—Now that fall is here, one stops to remember what fellow workers did in the last days of a summer that went fast. Take production coordinator *Larry Byer*, who took his two weeks off and lazily toured the Smokies and other Southern locales, stopping wherever the mood dictated. Returned speaking with a since-vanished slower accent, it might be added.

Although much has been said of the fishing prowess of *Ed Antonioli* and *Clyde Clem*, strangely enough they returned from vacations with nary a snapshot or word about a prize catch. Ed's secretary, *Ann Riaca*, took a tour similar to Larry Byer's. At this stage, *Marion Lutz* is looking forward to her other week off and is still undecided as to where to spend it.

Phil Hirsch, the graphic arts head for A&P, formerly on the 7th floor, has moved himself and equipment in with the promotion group housed in room 301. New faces in the TV on-the-air unit belong to *Joe Cook*, formerly of KSTP, Minneapolis; and *Marian Finn*, a welcome addition to the group's secretarial staff. By the time this reaches print, the card by the doorbell will read Mr. and Mrs. *Len Giarraputo*, to whom best wishes are extended from all.

Press — Congratulations to *Ellis Moore*, former manager of business

publicity, who has been appointed director of Press Department succeeding *Richard Connelly*, who resigned. The staff of the Press Department extends its best wishes for continued success to Mr. Connelly. Congratulations are also in order for *Joseph Derby*, who has been selected to replace *Ellis Moore* as manager of business publicity.

We welcome to the staff receptionist *Joan Frimel*, who replaces *Barbara Stenz*, who resigned.

Secretary *Peggy Heelan*, walking around in a matrimonial haze, is counting out the hours until that special day.

Information—One of the last persons in the Information Department to take a summer vacation was *Eileen Tobin*, who flew to California. For some reason the West Coast has a fascination for the members of this department as Eileen was the fourth member of our department to travel there in the past three years. Perhaps it was the vivid descriptions from those of us who headed West that did the trick, but as yet none has returned disappointed. Eileen spent most of her time between San Francisco and Los Angeles during her three-week stay in early September.

Dave Eddy, who spent the first week of September visiting his parents in Connecticut, returned looking well rested and with a grand suntan.

Research and Planning — Cigars for the men and candy for the girls celebrated the birth of Debra Joy Landis to Sandy and Jack Landis on September 8. Our boy Jack proudly reports his girl weighed in at 6 pounds 2 ounces. Best of luck and good wishes to you all. We've been getting jolly notes from our ambassador to Europe, *Janet Pugarelli*, who sailed for foreign ports August 21 and is really making the rounds. Wait till she arrives in Rome.

Our gal *Sal (Melvin, that is)* had all of us worried about her being in Cape Cod during the hurricane. But she returned to us all in one piece with great tales to tell about her vacation. *Jo Capetta* moved into her new apartment in the Bronx which hubby painted nicely beforehand. Much happiness in your new abode.

Continuity Acceptance—This was old home month for former members of the Continuity Acceptance Department. *Helen Miller*, with her husband

Dave and her little daughter Fern, popped in to say hello. They are now living in Islip, Long Island, after a sojourn abroad in Germany during Dave's stint with the Army. The next day in walked *Carl Bottume*. Helen and Carl had worked together as radio editors. The third former CA member to get in touch with us was *Jessie Seiden*, who telephoned to say hello. *Jessie* used to be secretary to *Stockton Helffrich*. Vacations are about over for all of us with the exception of *Barbara Myneder*. Barbara and her husband are getting all set to leave on their first trip to Europe.

Radio Network

Radio Network Program—Replacing *Jane Morey* in the Program Department as *Bob Wogan's* secretary is *Lorraine Peters*, who comes to NBC from Connecticut. Lorraine has done work in small stations so should be familiar with the goings-on here but we do wish her the best of luck in this very busy office. Jane's last day at NBC and *Lee Foronda's* of the Talent Division (see last month's CHIMES for reasons of leaving) was certainly one to be remembered. Besides appropriate office decorations and numerous gifts and flowers, a photographer was on hand taking pics for CHIMES and a recording made of the eventful day, with *Fred Collins* of Announcing MCing the affair and remarks by several other announcers, *Bob Wogan*, *Roger Bower* and his words of wisdom, and co-workers of both girls. Lee's duties are being taken over by *Virginia Smith*, formerly of Central Booking, and the girls of Studio Assignments, *Audrey Hanse* and *Joan Tarpey*.

Station Relations

Station Relations—We're all in the huddle again, now that vacation time is over. *Hamish McIntosh* returned from golfing at Cape Cod; other Cape Codders were "*Bobby*" *Roberts* and *Joan Oury*. *Grace Baker* enjoyed two weeks of sailing on Long Island Sound, and *Ray O'Connell* visited what was left of Watch Hill, R. I. after the hurricanes. *Ann Culbert* and *Joan Oury* attended WNBC's (New Haven) annual picnic at Cheshire, Conn., where Joan won an RCA Victor clock radio! A hearty welcome back to *Bill Kelley*, who has been at home recuperating from a major operation.

TV Network Programs

Music—Welcome to *Marilyn* (not Monroe but) *Meach* who joined our Music Library. *Marilyn* lives close to the Army in Fort Hamilton where her husband is stationed.

The last of the vacations are being spent variously: *Maryann Arnold* went up North to her home-town in Maine, *John Plummer* hung over a cliff trying to locate his sun-glasses which had dropped into the water—on a fishing trip, *Madge Boyton* relaxed on the shore of Long Island just long enough to duck hurricane "Edna," while *Phebe Haas* and her husband explored the extreme tip of the Island, and *Joan de Hart* slowed down her pace boating off the New Jersey shore. But quite out of the ordinary were *Muriel* and *Ed Kishkill* who started their prize-won free vacation at the Concord in the Catskills with a bang. Unfortunately it didn't stay that way since *Eddie* slipped on the ball-court—competing with the Big Leagues—and now is laid up at home with a broken foot.

Plant Operations—Item: *Joe Tammany*, while entertaining *Doug Lutz* and his son *Timothy* at his Connecticut estate, was unexpectedly called upon to perform his daring duties as honorary fireman of Cos Cob. Joe, realizing that here was an opportunity for him to fulfill a boy's dream, allowed *Big Doug* and *Tiny Tim* to accompany him on the fire truck. As it turned out the fire was a false alarm but on arriving home they discovered their dinner had burned . . . and so was Mrs. Tammany.

Item: *Art 'Captain Queeg' Sibley* was introduced to Hurricane *Edna* recently and literally went overboard for her. Seems he was navigating his yacht through the waters of Long Island Sound when *Edna* struck in a most unlady-like fashion. Fortunately for *Art*, *Audrey Rengstorff* and *Joan Flad* were on board, and unlike their sister *Edna*, handled the rescue operation in a most lady-like manner.

Item: We just learned that the 'boys' of Plant Operations have delegated *Jack Geagan* a committee of one to represent them at the history-making event taking place at 61 Street and Lexington Ave. We know that the project will be attacked with the zest and zeal that has come to be synonymous with the Geagan name. We hope to have his completed report readied for the next issue of CHIMES.

Production Operations—A few personnel changes have been made in our department during the past month. *Joan Bartlett*, formerly of the Broadcast Operations section, has transferred to the Film Procurement Department. *Denis King*, of the Broadcast Film section resigned to accept a position outside the company. *Regina Curtin*, also of Broadcast Film, has left NBC to enter a convent. Our best wishes are extended to all of them in their new endeavors. We are happy to welcome into the fold *Selma Aronson* and *Barbara Friedwald*, who are replacing *Joan* and *Regina*, respectively.

Radio Studio Operations—*John Welch* busy researching material and checking dates for the first chapters of his projected memoirs. The major portion of the book will deal with his experiences during twenty-three years in the radio studios. His earlier career includes such diverse activities as 1) eight years working for Vice-President Fairbanks (during regime of Theodore Roosevelt), 2) two years working at National Girls Seminary, Forest Glen, Md., 3) eight months on Florida East Coast Railroad, 4) two years in the army during World War I, with service in France (repairing locomotives), 5) one year as bartender in a speakeasy during early prohibition days, 6) 10½ years as deckhand on a ferryboat in the New York lower bay.

It is Mr. Welch's proud boast that during his long career he never ran afoul of the law. His closest call was in 1925 when an over-zealous policeman had him removed to the alcoholic ward at Welfare Island Hospital following his collapse on the street while suffering from acute indigestion and Meniere's syndrome. He was discharged with apologies the next morning.

The annual fund-raising gymkhana and outing of the St. George Society of Brooklyn was held last month. *Thomas Longmore*, who is an official of the Society, risked life and limb for the sake of sweet charity by wrestling a bear, as thousands cheered.

TV Network Sales

Merchandising—This month, Merchandising bade farewell to its director, *Fred N. Dodge*, who has left NBC to become Advertising Manager of *True Magazine*. They have an excellent reputation in their field and we know *Fred* will do a bang-up job for them.

With our dynamic *Murray Heilweil* now as the hub and the rest of us—small cogs, Merchandising's wheels are whirling more rapidly and furiously than ever before. *Murray*, in this one's humble opinion, is tops. Part "mother hen" and part "father confessor," he holds a spot in all our hearts. If he had a handshake or a pat on the back for every wonderful thing he's done and is continuing to do, he would be bruised and aching. Mr. H, I doff my hat!!

Sorry to see *Carolyn Maus* leave us, but happy to know that she is well situated in Controllers, as secretary to *George Maison*. We'll be expecting her for lunch regularly.

Swinging to fun and fancy free vacation time—*Pauline Avalone* and spouse spent theirs at Niagara Falls and Canada. Sort of a second honeymoon. *Gordon* and *Mrs. Lane* enjoyed their stay at Provincetown, Mass. While there, they were entertained by "Carol," who at that time made her climatic entrance and took New England by storm. *Jane Cuff* motored to Spring Lake for the Labor Day weekend. She "cased the joint" the week before so she would know "who's" where and "who's" what. Talent scouting, I think it's called.

TV Network Sales—Back at the old cigar stand is *Ray Eichman*, after a long siege of illness. We hope this ends the medical report for a long time to come, please.

Bill Zeigler proudly passed the cigars upon the arrival of a baby boy, and he must be quite the boy, from the stories we've heard about him.

We are pleased to report a happy ending to the story of our own modern day "Evangeline." As the cold, chilling winds of hurricane "Edna" drove mountainous waves up the bay and storm flags frantically waved their warning, our little *Fran* cast a scornful eye about and jumped aboard the Staten Island ferry in her gold dress. The wild winds whipped her and her gold dress, yet she remained undaunted. Finally, after an eternity, little *Fran DeGennaro* was safe. Unlashing herself from a discarded lolly-pop stick she continued on to Scarsdale and Ann Eldred's wedding in her gold dress.

Robert Williams has replaced *Walter Bowe* in Sales Development. Mr. Bowe has left the company. Now with only a few stragglers, the office is back at full strength.



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SECURITY

NBC

CHIMES

NOVEMBER • 1954



'MEET ME AT THE FOUNTAIN' - -
An Old Refrain at NBC-TV's
New Service Center in New York
See Pages 2, 4, 5



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

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Duplicating, Charlie Atlee
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Mail & Messenger, Elmer Gorry
Personnel, Mary Fitzgerald
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
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Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Ops., Marie Redling
AM Technical Ops., Jane Ermentraut
Unit Mgrs., Prod. Coord., Richard Walker

TV Network Sales:

Merchandising, Zena Mondello
Network Sales, Mort Dillon
Sales Traffic Ops., E. Holland Low

The Cover

"Meet me at the fountain!" said she, and they did. Perhaps not a real "three coin" type fixture, but an authentic looking piece of NBC-TV scenery. The place is the newly-constructed NBC Television Service Center in New York, at 18th St. and the Avenue of the Americas. In the foreground (left to right) are NBC secretaries Rosanne Walsh, Betty Bagshaw, Mary Christophus and Mary Anne Ricciardone. In the background in the scenery construction area are (left to right) carpenters Ed Gallego, Joe Boccanfuso and Harry Aronowitz.

If those girls were posing there some fifty-odd years ago, they would be wringing wet, because the most famous fountain in New York was located in that very same spot shortly after the turn of the century. The building that is now NBC-TV's Service Center was then Siegel-Cooper, New York's greatest department store. On the main floor was a genuine, full-spraying fountain, and the store's slogan, known to everyone in New York, was "Meet Me at the Fountain." For more on the new Service Center, turn to pages four and five.

N. Y.'s Hurricane Service

In anticipation of Hurricane "Hazel," which cut a destructive path along the Eastern Seaboard last month, NBC's stations in New York, WRCA and WRCA-TV, provided its audience in the Metropolitan area with up-to-the-minute, on-the-spot bulletins and programs relating the progress of the hurricane. Station staffers and reporters worked on a 24-hour basis to alert listeners and viewers until the danger had subsided.

WRCA placed direct lines into the U.S. Weather Bureau at the Battery on Thursday, Oct. 14, when warnings of Hazel's approach were first announced, and began issuing reports from there at 6:00 p.m. WRCA newsmen, on a constant vigil at the Bureau, supplied information for half-hour reports, and, in addition, Ernest J. Christie, meteorologist in charge of the New York Bureau, as well as station newscasters, delivered warnings to listeners throughout the day.

Lee Bennett

Lee Hunt Bennett, an NBC Chicago staff announcer, died Oct. 10 at Illinois Masonic Hospital after a prolonged illness. Mr. Bennett, a native of Lincoln, Neb., was graduated Phi Beta Kappa from the University of Nebraska School of Speech. Following graduation he joined the staff of a Lincoln radio station as an announcer, then went with Jan Garber's orchestra as a featured vocalist.

Mr. Bennett left Garber to act in several Hollywood motion pictures, and later formed his own orchestra. He toured throughout the Midwest with his group until 1941 when he joined WGN, Chicago, as a staff announcer. He became an NBC Chicago staff announcer in the spring of 1953.

Mr. Bennett is survived by his widow, the former Susan Popping; a daughter, Jonna, nine; and his parents, Mr. and Mrs. Harry Bennett.

Herbert V. Anderson

Herbert V. Anderson, account executive in the NBC Television Network Sales Department, died on the evening of Oct. 14 at the North Shore Hospital, Manhasset, Long Island, after a long illness. He was 47.

Mr. Anderson joined NBC in April, 1944, in the spot and local sales department. When the Television Network Sales Department was formed in 1950, he became an account executive.

He was born in Falconer, N. Y., Feb. 24, 1907. He was graduated from Cornell University in 1926, where he majored in music and psychology. A sailing enthusiast, Mr. Anderson was a member of the Manhasset Bay Yacht Club. His home was in Port Washington, L. I.

He leaves his wife, Mrs. Anne Wright Anderson of the J. Walter Thompson Company and his parents, Mr. and Mrs. John A. Anderson.

NBC News Roundup..

Judith Waller Is Made Honorary Member of NABE

Honorary membership in the National Association of Educational Broadcasters has been bestowed upon Judith Waller, director of Public Affairs and Education of NBC's Central Division at Chicago. The announcement was made during the meeting of the organization late last month in New York, in celebration of its 30th anniversary. Only two other such memberships have been given. Miss Waller has been in the broadcasting industry for more than 30 years and has received many acknowledgments for her work during that time.

Pacific Division Wins Ad Award 2nd Year in Row

The Direct Mail Advertising Association has announced that the National Broadcasting Company's Pacific Division has won—for the second year in succession—the Best of Industry Award.

The off-beat sales letters, created by Preston Whitney, had been judged so outstanding that Helen Murray Hall, Advertising and Promotion manager for the Pacific Division, was invited to the annual DMAA convention in Boston to speak on the subject: "How We Built Good Will—By Direct Mail."

NBC Radio Offers 'Five- Minute Program Plan'

A "Five-Minute Program Plan," a new time-and-talent "Single cost" sales package offering advertisers maximum impact and extreme flexibility at low cost, has been established by the NBC Radio Network. Fred Horton, director of Sales, announced early this month.

The new plan enables the advertiser to custom-build a package of maximum impact for special promotions, holiday events, continuing year-round campaigns, or for specialized audiences through choice of time in both day and night periods. Talent available includes 30 top personalities.

Organization Changes

Thomas E. Knode, manager of Station Relations since 1952, was named director of Station Relations. . . . Barry Wood, executive producer in charge of color TV, was appointed director of Special Events. . . . Arch Robb was made manager of Special Events. . . . William R. McAndrew was appointed director of NBC News. . . . Eugene E. Juster has become manager of NBC News Film. . . . Raymond F. Guy this month was appointed director of Radio Frequency Engineering. . . . Michael H. Dann, manager of Television Programming, has been appointed director of Program Sales of the TV Network Program Division.



Discussing the NBC Spot Sales, Promotion, Merchandising and Publicity Clinic, which was held at the Hotel Warwick, in New York, early this month are, left to right: Thomas B. McFadden, director of NBC Spot Sales, and the four co-chairmen of the clinic, Mort Gaffin, Advertising and Promotion manager, NBC Spot Sales; Robert F. Blake, director of Publicity, WRCA and WRCA-TV; Max E. Buck, director of Advertising, Promotion and Merchandising, WRCA and WRCA-TV, and H. W. Shepard, manager of New Business and Promotion, NBC Spot Sales.

Sarnoff Estimates Two Million Have Seen Color TV This Fall

Robert W. Sarnoff, Executive Vice President of NBC, estimated last month that "at least two million people" have seen color television shows on color receivers this fall.

Mr. Sarnoff told the Advertising Club of Greater Buffalo that the estimate—based on the "hundreds of people" who are exposed to each of the nation's 10,000 color sets—was "banker-conservative."

The day before Mr. Sarnoff spoke, Mayor Steven Pankow of Buffalo proclaimed the week of Oct. 25 to 31 as "NBC-WGR Week." WGR, an NBC affiliate, is Buffalo's first broadcasting service.

'Where Have You Been?' New Travel Quiz Show on NBC Radio

"Where Have You Been?" a new radio quiz game based on travel and travelers, began on Thursday nights on NBC Radio this month. Travel expert Horace Sutton is emcee and Peggy McCay and Merrill Mueller are regular panelists.

'Medic' and 'Today' Help Win Award for Saran Wrap

Dow Chemical Company officials this month credited NBC-TV's "Today" and "Medic" shows with playing an important role in the firm's winning of the Topics Publishing Company's award for national advertising excellence. Dow also recently purchased participations on "Home" and "Tonight."

NEW NBC-TV SERVICES CENTER



Scenic artist Robert Earle preparing a set for an NBC Television show. He is one of the more than 250 people who work at the new Service Center.

The one-time home of New York's "most magnificent department store" has gone through several transitions in the past 60 years, but none so startling as the face lifting just completed to convert it into the new Staging Services Center for NBC-Television.

The newest tenant in the vast building which stretches from 18th to 19th Street on the Avenue of the Americas has completed conversion of the entire

first floor and large basement area into a tremendous "Willow Run of TV" to service NBC television shows with a limitless variety of scenic services. Over 100,000 square feet of space is devoted to the design, construction, and painting of theatrical settings plus facilities for the provision of properties, graphic art, wardrobe, draperies, trucking, etc. The many large show windows formerly used to display the

latest styles of the 1890's will soon be utilized in dramatic 20th Century fashion to show the passing public what goes on in this important behind-the-scenes phase of television.

Move's Vast Scope

Leonard Hole, director of Production, NBC Television Network Program Division, in announcing activation of the new quarters, points out that six months of planning went into completing arrangements for the complex move of NBC's staging services from its former location on West 56th Street. This intricate re-location of facilities was comparable to picking up and moving 400 complete houses, roof, walls and contents practically overnight. Among the items transferred and installed were 20,000 scenery units, 15,000 pieces of furniture and properties, and 250 working personnel. All this was done on a stop-watch schedule while, at the same time, service to over 100 shows a week was carried out without interruption. That the move was made and the new quarters put into operation without a hitch was a tribute to the efficiency of the personnel and the techniques developed in the past year.

The new Staging Services Center assembly line arrangement of equipment and materials makes it possible for the skilled craftsmen in construction, painting, properties and allied crafts to transform the scenic designer's



Part of the carpentry group constructing scenery. From left to right are: Norberre Basiliere; Irv Benson, Joe Gehlman, Julius Gazverde, Fred McAlicee and Bob Baer. The Center has over 20,000 separate units of scenery, which work together like blocks. These men can construct exteriors and interiors for a cathedral or a tenement house.



(Left photo) Just one section of the many racks of flats NBC maintains at the 18th St. Service Center. Nearby these storage areas are the truck ramps to carry the scenery to the studios. Over 7,000 truck loads of material are transported in the course of a year. (Right photo) In order to make use of all available space, an entirely new floor was built in one part of the high-ceilinged first floor. Here it is while construction was still in progress.

sketches and plans into reality through production line techniques. The huge assembling floor allows great flexibility of movement which results in greater all-around efficiency and economy.

The construction shop and painting areas are double the previous size and a 50-foot fully automatic paint frame with two flying bridges is being installed. The fleet of scenery trucks can roll right through the building to load and unload without loss of time. Truck facilities can now accommodate up to 12 trucks at a time, three times the previous capacity.

A feature of the new quarters is a new type of storage bin made of

slotted steel angles which can be adjusted to house any size scenery or properties. Thousands of feet of these bins were erected to store the tremendous library of sets and props which NBC Staging Services maintains for the production of shows varying from the color spectaculars to low-budget quiz shows.

Everything Catalogued

Each of the many thousand items is individually catalogued and filed by a code system which makes it possible for designers and shop personnel to know the exact location of any piece

at a moment's notice. Nothing is allowed to gather much dust. There is a continuing process of re-checking and sorting which preserves only the most useful items.

Other improvements in the new quarters are new printing machines for the instantaneous duplication of designers' sketches and floor plans at a speed five times faster than the old; enlarged costume and drapery sections for these expanding services; improved facilities for repair and maintenance of lighting equipment; larger consolidated quarters for design, graphic arts and building personnel; new production conference rooms; and a complete sprinkler system for increased fire protection.

The Staging Services Center now services 95% of the live television productions which originate from the numerous NBC color and black-and-white studios in New York and Brooklyn. Out of the Center come the scenic elements which make up a variety of shows ranging from Producers' Showcase spectaculars and NBC Operas to daytime serials and product commercials. These facilities are available to any NBC show originating in New York, whether created by NBC or an outside producer. The complete services now consolidated in the new Center include service and costume design, graphic arts, props, costumes, draperies and scenery construction and painting.

The activities are under the direct supervision of James Glenn, director of Plant Operations; Norman Grant, director of Art and Design Operations, and Walter Giebelhaus, manager of Scenic Production.



Over 7,500 gallons of paint are used during the course of the year by NBC in turning out television scenery. Seen here are Dominick Ferrara, on ladder, painting a set, and Michael Marlow, examining a designer's specifications for the set.

'What Did He Say?'

Second Part of Series on Stock Investment Plan Explains Some of the Lingo That Throws the Novice

Public ownership of the nation's plants and industrial machinery is . . . an idea with the power to combat and kill the virus of communism, the power to keep our country strong and free, the power to give our people an unending supply of the good things of life and the leisure to enjoy them.

This quotation from literature published by Members of the New York Stock Exchange explains in part one significant feature of the recently announced Monthly Investment Plan. This new program makes it possible for members of the average income group to use limited funds for the purchase of listed stocks. American business, requiring capital for new products, new plants, new jobs, is being financed by millions of farmers, mechanics, businessmen, engineers, bankers, school teachers, housewives and others from every profession and occupation. The Monthly Investment Plan offers an even wider opportunity for American workers to own a share in American industry.

The "Lingo"—For many people, the "lingo" of stock brokers is a strange-sounding language which is hard to understand. Yet knowledge of a few simple terms opens the door to a better comprehension of the basic factors and mechanics of investing. In its educational campaign, the stock exchange is attempting to help the individual who has moderate but regular funds to decide whether he should invest, to understand the advantages and the risks involved, and how it works.

Referring to our introductory article in the last issue of CHIMES, readers will recall that "investment objective" is the first consideration in investment planning. This can be broken down into three categories, for growth, for income or for safety or any combination of the three. The second is to pick the type of security best suited to your plan. There are three types:

(1) *Bonds* represent a debt of the company. They obligate the concern to pay a stated amount of interest each year, and to pay back the full amount at the end



1. FOR **GROWTH**
COMMON STOCK IS BEST
Preferred Stock Slight and Best Poss.



2. FOR **INCOME**
BONDS ARE VERY STEADY,
PREFERRED STOCK STEADY
Common Stock More Variable



3. FOR **SAFETY**
BONDS ARE BEST
*Preferred Stock Top
and Common Stock & Savings*

of a specified time. If a company is liquidated, the bondholders are the first to be paid out of whatever money is available; preferred stockholders are next, and common stockholders last. (In the investment classification, bonds can be rated as follows—For *growth*: none. For *income*: very steady. For *safety*: best.) While bonds may not be purchased through M.I.P., it is assumed that the individual has already obtained some of these, particularly U. S. Government bonds.

(2) *Preferred stocks* represent ownership with special rights, and limited privileges. Normally they have a specific dividend fixed in advance. On a non-cumulative preferred stock, the dividend must be paid before a dividend is paid to the common stockholder, and on cumulative preferred stock, if a company is unable to pay when due, the dividends often accumulate and the company must pay all unpaid dividends to preferred stockholders before it can pay anything on the common stock. On the other hand, preferred stocks participate in the company's earnings only to the extent of the fixed dividend, so growth and earnings improvement means little. (Preferred stocks may be

rated as follows—For *growth*: slight. For *income*: steady. For *safety*: fair.)

(3) *Common stocks* represent ordinary ownership in a business. They do not carry a fixed dividend. Dividends vary with the earnings of the company. (Depending on your investment objective, common stocks may be rated as follows—For *growth*: best. For *income*: variable. For *safety*: least.)

When a company first offers (or "floats") its stock or bonds to raise the money needed to start operations, a specific price is set on that security. Thereafter, the price of stocks or bonds, as with any commodity, fluctuates with supply and demand. If a number of holders conclude at about the same time that a particular issue is overpriced, they may decide to sell, and the price will probably fall. Or they may think it is selling at bargain prices and decide to buy. Their combined orders may cause the price to rise. When widespread buying causes stock prices generally to go up, it's a "bull" market. Widespread selling causing the average price of all stocks to drop is a "bear" market.

Choose Your Broker Carefully—Your banker or attorney can advise you in the choice of broker (or member firm of the New York Stock Exchange), or you can check your local Better Business Bureau. If you are interested in the Monthly Investment Plan, which permits a budgeted cash payment of \$40.00 and up monthly or quarterly, for the purchase of common stocks in America's blue-ribbon industries, the broker you choose can give you full information and advice. He can also supply you with literature to clarify terms of the trade and much other basic information to guide you in your selection of securities.

This is the second in a series of three articles on "The Monthly Investment Plan" sponsored by the New York Stock Exchange, offering common stocks in American industries on an easy payment plan, at normal rates. Next issue: Advantages of Common Stocks, and More Details of the Plan.

NEW TV MOBILE UNIT FOR WNBQ



Giving the new mobile unit the once-over are, left to right: John Whalley, NBC Chicago director of Technical Operations; Harry Maule, WNBQ field supervisor; Howard Luttgens, NBC Chicago engineering head, and Jules Herbuveaux, general manager, WMAQ and WNBQ.

The completion and placing in operation of a new television mobile unit for Station WNBQ-Channel 5, Chicago, has been announced by Howard C. Luttgens, NBC Chicago manager of Technical Operations.

The 30-foot-long, 96-inch-wide unit was constructed on the body of a Twin Coach bus, which was rebuilt by the General Body Company of Chicago. Reworking and installation of equipment was carried out in accordance with plans and specifications drawn up by Luttgens and members of his staff.

"Many people had a hand in the planning of the new unit," stated Luttgens. "Harry Maule, our TV field

supervisor, deserves special credit for his contributions and untiring efforts. Paul Moore, WNBQ operations supervisor, and Marshall Rife, assisting field supervisor, along with other members of the technical staff, were instrumental in carrying out the work of the unit. Mr. Leonard and his assistants at WNBK, Cleveland, contributed helpful information based on their experience in the construction of their mobile unit—also built on a similar bus body."

The new WNBQ vehicle contains complete audio and video control equipment, with workable area and seating for the field crew needed to operate from remote pickups; micro-

wave relay equipment, so that the unit can operate independently from a cable connection to the WNBQ transmitter, and storage space for the necessary cameras, lights, microphone, cables and other miscellaneous equipment.

Pull-out steps have been built into the side of the unit, and the entire roof length is covered by an aluminum platform, enabling camera and micro-wave operation from the roof level. The entire bus chassis and body is of aluminum alloy construction.

Colors and the general scheme of exterior decoration were planned by Curt Nations, WNBQ head scenic designer. The roof top is finished in silver aluminum; the side panels in Cadillac aerial blue and the lower portion in regal blue.

WNBQ-Channel 5, NBC and RCA identification markings are displayed on the sides of the unit, which is designated "Mobile Unit T-C-1." The chime color bars—red, green and blue—of NBC, incorporating the RCA compatible color tones on the familiar station break slide, appear on all sides of the unit.

The illuminated destination window over the windshield carries the message. "WNBQ—Always the Best in TV—Channel 5." in a blue plastic silhouette panel. Other interchangeable panels may be inserted to identify the remote programs for which the unit is used, including Zoo Parade, Out on the Farm, Championship Bowling, and special insertions for the Today, Home and Tonight shows.



Full-length view of the new WNBQ TV mobile unit.

TÉLÉVISION BELGE

NBC employees, always known as a peripatetic lot, seem to have outdone themselves this past summer. If the "People and Places" columns of CHIMES are a fair indication, we dispatched scores of our wage earners in the direction of Europe during the past few months. By now, most of them have returned home, laden with souvenirs and memories.



Photo by LOUIS JEAN-PAUL

age manager John Schwartz in an NBC Television studio.



Overall view of the Brussels TV studio where John Schwartz worked. Seen here is his production of Maeterlinck's "Interior." The cameras are British-made.

Among our NBC Europe-visitors, however, probably none made more profitable use of his stay over there than John Schwartz, television stage manager in New York. He spent three months (vacation plus leave of absence) in Belgium, working as a television director and adviser to the National Institute for Radio and TV Broadcasting, which is that country's broadcasting organization. He is now back at his stage manager's assignment, having gained valuable experience under a TV system that is at once surprisingly unlike and surprisingly similar to our own.

Belgium, being a bi-lingual country, must provide service in French as well as Flemish. To this effect, two stations, both located in Brussels, are now in operation, utilizing separate standards: 819 lines for the French broadcasts and 625 lines for the Flemish. This method was adopted in order to facilitate relays from France and Holland, which are transmitting on those respective standards. John, who was assigned to the French-speaking branch, had no language difficulty, for he was born in Belgium. He came to the United States in 1948 and was naturalized this past June.

In his advisory capacity, John was able to put to good use the experience he had gained working on such prominent NBC shows as "Robert Montgomery Presents," "Hallmark Hall of Fame" and the Milton Berle programs. Primarily, though, his Belgian tour gave him excellent opportunities to produce and direct programs of almost every type, from variety to dramatic.

Television is at a much earlier stage of development in Belgium than in the U. S., and the daily program schedule normally consists of just two-and-a-half hours in the evening. Beginning at about 8:00 p.m., the broadcast will start usually with a relay of a news program from Paris, followed by a local newscast, and then by the regular evening's fare. Two nights a week that consists of a relay of Paris programs; the other nights it will be either straight drama, i.e. variety, film or audience participation, or it could be a "combination" show, which includes in its two-and-a-half hours about 45 minutes of drama, a film, an interview, a ballet and a musical segment.

At present, television in Belgium is operating on an experimental basis, although broadcasting is going on regularly. It is financed by the government, but whether the present status will be continued or replaced by semi-private financing will be determined at the end of a three-year probation period begun in 1953. Right now the TV audience there ranges between 50,000 and 75,000 viewers. Television receivers are selling fairly fast, but they are high-priced, even for Belgium, one of the most prosperous countries in Europe. One of the reasons is that the sets are made to receive AM and FM sound in addition to two different line standards.

The change of pace from American-style television to the Belgian product was startling at first, according to Schwartz. The basic approach to the medium, he says, and the mentality of the people in it are vastly different over

there. "Television in Europe," he said, "is not and probably will never become a highly competitive industry as we know it here. Being a government service, staffed with civil service employees, its people tend to lack some of the drive and enthusiasm we associate with show business. Owing to the absence of competition, rating systems are unknown, and the audience reaction can only be gauged by viewers' mail. If this situation may sometimes lead to a certain degree of apathy on the part of the management, it also frequently allows productions designed to appeal only to a limited segment of the audience, such as shows of an extremely experimental nature—some of which are remarkably good."

A relaxed attitude also prevailed as far as timing and schedules were concerned. While the evening's programming was scheduled to start at 8:00 p.m., a delay of a few minutes was not unusual and created no stir. This applied also to individual shows, where there was no concern for stretching or speeding up the action to finish at a specific time. According to John, while this may seem an inordinately pleasant thing at first, it can be dangerous as it often makes the performers careless about pacing. In fact, he kept his stop watch handy, using it to retain the proper pacing of his shows.

A disappointment to him was that in spite of the plenty-of-time attitude, there was comparatively little time for rehearsal. For a two-and-a-half hour show, there would be only ten hours of camera rehearsals. This was due to the lack of trained personnel and adequate facilities—only one crew and one studio.

The people who direct and act in Belgian TV come mostly from the theatre, and some of their stage habits have held over. Actors, for instance, following their better instinct when memory fails one of their partners, sometimes feed him the line on the air in a stage whisper faithfully picked up by the mike. Most directors, staging plays in a theatrical manner, did not exploit the visual possibilities of the medium and were content with static camera work void of pictorial research. When John started moving cameras about, it was to the immense delight of the cameramen, who were anxious to play a more creative part in the telecast.

He had an opportunity to employ his camera technique in a genuinely experimental production, Maurice Maeterlinck's "Interior," which was

Election Night at NBC

"The finest election coverage I have ever seen" was produced by NBC-TV, according to no less an authority than Vice President Richard Nixon, who made the comment in a personal phone call to commentator Bill Henry the morning after the election, in NBC's election headquarters in Studio 3B, New York.

Endorsing the all-night radio-TV coverage (9:30 p.m.-6:00 a.m.), Mr. Nixon added, "You are to be complimented, and it is particularly excellent coverage because of your objective reporting. Also, it is the finest technical job I have seen . . . the split-screen method of reporting is tops." The Vice President was referring to the NBC-developed wonder, a four-way split screen "editorial conference," enabling reporters in four key cities across the nation to converse while appearing simultaneously on viewers' sets. The device was perfected by a technical team supervised by NBC special events director Barry Wood. The entire presentation of the election coverage was supervised by William R. McAndrew, NBC director of news.



In foreground is Hank Huestis, at tape recorder. In back of him, with earphones, is Gerald Sellar, manager of Radio Technical Operations.

extensively praised by drama critics in the Brussels press.

It was three months enormously well spent for stage manager Schwartz, who aspires to be a director here. Apparently the Belgian TV system benefited too, for John recently got a letter from the director-general thanking him and expressing the hope that he would soon make another trip to Belgium.



Compiling election data are, seated, Joseph Dembo and Rose Homa; standing, Adele Morgan.



At NBC's election night headquarters in 3B: (L to R) Jean Mackiewicz, Betty Klein and Don Meaney.

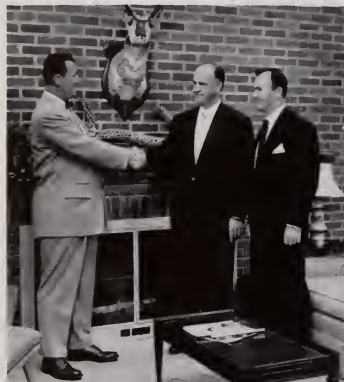
Taking a momentary breather is Grace O'Donnell. Behind her is Ed Gough, and to her left, Dorothy Fosdick.



The Picture Story



Ann Peterson (seated right), surrounded by her friends of the IBM section of Controllers in New York, and her going-away presents. Ann left to await the arrival of a baby.



Lloyd E. Yoder, general manager of WTAM-WNBK, Cleveland (center), thanks Harry Ecklund of Structural Clay Products Institute for arranging for a new brick wall in Studio E at NBC Cleveland. George Cyr, WNBK program manager, looks on. The wall is used in many sets for living room scenes, background or sportsmen shows. All materials and time for construction were donated. The antelope in the background was bagged by Mr. Yoder.

Not even an accident with a cup of coffee dampened spirits as Chicago NBCites gathered to say goodbye to Marge Niess, advertising-promotion veteran who left NBC after 20 years with the Chicago office. Here, Marge, partially hiding her coffee-drenched suit (second from left) poses with (L to R): Janice Kingslow, Barbara Albright, and Marilyn Harsin.



Bob Smith, NBC-TV and Radio star, who left the New Rochelle Hospital last month after two months' treatment and rest following a heart attack, returned there on the morning of Nov. 1 to greet the newest addition to his family—a 5 lb., 2 oz. boy who was named Christopher Mayo Smith. Bob's wife Mildred, seen here holding little Chris, was Bob's grammar school sweetheart. They have two other children, both boys.



Out in sunny California, employees of NBC Hollywood chose their "Miss NBC" recently. Their choice was Vivian Towns (center) of the mailroom. Runners-up were Phyllis Krebs (left) and Dolores Cortese.



Toejours gai seems the appropriate description of this shot of Bill Cot (center) surrounded by KNBC. San Francisco, femmes prior to his departure new job at NBC Hollywood. (L to R): Carrel, unidentified guest, Chris A. Norma Robison, Jane Morrison, Muriel Jocz and Gail Monroe.

American Cancer Society awards came the way of NBC people last month. In left photo are Thomas C. McCray, (left) general manager of KRCA, Hollywood and Jack McElroy, star of KRCA's "McElroy at Sunset" show, holding Cancer Society Appreciation Awards. In right photo, Karel Pearson, (left) program manager, NBC Pacific Division, receives the Certificate of Merit on behalf of NBC. With him is George Wofford, of the Cancer Society.



Communion Breakfast in New York

Veteran NBC announcer Jack Costello for the seventh consecutive year will serve as toastmaster of the annual Communion Breakfast for Catholic employees and friends of the radio-television-advertising industries, to be held November 28 at the Waldorf-Astoria.

Another NBC-ite, Grace Anderson, secretary in Personnel, is serving as industry chairman for the affair.

NBC Births

To Joe Waag, N.Y., a daughter, Erica Anne
To Vernon Kerrick, N.Y., a daughter, Diane
To Charles Tobler, N.Y., a son, Charles Daniel
To Mike Saurez, a son, Michael Lee, Jr.
To Tony DiMinno, N.Y., a daughter, Patricia
To Jo Ann Clements, N.Y., a daughter, Judith Ann
To Martin Gallagher, N.Y., a daughter, Patricia Ann

NBC Engagements

Elsie Schmidt, N.Y., to A 1/c Donald Roberts
Kathleen Boyle, N.Y., to William J. O'Connor
Frances Rende, N.Y., to Nicholas Zaccagnino
Julia Cohan, N.Y., to Dennis Sciscento

NBC Marriages

Gloria Tillman, N.Y., to Tom Brown
Ann Lovell, N.Y., to Fred Peterman
Tommy Kane, N.Y., to Rosemary Kilkelly

Return Address, Please

The NBC Mailroom in New York has been doing a lot of unnecessary detective work recently. The reason: pieces of correspondence, returned for various reasons, whose sender cannot be determined. In most cases, the envelopes must be opened and examined to learn the name of the writer, but if the material lacks a covering letter, even that's no help.

The solution: put the sender's name above the NBC address on the envelope or label on every mailing piece you send out. Then you'll be sure that if it doesn't get to its destination, it'll at least get back to you.



NBC stations in three cities switched their call letters last month. In New York, Hamilton Shea (left), general manager of WRCA, WRCA-TV and WRCA-FM, and Charles R. Denny, Vice President in charge of the NBC Owned Stations and NBC Spot Sales Division, stand beside a newly-labeled TV camera.

Call Letter Switchover



In Washington, cameraman Al Sears gives a lesson in amateur carpentry to Phyllis Weaver (left) and Inga Rundvold, as he fastens a new WRC-TV sign to a TV camera. Phyllis is WRC-TV's cooking expert, and Inga is the star of her own "Inga's Angle show."

Thomas C. McCray (left), general manager of KRCA, Hollywood, and John K. West, Vice President in charge of the Pacific Division, as they display the new call letters. Previously it was known as KNBH.



New Switching System for 6B

Controls Now in Operation Permit TD to Pre-Set Shots;
Counterparts To Be Installed Elsewhere

A new camera switching system has been installed in NBC's famous studio 6B in Radio City, New York which, among other improvements, for the first time frees the technical director from the "hot-switching" system and enables him to pre-set his camera shots. The 6B switching system is a pared down prototype of equipment now being installed in the Brooklyn studio, 4G in Radio City, and in the Burbank live studio and the Burbank film studio in California.

As far as the layman can see, this is visibly represented by a new technical director's console and new 21-inch monitors in the control room. The real muscles of the system, however, are out of sight and are concentrated two floors below in the equipment room, right next to TV master control.

This new switching system was the baby of the Audio-Video Engineering group. Project engineer Jerry Rester was in charge of the design, coordination of engineering and the testing; the video system was conceived by Ed Pores, and Jack McBrian invented the new type control relay system that permits the pre-set device to be used. Bill Resides took McBrian's system and

adapted it to 6B and the other new jobs, working out the details in coordination with McBrian and Rester. Bob Butler of TV Maintenance was loaned to Audio-Video to supervise the actual construction. The entire project was under the general supervision of Chester Rackey, manager of Audio-Video.

Studio 6B has played a signal role in the history of NBC, and it was appropriate that its control room be used to set up the prototype of the new system. For years many of NBC's top radio shows originated there, and then when television hit the big time, it became famous as Milton Berle's studio for "Texaco Star Theater." The TV control room was first down on the stage, in the old radio booth, and then it moved up to the guided tour observation booth on the seventh floor. Up until last month, much of the equipment used was modified field gear.

Construction work of the new switching system began this past July, and was completed and went into operation last month. Right now the programs originating from 6B are "Red Buttons," "The World of Mr. Sweeney" and "The Children's Hour."

In operating the system, the technical director pre-sets the camera (or effects or black, if that is the case) to which he wants to go by pushing the pre-set button, and then checks the shot on the 21-inch pre-set monitor. He then "takes" the camera by pushing the cut bar and switching to it, or by operating the program lap dissolve controls to dissolve to it. This cut bar is something new to TD control panels and resembles somewhat a typewriter space bar. The program output—what is actually going out on the air—appears on a 21-inch program monitor. Control relay provisions have been made to accommodate a future wipe device to give yet another type of transition to a camera that has been pre-set. For an ad lib show the TD may switch cameras simply by pushing the "program" button for the camera desired, which then gives instantaneous switching.

Two effects buses are provided, the A and B buses, with lap and wipe effects, the latter using the RCA special effects generator. By using the program lap and the effects lap, it is possible to dissolve to a superimposed image, something not commonly possible before.



(Left photo) In the 6B control room, project engineer Jerry Rester (standing) explains the functioning of the new panel to technical director Noel Warwick. (Right photo) In the equipment room on the fifth floor studio section of the RCA Bldg., where Rester (left) looks on as Ed Pores, the engineer who conceived the video new system for 6B, tests the equipment.

Short Story by Hal Brodkey Appears in 'The New Yorker'

Most aspiring writers of fiction are content to submit their early efforts either to unknown "little" magazines or to the less prominent of the regular monthlies. It's hardly common to try to sell your first story to the publication that is just about the hardest to crack. Writing counselors advise against it: the almost inevitable rejection notice tends to discourage the novice.

We've got a man here at NBC, though, who disagrees. And with good reason, for a short story by Hal Brodkey, of the Research and Planning Department in New York, appeared in the November 4th issue of *The New Yorker*.

This was not quite Hal Brodkey's first literary sale, for earlier he sold a piece to the quarterly, *Discovery*. Nor was it the first thing he had written; in fact, it was the sixth consecutive story he had sent in to *The New Yorker*. The others aroused no commercial interest whatsoever, but it did cause one editor to ask him to come in and talk things over. This advice came between the fourth and fifth submissions. Then came the sixth, titled "State of Grace," which was snapped up.

This month also marks Hal Brodkey's first anniversary as an NBC employee. He started with NBC as a page, and then was promoted to Plant Operations, where he worked briefly on the loading platform. Following that, he was moved up to the Research and Planning Department, where he works under Bob Daubenspeck and Jim Cornell.

Bargain Counter

For Sale: 1950 maroon Ford convertible Deluxe —whitewalls, radio, heater etc. 1800 miles, excellent condition. Contact Walter Giebelhaus, Ext. 7225 N.Y.

For Sale: Williamson amplifier. Reasonable. Contact E. Gottlieb. Ext. 8217, N.Y.

For Rent to Woman: Nicely furnished room, adjoining bath, kitchen privileges. Elevator apartment. Juilliard neighborhood, near JRT and Broadway and Riverside buses. \$9 a week. Call Mrs. Long, RI 9-8297.

For Sale: Beautifully landscaped, expanded Cape Cod Colonial house in Ardsley (Westchester County). Living room, kitchen, dinette, bath and two bedrooms (one of which could be used as a dining room) on the ground floor; two bedrooms and lavatory on second floor. Full, dry basement; garage, patio. Within walking distance of newly constructed school. Convenient shopping. For details, contact Fritz Jacobi, Ext. 7151, N.Y.



Jack McBrian, of Audio-Video Engineering, taking a close look at part of the complicated relay system for 6B, which was originally conceived by him.

Preview 1 is provided for the TD to allow him to preview as well as preset; a third 21" monitor is provided for this purpose. He can thereby set up this monitor on anything he may wish to monitor continuously. Preview 2 is provided for the video control engineer for matching pictures, etc. On the video control preview it is possible to view "program" or "preset" as well as any camera.

The system contains two program buses, each with 4 camera, 2 film, 1 nemo, black, and effects inputs. Any input may be operated as a nemo, with sync dropping provided in the usual manner. The studio output amplifiers are fed from one program bus or the other, depending on the position of the program lap dissolve fader handle, or from both buses in a dissolve from one to the other. The program bus which is not feeding the studio output amplifiers feeds the preset monitor. When a camera is preset, the proper control relay and video relay are set up on the program bus which is not on the air. When the cut bar is pushed, the control and video relays for the same camera then come up on the bus which is on the air.

A very important part of the system is that the program and preview buses are completely capable of passing high quality color television pictures.

He is a native of St. Louis, Mo., and lived there until he came east to attend Harvard, from which he was graduated in 1952. From there he went out to teach school for a year in Arizona. Hal is 23 years old, married, and has a daughter of 14 months, who wants to be an actress. Hal's wife is one, at least as far as the primary activity of being a wife and mother will permit. She had a walk-on part on "Philco Playhouse" recently, and fairly frequently does TV commercials. Out in Arizona, she was "Miss Purity Biscuit."

Hal writes fast, and claims that he must knock out a complete first draft in one or at the most two sittings, or he loses interest in the story. As an example of his speed, one time the dean of the Graduate School of the University of Arizona told Hal about an essay contest and said that he had just 45 minutes in which to write and submit it. Hal found a typewriter and did it. What's more, he won the \$250 first prize, and the essay was reprinted in the Harvard and Radcliffe magazines.

Just as CHIMES went to press word came through that Hal Brodkey has sold another short story to *The New Yorker*. Publication date is not yet known.



Hal Brodkey

In This Corner



At the East Coast finals of the Hearst Oratory contest are (L to R): William Lynch, winner, high school division; General Mark Clark, who was chairman of the committee of judges, and Bob Wysong, now an NBC guide, who won the college division competition.

It's reasonable to expect that an NBC Guest Relations guide be versed in the fundamentals of public speaking. After all, his job consists mostly of talking to fairly large groups of people as he shows them around Radio City. Thus, it's no surprise to find orator Bob Wysong on the staff.

What is unexpected, however, is that this particular orator is, according to top national competition, one of the very best in the business. Nineteen-year-old Bob Wysong, who is a student at Rutgers University during the day, within the past few years has won some of the most prominent public speaking prizes for high school and for college students offered in this country.

Just this past spring he won the national finals of the Hearst Tournament of Orators, college division, held in Seattle, Wash. This is generally considered to be the top oratorical competition in the U. S. Bob's prize was a \$1,000 Savings Bond and an engraved plaque. Several weeks earlier, he won a bond of equal amount and a trophy for the university as a result of gaining top honors in the Metropolitan New York Hearst eliminations. Then

he went on to take the regional finals in Albany, which gave him the right to compete in the Seattle contest.

The good-looking, blond young man who bears these honors, and many more, joined NBC this past August 9 as a guide on the 4:00 p.m. to midnight tour. The late shift is necessary because his classes at Rutgers fill his day from 8:00 a.m. to 2:00 p.m. Combined with his debating activities for the school, which take up most of his weekends, Bob Wysong has a pretty full schedule. This is just to his liking, for he thrives on plenty of activity. Before NBC, his spare-time pursuit was as emcee of a panel program and night supervisor for Rutgers' own radio station. In fact, throughout high school as well as college, he has kept a full-time job in addition to his studies. For a time he worked as a practical nurse in the Alexian Brothers Hospital in Elizabeth, N. J.

Wysong, who commutes daily to school and to NBC from Roselle Park, N. J., is pursuing a liberal arts curriculum at Rutgers. As far as NBC is concerned, he is very anxious to remain here while at college and after

graduation, for he is interested in putting his forensic ability to work by becoming an announcer. This inclination towards public speaking was not always Bob's. His main ambition for some time was to be a concert pianist. He still is a great music fan, and puts every spare penny he can into his hi-fi system.

The oratorical urge came when he was a freshman at St. Peter's Prep in Jersey City. All students were urged to take up some competitive activity and he ended up in the Oratorical Society. While still in his freshman year, Bob placed third in a Hudson County oratorical contest. As a sophomore, he won first place in the New Jersey Forensic League contest and first in a sectional CYO oratorical competition. The fruits of his labors increased in his junior year when he became the first high school student to win the Hudson CYO contest two years straight. He also won the New Jersey American Legion contest and placed second in the Middle Eastern states division.

In his final year at St. Peter's, he accomplished a tremendous feat when he competed against more than 300,000 other high school students to place second in the national finals of the American Legion oratorical contest. He was rewarded with a \$2,500 cash award and was appointed an honorary colonel in the Louisiana state militia. When he was graduated from St. Peter's, he chose Rutgers as his college from among the 16 scholarships to various schools which he had won.

At Rutgers he was the first freshman ever to make the varsity debating squad, and, as the only undergraduate entered in the annual invitational debating tournament at Boston University, took first place honors. That was during last year. The next laurel he won was the Hearst competition this past spring, in which, incidentally, he set a precedent by being the youngest person (19) ever to win in the college division. He is ineligible for further competition now, because he has taken just about every available national title, so from now on, he is restricted to debating tournaments.

In style, Bob employs what he terms "a dramatic conversational tone." This technique fits no established pattern, for he imitates no one, and strives hard for complete individuality. He favors it largely because he feels it can be used with almost any type of audience. Judging from his impressive list of honors, it certainly must be effective.

People and Places

Administration Division

Controllers—We're dedicating most of our column this month to *Warren Gherman*, formerly of Station Compensation. Warren left NBC on Sept. 24 for a 2-year "hitch" in the Army. His fellow employees know him as a fun-loving guy who is willing to help anyone in their hour of need. Warren is well known down at the Roxy Bowling Alley and he's always ready to make a bet with anyone, even if the odds are against him. A "tremendous" party was held in his honor at the Hotel Taft and it was a memorable event.

Our welcome mat is out to *Josephine Smith* and *Rosemary Sharkey*. Josephine, a former employee of IBM, is now back with us and I'm a little late in welcoming her. Rosemary has joined the Show Cost section as an NCR operator. Congratulations to *Kathleen Boyle* who just became engaged to William J. O'Conner, one of "New York's Finest."

Duplicating—Just about the last vacation to report on this year is *Vi Sparks*, who took her third week in October. On October 15th we said so long to *Ray Ruckert*, who left us to take a position with IBM up in Poughkeepsie. Sorry to see him leave but, although his new company is known by its initials, they are not one of our competitors! Finally, a hearty welcome to our two newcomers, *Pete Nelson* and *Jack Tierney*!

Guest Relations—Welcome to the Ticket Division, *Janet "Red" McNeill* and *Janice Vaughan*, who will be making her debut Dec. 20th at the Waldorf-Astoria. Cotillion Ball. Good luck to *Tony Alatis*, who was transferred to Plant Operations. *John McClellan* promoted to Communications. Did ya hear about *Joe Taferner* running out on our nice N. Y. weather to get some California sunshine? P.S.: his two-week vacation. Congratulations to *Eleanor Michael*, who has left the Company to become a bride and housewife after a honeymoon in Bermuda. The smiling new face on RKO 28 reception is none other than *Mary Taylor*, former guide. Nice work if you can get it dept: *Marlys Johnson* making her beautiful red hair available for our NBC color cameras.

Personnel—Service Award congratulations to *Charles Hicks*, who marked his tenth anniversary with the RCA family in October. Best wishes to *Bill Johnston* on his promotion to the Network Sales Department. A party was given in Bill's honor at Schrafft's 46th Street on October 21st prior to his leaving Personnel. *Berry Campbell* has joined the Placement Section replacing *Kathy MacLeod*. A very hearty but belated welcome to nurses *Nancy Savage* and *Marion Doyle*, who joined the Health Office staff during the summer.

Peggy Plage is all in favor of baseball pools—she won the pool in Employee Relations twice. *Ina Sugihara* has been doing a lot of sightseeing in New York lately; the reason for this is because her parents came from California for a visit to the Big City.

Purchasing—*Mr. Bloxham* is recovering and we all hope see him back soon. Congratulations to *Dick Holbrook*, who celebrated his 5th Wedding Anniversary, September 17. The welcome sign is out for *Julia Clapp* and *Patricia Detlin*. We were all very excited to hear that *Julia Clapp* was chosen for a part in one of the Radio Workshop's productions. There is a contest on to see whose car will last—*Dick Holbrook's* or *Mary Hoyt's*.

Staff Engineering—You've undoubtedly heard some "tall fish stories" one time or another, but I've just heard the greatest "short monkey story" of all time: *Bill Clark* swears that one evening while working a little late, a monkey, on roller skates yet, whizzed into his office and then whizzed right out again, without saying a word! (Really!) Then to top it off, the next day his secretary (*Mr. Clarke's*), *Rosemary DuBois*, declares that while waiting for an elevator a monkey, on roller skates, glided towards her! There must be a contagious monkey virus making the rounds.

Our best wishes to *Ann Bartok*, who transferred to 6th Street, and to *Katie McCloy*, who takes Ann's place. The welcome mat is out for *Diane Tourisgnant* and *Alicia Donnellon*. Heartiest congratulations to *Carmela Sgarlato*—she got her driver's license. (Pedestrians beware!) The biggest mystery in 503 is the disappearance of one of

Pete D'Aquino's beloved Mexican jumping beans. Ask *Helen Norton* to tell you about her first encounter with a waffle iron.

Welcome to *Robert Claudio*, who replaces *Warren Bill* in Technical Services. Warren now belongs to Uncle Sam and we hope it won't be long before he's back with us. We'll miss *Ken Erhardt*, who is transferring out to Los Angeles, but wish him lots of luck, too. *Joe and Joan (Schumacher) Wagg* welcomed a baby girl recently, and named her Erica.

Stenographic—Congratulations to *Ann Lovell*, who became Mrs. Fred Petermann on September 25th. The wedding ceremony was attended by Mrs. *Helen Thompson*, *Mary Tallon*, *Margot Lampe*, *Thelma Braine* and her daughter *Judy*. The newlyweds are honeymooning in Canada. Best of luck to *Ann and Fred*. Vacation days are just about over in this department except for *Margaret Leonard*, who is looking forward to two glorious weeks in Florida. Another party was given by *Betty Roman*. A wonderful time was had by all. That night everyone "was doing the mambo." We would like to welcome to the Stenographic Department: *Mary Lou Monahan*, *Lorraine Lembo*, *Frieda Zullo* and *Elsie Rauch*. Good luck to *Peggy McGراث* and *Selma Aronson*, who have been transferred to other departments.

Traffic—*Charley Zucker* flew out to Muncie, Ind. to get acquainted with his new niece. Trafficites were thrilled to have *Jeanne Jenks*, a former co-worker, pay them a visit. Jeanne is now an airlines stewardess and looked very chic in her uniform! *Terry Zuchetto Garcia* just received her driver's license! Someone remarked she was happier than the day she and Kenny applied for their marriage license, well, almost, anyway! The welcome mat was put out for *John McLellan*, a newcomer in Communications.

Finance Division

Legal—We are all delighted to learn that *Doris Crooker's* husband, Bill, is feeling much better following a recent illness.

Any huddles you may see in the Chairman of the Legal Dept. Xmas Party Committee's office (*Paul B. Lynch, Esquire*) in the near future signifies that "time marches on" and the big event is fast approaching. Good luck to *Alvin Rush* in his new

home in Princeton, New Jersey. Welcome to the ranks of suburban commuters! Sorry to say that *Roger Pugh* left us the end of October, (1st) to get himself hitched and (2nd) to join the Marines. In case you've seen *Howard Monderer* holding his head from time to time, he doesn't have a headache (so to speak); he's just worrying about that new Ford Victoria and the bump in the rear it suffered recently.

Tina Falcone and her sister came up with the most unusual vacation idea of all of us: beginning Thanksgiving week she and her sister plan to see the sights in and around New York in their new '54 Pontiac, taking in some shows at the Great White Way and weekending at West Point.

Owned Stations Division

WTAM, WNBK, Cleveland—New faces dept.: *Jean McNamara* replacing *Mary Lou Barnum* as *Ted Walworth's* secretary in TV Sales. Jean comes to us from WJW and NBC Personnel in New York. Mary Lou is leaving to take over the program editorship of *TV Guide* magazine. Also new in our midst is *Jean Schreiber* of TV continuity who replaces *Carol Englebert*, soon to depart for the advertising firm of Lang, Fisher and Stashower. And what a time we've had lately with all the Jeans. They number a tidy 7 . . . *Jeanne Walker*, *Jean Yokoun*, *Jeanne Marie Jones*, *Jean Holzmiller*, *Jean Schreiber*, *Jean McNamara* and *Jean Strobel*. Chaos results when "Jean!" is shouted down a marble corridor.

Station patter: *Joe Bova*, our "Uncle Joe" of Tip Top Comics, is knocking them in the aisles at the Alpine Village with his comic bits. He's soon to open at the Cleveland Playhouse to play one of the leading roles in "Best Foot Forward". *Lil Buckto*, Music Rights. *Eileen McGinley*, TV traffic, and *Glenna Hansen*, spot sales sec, have as their latest interest . . . skiing! *Pete Felice*, maintenance, found in one of his versatile moments opening a certain budget minded secretary's piggy bank. *Vir Ires*, former radio traffic manager, working at a San Antonio dude ranch. *Phoebe Wecht*, WNBK's former Nancy Dixon, entertaining *Lil Buckto*, music rights; *Rita Bates*, former sec, to *Johnny Andrews*, and *Betty Ann Oneska* of music clearance with travel talks and slides of Europe. *Kay Jirousek* and *Jo Anne Barnes* of Accounting whiling away rainy lunch hours creating clever earrings.

Person most missed: "Old Ted" *Walworth* on his recent jaunt to Chicago. *Roman Syroid*, former TD at WNBK, now back at the station as producer for the Caryn Gae cosmetic people. "Thumper" *Sliva*, WTAM radio sales, being advised by fatherly *Fred Bone* on his forthcoming marriage. Ex-NBC employee *Peggy Amsden* proudly introducing her first . . . a 7 lb. 9 oz. laddie named Scott.

WMAQ, WNBQ, Chicago — *Jules Herbuveaux* and *Henry Sjogren*, general manager and assistant general manager, respectively, of Stations WNBQ and WMAQ, were officially introduced to members of the Chicago advertising fraternity at a reception in the Sheraton Hotel's Tally-Ho Room on Tuesday, October 19th. *Charles Dresser*, sales director for the stations, hosted, with assists from WNBQ sales manager *Flyode "Bud" Beaton* and WMAQ sales manager *Rudi Neubauer*. Over 200 agency execs, time buyers and NBC Chicago radio-TV talent attended the soiree.

Continuity acceptance manager *Harry Ward* was a member of the Cook County Grand Jury during the month of October. Interesting but hard work, says Harry, busily trying to catch up with the pile of scripts on his desk. *Mike Eisenmenger*, manager of NBC Chicago recording sales, and his wife Mary are the parents of a daughter, Paula, born Sept. 28.

Gino "Gene" DaDan joins the WNBQ-WMAQ advertising and promotion staff as a promotion writer, transferring from the accounting staff as of the end of September. Gene replaces ad-promo veteran *Marge Niess*, who has left after 20 years of service. *Carol Huber*, WNBQ script girl, engaged to Oak Lawn music teacher *Edward von Holst*.

Members of the NBC Chicago Radio Workshop, which meets weekly under the aegis of WMAQ director *John Keown*, marked the first anniversary of the group's founding with a Hawaiian-style party at the Club Wakakiki on Chicago's North Side. Continuity acceptance staffer, *Dorothy Masters* spent a week's vacation with her family in Colorado Springs, Colo.

Mary Karr, press department farm editor, was bridesmaid at the September 25 wedding in Omaha of *Martha Overholser*, ex-*Chicago Tribune* radio-TV writer, *Harry Trigg*, NBC Chicago network unit supervisor, was best man at the same event. Lt. *George Roen*,

son of announcer *Louis Roen*, married on Saturday October 23, to *Ann Doney* of Wayne, Ill. *Virginia Johnson*, of the Ding Dong School office, and *Maureen Hudgin*, of press department, were New York City vacationers during September. *Maureen*, one of the stalwarts of the NBC Chicago Radio Workshop, spent an evening at a rehearsal of the New York Workshop.

KRCA, Hollywood—*Genie Stokes* of the Sales Service Department spent two weeks visiting her family in North Carolina and brought her daughter *Donna* back to California. Another vacationer was *John Wehrheim* who entertained his visiting brother, *Richard*, from Chicago. *Rosemary Gorman*, *Rita Haupt* and *Joan Gowanlock* were among the missing on a week's vacation. *Bobbie Rickesen* had a visitor from Hawaii, *Seaman Don Shor* from the *USS Jenkins*, whom she met on her recent trip there.

Changes in positions around KRCA found *Lenny Goldberg* promoted to the floor manager department and *Tom Foulkes* moved to the network. We said a fond farewell to *Doug Stewart*, who was on vacation relief in the film department and left Hollywood for New York, where he will attend Columbia University. It was with regret that we learned of the passing of *Bob Ogden's* father.

Rose Meyers and her husband, *Bill*, spent a week exploring California's ghost towns. It's nice to have *Beep Roberts* back with us after a brief sojourn in the hospital. *Pat Leslie* and *Sue Swanson* devoted an early morning to an interior decorating job on *Bob Henry's* office for a surprise birthday present. The fact that he sent out printed notices had nothing to do with it.

Among the members of the KRCA riding club: *Marge Clarke*, *Marianne O'Connor*, *Jeanne DeVivier*, *Terry Seigny*, *Naomi Hallum*, *Pat Leslie*, *Scottie*, *Bob Henry*, *Bill Allen*, *Bud Mertens* and *John Spence*. Afterwards, they take their dinner standing up at the Trail Inn Restaurant.

WRCA, WRCA-TV, New York—*Marie Suchan*, who will be taking over this column come next month, surprised us all by coning in one Monday morning recently with a sparkler adorning the important finger and announcing that she will become Mrs. *Thomas Weiss* next February 19th.

Word from *Kit Tucker*, now touring Europe, indicates that she's having

every bit as fabulous a time as anticipated. We barely had time to welcome *Kit's* temporary replacement, *Joan Harshman*, when her orders to join her husband, stationed with the Army in Europe, came through, and "welcome" was changed to "Bon Voyage." Congratulations to *Jim Barry* of WRC-TV Sales, whose first daughter, *Debbie*, arrived on September 23rd.

John Hurlbut of Advertising and Promotion has left us to accept a position with Free & Peters. His secretary, *Irene Kotz*, will leave at the end of the month to return to her home in Syracuse, New York. New to A & P is *Al Perlmutter*, formerly with the Tex & Jinx Show.

KNBC, San Francisco—In September, service awards were presented to 13 KNBC employees. Pins for ten years of service were presented to *Joe Hanrahan*, *James Townsend*, *Dud Manlove*, *Manual George*, *Harold Bennett* and *Beverly Southwell*; *Roy C. Fell* and *Ernest Jefferson* were admitted to the Twenty-Year Club; and watches symbolizing twenty-five years of service were presented to *Florence Crowell*, *Tommy Watson*, *Alice Ryan* and *Stella Vasconcellos*.

"Diamonds Are a Guy's Best Friend"—a special adaptation of the well-known song—is the theme around the Spot Sales office since *Martin Percival* captured the diamond ring prize in the national sales contest. Marty's secretary, *Gail Monroe*, and her partner in crime, *Muriel Jocz*, staged a farce with a glass replica before the real gem arrived which created quite a stir with Marty . . . but like all good crime stories the culprits and their dirty deeds were discovered.

Vacations, for most of us, are now only fond memories of past delights, but three KNBC toilers right now are enjoying their annual leisure with pay. *Lorrie Bunker*, of Program, has ventured "down Mexico way"; *Anne McEneaney*, of Accounting, is spending a week in sunny (we hope) Coronado; and *Bert Medar*, also of Accounting, is seeing the sights in Las Vegas.

Jane Morrison, Press and Publicity for KNBC, recently spent a luxurious all-expense paid week at the Hotel del Coronado in Coronado, California. The trip was part of the prize won by Jane's reporter husband, *Jack Morrison*, for his write-up on court procedures in a contest sponsored by the California State Bar Association.

Marjorie King—though you'd never guess it to look at her fresh loveliness—has been spending many evenings and few morning hours stitching and arranging for her new home in San Francisco's Sea Cliff section.

Casualties in Local Sales . . . Sales Manager, *Bill McDaniel*, away from his desk several days this month for dental surgery and his Gal Friday, *Chris Argos*, absent from the KNBC scene long enough to have her tonsils removed and do a little recuperating.

WRC-TV, Washington—New employees: Engineering welcomes *Ethel Edwards*, secretary to *John Rogers*, engineer-in-charge. *Jane Kottmeier* recently joined the staff as secretary to *James Kovach*, director of Programs. *Jane* spent part of last year with the American Friends Service Committee in Mexico. New pages include *Robert Lee Hale*, *Robert Williams*, a student at *George Washington*, and *Marc Mahaffey*, who is attending the Arlington Branch of the University of Virginia. Building Services has a new porter, *Leverne Gilmer*. *Norman Scott* is new assistant director in Television, and was recently discharged from the U. S. Air Force.

Vacationing at Miami Beach is *Jack Lavan*, station business manager. Other recent vacationers in the Accounting Department were *Rudy Coldenstroth*, who visited southern Canada, *Daisy McHenry*, also a Canada vacationer, and *Vita Farrell*, who went west to Kansas. *Marion Davis* vacationed in Florida. *Sally Hoover* in New York City, and *Bill Callaway* spent his vacation in Arlington working on his new house. *Bill* is flying extra high these days—just received his private pilot's license.

Pacific Division

About the most exciting news around Sunset & Vine these days concerns pretty *Donna Perry*, Central Stena, who just won a seven year contract at Paramount Studios; and *Elaine Forbes*, secretary to Mr. Berend, who wrote the lyrics of a catchy novelty song called "Blow a Kiss Instead of Your Top," with the music being written by *Dick Nethercott*, Music Rights, and *Marion Russell* of ABC. The song received tremendous response following its premiere by *Art and Dotty Todd* on their radio show of October 6. Here's hoping you make the Hit Parade, Elaine.

Congratulations to *Arch Presby*, the beloved "Uncle Archie" of millions of kids on his new show, which hits the local TV screens in the 9:00 to 9:30 AM time slot. Welcome back to *Lorraine Sterner*, Programming, after a session of jury duty.

Nita Loveless, secretary to *Mr. Frost*, who recently took a maternity leave, was given a nice send-off by *Eloise Edwards*, *Louise Schultz*, *Eba Hawkins*, *Joan Christianson*, and *Audrey Nicol*, with a Luncheon at Lyman's on her last day, October 8. Come to: *Lovely Miriam McRae*, Program Business Office; *Edith Johnson*, TV Productions (Transferred from New York); *Ronald Olney*, TV Engineer (Transferred from RCA Service Company); *Walter Coleman* and *David Graham*, TV Technical Operations; *Eleanor Jordan*, secretary to *Lew Frost*; *Leonard Reiter*, Finance Department; *Barbara Fox*, TV News; *Maxine Ogle*, Finance Department; and *Bill Cothran*, TV News, who transferred here from San Francisco.

Public Relations Division

Advertising and Promotion—A couple of the Audience Promotion people have packed up duds and belongings and moved to other quarters; namely, *Ray Johnson*, who now lists a Gramercy Park address, and *Thaine Engle*, now in Great Neck.

Hear tell *Dee Vestal* was hostess at a Chinese dinner at her Village apartment recently. However, it wasn't the Far East influence that attracted *Mike Lannon*, but the West Indies, where he spent a fall vacation in Jamaica.

Leonard Giarraputo and his new missus have returned from their Vermont honeymoon. And *Barbara Bowden* returns each day from lunch with a new stack of sheet music she's purchased . . . usually old songs . . . which bring forth "I remember that" and "so-and-so sang that in an old Warners musical" types of comments from the crew as they pass her desk.

Information—It makes us happy to start off this article, as we all would like to congratulate *Dave Eddy* on his recent promotion to Story Division and wish him the best of luck in his new job. *Rita Morey*, the last member of Information to take a vacation this year, spent the first two weeks of October at her home in New Jersey. *Rosemary Pfaff*, during one of her younger moments, looked for some excitement and found it at the Rodeo. *Melba Thomas*

was delayed in starting her weekend drive to Williamsburg, Va. by Hurricane Hazel, but did finally get there one day behind schedule.

Research and Planning—The latest of R&P's gals to up and marry is *Joan Donnelly* (to David McCullough of Ogilvy, Benson & Mather AA) at Madison, Conn. on Sept. 25. Feted at Town & Country by her co-workers, and sent home with a lovely Coffee-matic, the bride took two weeks for the occasion, ten days of which were spent on their trip to Canada. Glad to hear the wedding was "kept within the family"—three of the bridal party are NBC-ers: Fran Cairns (Labor Relations), Ted Yates (Tex and Jinx Show), Marshall Stone (Production).

Former NBC-er *Mary Schlorek Rahikka* announced arrival of twin boys September 23. This should be a double joy to the many friends she left behind. Our own *Gloria Betros Sawan* had another long weekend coming up October 23. She and her mate attended the Ohio State University versus Wisconsin football game. Hope for Al's sake Ohio won, or he'll never hear the end of it! Knights of Columbus held their Inaugural Ball October 15th. Officer Al wore tails and our Glo a terrific gown, I understand. Let me in on the gory details real soon, Mrs. Sawan. It seemed like a never-ending stream of vacations for our 11-year member *Mildred Schmidt*. But now it's the last of the Mohicans; she's only got two more days to spend in Washington "Just sight-seeing."

Press—Congratulations to Catherine and *Sal Musco* on the birth of their daughter, Diana Marie. Mother and baby are doing well, but we are not sure Sal has recovered yet. The department welcomes writers *Jaon Ganz* and *Dilys Jones* who joined us in September. *Doreen West*, who works in photo files, has left to return to her home in England. Best of luck, Doreen, and a pleasant journey. There is constant danger in the Press Department during the mid-morning rush for the coffee-line led by those three All-American tackles, *Nancy Herbert*, *Violet Young* and *Elaine Brody*.

Radio Network

Radio Network Sales — It's been quite a while since Radio Network Sales had a column so let's see if we can't catch up with current events.

We apologize to *Jack Mann* for our tardiness and welcome his new son born on July 7. As this copy is being prepared we are seeing the last of vacations. *Liz Leitner* has the somewhat dubious distinction of being the final member of this department to take a well earned rest. *Joyce McKenna*, it would seem, had the most glamorous vacation spending "two glorious weeks in sunny Bermuda." However, all returned tanned and rested. The salesmen bid farewell to *Mac Walker* at a luncheon and it would appear that a fine time was had by all. Replacing *Mac* is *Frank Fitzgerald* and we extend our welcome to him. The gals had two luncheons at which we said a sad good-bye to *Lily Borst* and *Doris Anderson*. *Lily* left us for far greener fields and proudly announced the birth of *Peter Norman Borst* on October 5. Replacing *Lily* is *Elissa Enax* who, not to be outdone by *Lily*, became an aunt on August 21. Replacing *Doris* is *Janet Osmond* and all agree to a hale and healthy hello. *Jean Martin*, erstwhile chauffeur, has just acquired her third car this year. We all wish you luck *Jean* and suggest that perhaps three is a lucky number. A final note of congratulations to *John Doscher* on his latest "deal," this time acquiring a lovely home in Belle Harbor.

Radio Network Administration

Bon Voyage to *Marion Stephenson*, divisional budget manager of Radio Network, who embarked on her vacation Sept. 25th to fly to Egypt. She plans on stopping over in London, Paris, Rome, Venice, Athens and finally Cairo, where her brother is living. Before going on this trip, Marion made all kinds of plans and secured all kinds of pamphlets and booklets on these different countries. One funny incident occurred one day when she returned from lunch with a brochure on Portugal giving her all kinds of information on places to see and how to travel. This particular pamphlet didn't help her at all, since when she opened the booklet, she discovered it was written in Portuguese. We're looking forward now to a picture of Marion riding a Camel, which she promised to have taken.

TV Network Programs

Music—We welcome *Robert Wagner* to our Music Library. Bob was for-

merly with our Guest Relations department. Music is his hobby and he likes to entertain at the piano. *David Hendry*, whose job he is filling, is now working on the Steve Allen "Tonight" show and on this occasion we wish him the best of luck. While *Mary Turner* moved into a new apartment *Joan DeHart* has been decorating hers with some new pillows for color effect.

Central Booking—Vacations for our little department are just about over. *Eloise Gelfer* spent three wonderful weeks on the West Coast with singer friend Pat Jones. *Mary Cooper* is still enjoying her vacation — she hasn't taken it yet. "Hazel" and *Jane Costello* took about the same route a few weekends ago—both headed up to Pennsylvania. She had a good time anyway. We have filled the vacancy on our department with a wonderful girl from Stenographic—*Peggy McGrath*. Hello, *Miss Hollywood*, wherever you are.

Plant Operations — Our "First Love," *Bill Dannhauser*, happily ensconced in Unit Manager section. *George Dindas* recommends Bear Mt. Inn to all those desiring a weekend of complete relaxation. Our own *Helen West* walked off with the highest honors of Singer's Saturday Sewing graduating class. The welcome mat is out to *Hal Alexander*, who joins us as a Studio Supervisor.

Production Operations—The fall season is here and it seems to be the season for moving in our department. *Roxie Roker* has been transferred from our Broadcast Operations section to the Home Unit. To her, we all send our best wishes. A big welcome from all of us to *Eleanor Rosenthal*, who has taken Roxie's place. Best of luck to *Monty Morgan*, who has left our Broadcast Film department to become a Unit Manager. Kudos to *Robert Schulein*, who has been promoted to fill Monty's position. A welcome also to *Milton Wyatt*, who has joined our Broadcast Film Section in Bob Schulein's vacated position. We all wish *Julia Cohen* of our Broadcast Film department the very best of luck. She was recently engaged to a very lucky fellow by the name of Dennis R. Sciscento.

Public Service Programs — We've done it again! Another wedding, this time it's *Bobbee Edwards*, and she'll

become Mrs. David Bacon on November 6. She'll be leaving the company to set up housekeeping in Ann Arbor, Michigan. *Bob Graff* didn't even know his secretary's happyplight . . . he's in Europe filming two interviews for the "Elder Wise Men" series. *Hilda Watson* sailed into the Waldorf last month in her blue slippers and a dreamy formal gown to attend a dinner for the Queen Mother.

Welcome to *Betty Ivory*, who's *Bill Parish's* secretary, and *Mary James*, who'll be answering *Doris Ann's* phone.

Radio Studio Operations — The annual dinner and entertainment of this department, celebrating the end of summer and the arrival of the autumnal equinox, was held at Paterson, N. J., last month. An excellent dinner was served, and the floor show, supplied by a Union City night club, provided robust and uninhibited entertainment. Songs, speeches, and monologues were contributed by several of the brethren, including *Joe Kall*, *Ray Farnan*, *John Ruschmeier* and *Hugh Gunn*. With commendable foresight the arrangements committee booked rooms at a local hotel for the convenience of celebrants who might become exhausted by the night's festivities. It proved to be a necessary precaution. Our friend, *Tom Longmore*, was overcome by the floods of oratory, the interminable singing of a melancholy dirge called "Kevin Barry," or something, and, in the words of his countryman *Geoffrey Chaucer*, had to be "holpen to his litter." But a good time was had by all.

TV Technical Operations—There's a few in every office. Know what types I mean. Yes, that's right. Those lucky ones who manage to suffer through the hot summer and still have vacation coming when the rest of us are looking forward to next year. The patient ones in our office are *Fritz Rojas* who spent two wonderful weeks hunting and *George Graham* who traveled to Mexico. Both came back looking as good as they described their vacation. Also *Janice Abbott*, who said it was well worth waiting for, as she told us all about her exciting two-week trip to California.

Though it seems like ages ago, we welcome back our hard working *Margrit Hahn*, who spent a well earned vacation in Germany visiting her family, whom she hasn't seen in four

years. Her descriptions of Europe and the pictures she brought back were something to be remembered for a long time to come. *Margrit* was pleasantly surprised when she found herself (along with her boss *Art Garbade* and his secretary *Doty O'Loughlin*) moved into the enormous offices on the 4th floor.

Our *Florence Herrlich* left us for Scandinavian Airways out at Idlewild Airport, which is practically just a hop, skip, and a jump from her home and allows her to take one free trip a year.

It didn't take us long to figure out that *Al Protzman* was the jokerster who scotch taped the sample pieces of drapery material on *Andy Hammerschmidt's* office walls to help him decide which would make the best pair of drapes. It seems that *Andy* and his secretary *Madalyn Butler* can't agree on what looks best. We're taking bets on who will win and at this time I think *Madalyn* is ahead.

We sure miss *Joyce Peter's* cheery smile while she is recuperating from an operation, but hats off to *Grace Kaufman* who is doing a wonderful job taking care of her own work and *Joyce's* too.

That new crew cut that *Art Poppele* is sporting sure is a nice change. We hardly recognized him at first but agree it has made him look so much younger that we've changed his nickname from "Popp" to "Joe" (College that is).

The welcome mat goes out to *Blanche Toler* and *Matilda Spencer*, two new scheduling girls. While we're on the subject, how about three cheers to *Mr. Gallant* and his scheduling group, who have quite a job in preparing the schedules for all our TV engineers but manages to keep smiling no matter how hectic things may get.

Georgia "Pixie" Smith has given up the commuting to Westchester for a cute apartment in Manhattan, complete with piano which *Pixie* admits none of the four girls can play.

TV Network Sales

TV Network Sales — Even though *H. V. Anderson* had been ill for quite awhile, his death still came as a shock to us. Everyone was hoping for his recovery so, that it is hard to realize that he won't be around with his big, happy smile. The company will miss his selling abilities but we'll just miss *Andy*.

We've had a slight disturbance this month. A few walls were knocked

down and some carpenters, plumbers, plasterers, telephone repairmen, and painters paid *Fran De Gennaro* a visit. Actually, all this was being done to make more room. The day after was really the day after. It looked like the remnants of a last-night's party. But this too, shall pass away.

It is now our duty to relate the sad story of a forgotten switchboard girl. Yes, she was forgotten even by her own department. But now, through the courtesy of Network Sales, her name will echo through the halls of NBC. Now everyone will know that *Joan Cassidy* had a wonderful time in Florida on her vacation.

Once again it is our pleasure to welcome two new arrivals. They are *Barbara Reynolds* and *Marie Shishmanian*.

Sales Traffic Operations — There has been great activity in TV Sales Traffic Operations since the last CHIMES. In fact, so much that the department is getting a separate column to chronicle the various events and will continue henceforth.

Some changes in personnel have manifested themselves. *Lee Voyce*, one of the assistant sales service representatives, has left NBC to attend Harvard Business School. Judging from his fine record at NBC he is certain to emerge from the "Academy" of higher, higher business learning predestined with executive success. Since his departure, *Joel Stivers*, *John Fernandez*, and *Holland Low* have received promotions and congratulations to them. While the plaudits are being handed out, congratulations to *Sam Novenstern* on his recent marriage. And last, but not least, a hearty congratulatory note to *Elsie Schmidt* on her engagement to *Airman First Class Donald W. Roberts*.

A gala going away party was feted recently on *Terry Docherty*, *Mr. Flynn's* secretary, at the Rainbow Room. *Terry* resigned from a very active three years at NBC because her soldier husband has recently returned from Tripoli and is soon to be discharged. The best of luck to you, *Terry* and may you continue on your cheerful way as happy as ever. You certainly will be missed by all of us.

The welcome mat is out to *Russ Benedict*, who recently joined the department from the Night Executive office, and on the distaff side to *Betty Lindquist* who replaces *Terry Docherty* as *Mr. Flynn's* secretary.

He restoreth your soul...



There's Susan Brown. She's brought Mary Lou up all alone—her daddy was killed in the war. Susan's a slight little thing, but a pillar of strength. And she's not at all ashamed to admit—she leans all right—on the strength of God.



Janet and Bill were married right in this church—and they come back every week. "Just selfishness on our part," Bill says. "After all, our life together got off to a happy start here . . . and we want to keep it that way!"

Worship together this week



And the Wolf family here—will you just look at those boys! They're feeling very grown-up and proud as punch, going to a Service with Mom and Dad.



We are well blessed. The doors of our churches and synagogues are wide open . . . waiting for us to enter. Set aside a time each week . . . a time apart from the "busyness" of living. You'll find more joy in each day, if you give some time each week to worship.

Pete Taylor sure has grown! Being in the Service has helped him grow up inside, too. As Pete puts it, "A guy's never so big, that he wants to go it alone."



Ever been a stranger in any town? Then you've known loneliness. And you know how comforting it is to come upon a church or synagogue . . . where the doors are always wide open to everyone.



NBC

CHIMES

DECEMBER • 1954

NATIONAL BROADCASTING COMPANY

TELEVISION STATION

WMAQ

RADIO STATION

WMAQ

CHANNEL 670



**NBC CHICAGO PREPARES FOR
CHRISTMAS -- See Page 2**



CHIMES

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Stenographic, Rose Passatelli
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WRCA-WRCA-TV, Marie Suchan
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Public Affairs, Florence Reif
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Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
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AM Technical Ops., Jane Ermentraut
Unit Mgrs., Prod. Coords., Dick McBride

TV Network Sales:

Merchandising, Zena Mondello
Network Sales, Mort Dillon
Sales Traffic Ops., E. Holland Low

A Christmas Message

At this joyous time of the year, my thanks to all NBC personnel for your devotion and, equally, for your spirit of excitement.

We have tried during the past year to keep television fresh and exciting, and to develop innovations in radio as well. We have all worked to insure continuing vitality in our programming to make our services more useful, more enjoyable, and more informative. We have tried to bring the power of broadcast selling to more advertisers and to shape new forms of selling for old customers.

All of us can take a deeper satisfaction from our occupations these days knowing that NBC, while striving to increase its commercial leadership, is also lending its communications force to help realize that happier, freer, more enlightened, and larger-spirited world that is in the character of Christmas.

A joyful one to you and your families.

Sylvester L. Weaver, Jr.

The Cover

"Deck the Hall!" NBCites in Chicago's Owned-and-Operated outlets, WMAQ and WNBQ, help to decorate the NBC sign in the main lobby of Chicago's Merchandise Mart, largest commercial building in the world and home of the NBC Chicago operation.

With the aid of George Balego of Maintenance, three of NBC Chicago's

prettiest secretaries do the honors. The girls (from left to right) are: Jeanne Couture, Central Division Public Affairs and Education secretary; Barbara Albright, WMAQ-WNBQ Advertising and Promotion Department secretary, and Jean Luken, secretary of Floyd E. "Bud" Beaston, WNBQ sales manager.

NBC Jan. 1 Sports Lineup

NBC once again is furnishing the nation's sports fans with a full afternoon of solid football entertainment on New Year's Day, when the Radio and Television Networks cover the Cotton Bowl and Rose Bowl games, as well as the colorful Tournament of Roses Pa-

rade. The Parade will be telecast from 12:15 to 1:45 p.m., EST, followed immediately by radio and TV coverage of the Cotton Bowl game in Dallas. The Rose Bowl contest in Pasadena will begin on NBC Radio and Television at 4:45 p.m., EST.

NBC News Roundup . .

Induct 33 Into 25-Year Club in N. Y.

Thirty-three employees of NBC became members of the company's 25-Year Club in a ceremony on Dec. 2 in the Hotel Roosevelt in New York. Each of the new members received a watch and a certificate signed by Sylvester L. Weaver, Jr., President of NBC. The honored employees were welcomed into the club by Mr. Weaver. Entertainment was provided by Steve Allen and Skitch Henderson. B. Lowell Jacobsen, director of Personnel, was master of ceremonies. Next month's CHIMES will present full pictorial coverage of the event.

Mendes-France Visits NBC

Pierre Mendes-France, Premier of France, was welcomed by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, when he arrived at the RCA Bldg. in New York for his appearance on "Meet the Press" on Nov. 21. General Sarnoff, Sylvester L. Weaver, NBC President, and Robert W. Sarnoff, Executive Vice President, greeted the French statesman and escorted him to the NBC executive offices, where an informal reception was held after the show. General Sarnoff presented to M. Mendes-France a kinescope of "The Man from Louviers," which portrayed the career of the Premier on "Background" last summer.

Steve Allen a Real Drawing Card

As a result of a one-minute offer by Steve Allen on his "Tonight" show recently, over 125,000 postcards came rolling in within a few days. Steve made the invitation, at ten minutes past midnight, for viewers to send in cards bearing their names and addresses, so that they would be eligible for a drawing for five free Broil-Quik rotisseries.

Christophers Honor Eight at NBC

Awards for "outstanding achievement" in creative work on NBC Television and Radio came to eight individuals from the Christophers last month.

The NBC winners were: Producer Robert Montgomery, director Norman Felton and scriptwriter Doria Folliat for "Great Expectations," televised by NBC last June on "Robert Montgomery Presents"; producer-director Frank Wisbar and teleplaywright Michael Foster for "Crusade without Conscience," on "Fireside Theatre" in September; producer-director Wallace Magill for the "Telephone Hour" broadcast on May 17; producer-director Albert McCleery and writer Ted Maer for "Proclaim Liberty," on "Inheritance" on July 4.

Organization Changes

Last month it was announced that *Harold F. Kemp*, manager of the Talent office in New York, was transferred to Hollywood to become a general program executive. . . . *Matthew J. Culligan* last month was appointed to the newly



That's WRCA-TV's Herb Sheldon, climbing out from behind the stacks of entries which were submitted in response to his "What Thanksgiving Means to Me" contest. Herb ran the contest on his children's program "Kids Today," which is seen at 6:45 a.m. Monday through Friday. A record-breaking total of over 200,000 children's impressions of Thanksgiving in any forms of their choice—poetry, painting, music, sculpture, stories, puppetry and photos—were sent in.

created post of national sales manager for the Television Network. . . . *Roy C. Porteous*, supervisor of the sales unit for "Today," was promoted to sales manager of NBC Participating Programs Department, the post previously held by Culligan. . . . *John Porter* has been appointed manager of National Advertising and Promotion. . . . *Edwin Vane* has been appointed National Sales Promotion manager. *Edward A. Rosenberg* has been appointed manager of Contract Administration for the Pacific Division. . . . *John Nelson* has been appointed Program supervisor, Pacific Division.

T-I-T Sales Announced

More than \$900,000 in participations — a record high purchase for a single client on "Today," "Home" and "Tonight" — has been bought by Star-Kist Foods, Inc. The contract begins Jan. 5 and provides for a once-a-week participation on the three shows. Star-Kist also bought a participation on the NBC Radio Mary Margaret McBride show. "Home," it was also announced, will enter 1955 with more than \$3,500,000 signed for the new year.

Safety Council Award to NBC

NBC late last month received a National Safety Council Public Interest Award for "exceptional service to farm safety" in 1954. NBC, which was the only major network thus cited, was honored for its many Radio Network contributions to farm safety, for the preparation of a series of Farm Safety Week transcribed announcements, and for a special Farm Safety Week broadcast on the Farm and Home Hour. Jules Herbuveaux, general manager of WNBQ and WMAQ, Chicago, accepted the award on behalf of Mr. Weaver.

Hitz, McFadden, Shea Are Elected Vice Presidents

The election of three Vice Presidents of the National Broadcasting Company was announced on Dec. 6 by Sylvester L. Weaver, Jr., NBC President. The new Vice Presidents are: Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division; Thomas B. McFadden, Vice President in charge of NBC Spot Sales, and Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

A member of the NBC organization for more than 25 years, Mr. Hitz has been manager of Television Network Sales, Central Division, since November, 1952. He joined the company as a salesman in 1928, and in 1934 and 1935 was placed in charge of the network's Philadelphia office. He returned to New York after this two-year period, and in 1939 became assistant to the Vice President in charge of Sales. In April, 1947, Mr. Hitz was appointed assistant sales manager of Eastern Network Sales, and the following year was named assistant director of Network Sales. He later became manager of the Eastern Sales Division, before being transferred to Chicago as manager of Television Network Sales, Central Division. Born in Cleveland, Ohio, on Dec. 1, 1900, Mr. Hitz attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was with a Wall Street bond office. From there he went to the advertising and merchandising department of the *New York Daily News*, before joining NBC.

At 37, Mr. McFadden already is a veteran of 20 years service with NBC.

He joined the company as a member of the guide staff when Radio City in New York was opened in 1934. A year later he was assigned to the news room as a writer, and by 1938 he also had become a news broadcaster. During World War II he was an Air Force pilot in the African and China-Burma-India Theatres of Operation. He was discharged as a captain in 1945. Returning to NBC, Mr. McFadden rejoined the news staff and was appointed director of News and Special Events for WRCA (then WNBC) in April, 1946. He later became assistant manager and then general manager of the network's owned stations in New York. In April, 1950, Mr. McFadden was transferred to Los Angeles as general manager of KRCA (then KNBH), and after two successful years in that capacity he was brought back to New York to head NBC Spot Sales.

Mr. Shea, who is 40, has been general manager of WRCA, WRCA-FM and WRCA-TV since July, 1953. Before that he was general manager of WTAM, WTAM-FM and WNBK, NBC's radio and television stations in Cleveland, Ohio. Mr. Shea joined the company in 1949 as controller of NBC's Owned and Operated Stations Division. He was named director of operations for the division in 1951 and a year later was transferred to Cleveland to head the NBC stations there. Before joining NBC, he served five years as treasurer and controller of the Emerson Drug Company. His background also includes two years with the Chase National Bank and six years with the Telatograph Corporation.

Six Sylvania Awards to NBC

The National Broadcasting Company's *Medic* program last month received the Sylvania Television Grand Award as "the most outstanding program on television."

The Grand Award, which has been given only once before, was one of six Sylvania Awards won by NBC.

Medic was cited for "the worth of its content, the impact of its presentation, and the dignity of its purpose" by the Sylvania Committee of Judges, which presented the annual awards at a dinner at the Hotel Pierre in New York. The committee said it considered "*Medic*" to be "a truly great contribution to the advancement of television." The only previous recipient of the Grand Award was NBC's "Victory at Sea."

Thomas McAvity, NBC Vice President in charge of Television Network Programs, accepted the awards on behalf of NBC.

George Gobel, appearing regularly on television for the first time this season, won an award as "the television comedian of the year." The committee said that Gobel was "an intuitive comedian" who has brought "a fresh note of delivery to television." "He is in the tradition of the great monologists," the committee said. "His timing and delivery are superb, and his appeal is in no sense limited."

Three, Two, One . . . Zero, a study of atomic energy, was voted "the documentary program of the year." The committee said that the program reconstructed "the entire history of the atom, from its first mention in the days of ancient Greece to the most recent experiments in harnessing it for peaceful use." "The program presented the problem of the future use of the atom vividly and succinctly," the committee said.

Man on Mountain Top (presented on NBC-TV's "Philco Television Playhouse") was selected by the committee as "the finest original teleplay of the year." The judges called particular attention to the writing of Robert Alan Aurthur, the direction of Arthur Penn, the "superb cast and excellent production." "This play contained moments of sheer brilliance," the committee said.

Philco-Goodyear Television Playhouse was voted by the judges "the best dramatic series." The committee

(Continued on page 12)



(L. to R.): Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division; Thomas B. McFadden, Vice President in charge of NBC Spot Sales, and Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV.

Gen. W. B. Smith Elected to RCA Board of Directors

Election of General Walter Bedell Smith as a member of the Board of Directors of the Radio Corporation of America was announced on Dec. 3 by David Sarnoff, Chairman of the Board.

General Smith is Vice-Chairman of the Board of Directors of the American Machine & Foundry Company. He served as Under Secretary of State from February, 1953, to October, 1954.

During World War II, General Smith was successively Secretary of the Joint Chiefs of Staffs and United States Secretary of the Combined Chiefs of Staff in Washington, Chief of Staff of the European Theater of Operations, and Chief of Staff to General Dwight D. Eisenhower. On behalf of General Eisenhower, he negotiated and signed the instruments effecting the surrender of Italy and Germany.

General Smith was Ambassador to the Soviet Union from 1946 to 1949, when he assumed command of the United States First Army. In October, 1950, he was appointed Director of Central Intelligence, where he served until his appointment as Under Secretary of State. He retired from active service in the Army on January 31, 1953.

For service in both World Wars, Gen. Smith holds eight decorations from the United States, as well as decorations from numerous foreign countries.



General Walter Bedell Smith



The crew of the Max Liebman Spectaculars are shown in their bright red sweatshirts (except for a few who found them too warm) at the Brooklyn studio. Pictured are (left to right): first row—Jim Blaney, Bill Stone, Carmine Picioccio, Joe Caridi, Frank O'Keefe and Milton Butz; second row—John Ward, Nick Bruno, Art Zarakas, Carl Ricea, Heino Ripp (technical director), George Weisz, Walter Serafin, Roy Olsen and Joe Bascietto. Third row—Walt Werner, Gene Gronin, Fred McKinnon, Sonny Perlmutter, Bob Sullivan, Tom Williams, Don Mulvaney, Ernie Theil and Lauren Jaycox. Two crew members, Dave Byrnes and Randy Rand, failed to get in the picture because they were playing ping-pong behind the set.

Crew Sees Red on B'klyn Set

Producer Max Liebman thought for one mad moment during the rehearsals of "The Follies of Suzy" (the NBC-TV Spectacular which took place Oct. 23) that he had wandered into the home grounds of a soccer team. The entire Brooklyn studio where the live color Spectaculars are produced, was filled with men in bright red shirts—and these brightly clad fellows were pushing dollies, operating cameras and moving cables. Liebman soon learned—much to his amusement—that he had walked into the midst of a big practical joke being played on associate producer Bill Hobin.

Since the Brooklyn studios are so large and the crew so extensive on the Spectaculars, young Hobin decided that it would be easier to spot him on the floor of the studio if he wore a bright red shirt. Despite a terrific kidding about the crimson sweatshirt he sported, Hobin continued to look like a Moscow resident on May Day.

The night of the dress rehearsal for "Suzy" arrived, and with it some technical gremlins which made it necessary to suspend operations for about two hours. The crew, far from home and Mother in the wilds of Brooklyn,

cooked up a little scheme to while away the unexpected respite. They went to a neighborhood store and bought several dozen bright red sweatshirts.

When the rehearsal resumed Hobin was completely amazed to find that wherever he looked he saw red. His own sweatshirt was lost in the crowd. When his assistant, Marcia Kuyper, walked on the set with a cup of coffee for Hobin, she headed for the first red shirt she saw. When she realized it wasn't Hobin she excused herself and headed toward a nearby red shirt, feeling that this was sure to be her boss. Suddenly she realized that the "trademark" had been appropriated. Everyone had a good laugh and rehearsals were resumed.

Hobin had the last laugh, however. When the time arrived for rehearsals on "Best Foot Forward" Hobin's sweatshirt was present—only it was a bright yellow.

As one crew member remarked, "We'd fix him good if our wives didn't take a dim view of spending the overtime money we earn on colored shirts. Anyway—Joe is out pricing yellow sweatshirts, so we'll see who has the last laugh."

NBC CHICAGO'S FRESH WATER MARINERS



While skipper Frank Schnepfer (standing, rear) scouts the Wisconsin shore, and Al Scarlett (right foreground) keeps a firm hand on the wheel, crew members (L to R) Bud Hollibaugh, John Freschi, Ernie Foote and John Casagrande lounge on deck.

By
Howard Coleman

Home is the sailor, home from the sea — or at least home from Lake Michigan, in the case of NBC Chicago

technical director Frank Schnepfer and the crew of the *Bonny Lou*.

With a 99% pure group of NBC employees (Ernie Foote, the sole "outsider," qualified by being the brother of veteran Chicago organist Herbie

Foote). Skipper Frank entered the famed Lake Michigan Mackinac Race, queen of Midwest regattas. Longest fresh water race in the world, the event, sponsored by the Chicago Yacht Club, runs from Chicago north, virtually the entire length of Lake Michigan, to Mackinac Island, covering slightly more than 330 miles "as the crow flies."

The *Bonny Lou*, for seafaring readers, is a cutter, 32 feet in length (on deck), with a 10 foot beam and a draft of four feet, 10 inches.

As a class "C" boat, the *Bonny Lou* finished "somewhere in the middle of her class" in the race. A virtual "no-weather-at-all" situation had the cutter becalmed for the first 24 hours, made going slow all the way from the Saturday morning start until Monday, when the group covered more than a third of the distance in 24 hours, running through heavy rains, thunder squalls and fog.

"The Mackinac," says Frank. "is normally a 45-hour race!"

Members of Schnepfer's sailing crew were mostly members of the NBC Chicago TV crew number one, a seasoned group since the "Garroway at Large" days of early WNBQ TV operation. John "Cass" Casagrande, lighting engineer recently transferred to NBC Hollywood; studio engineer John



Polishing the plastic plates are Frank Schnepfer (left) and Al Scarlett (far right), while chef Ernie Foote supervises from the galley hatch and Bud Hollibaugh, fingers conveniently bandaged, acts as assistant supervisor.

Big NBC Ad Campaign Now Underway in Top Magazines

Freschi; Bud Hollibaugh, also a technical director with the TV crew; stage-hand Dick Bernico; former NBC Chicago engineer Al Scarlett (now with NBC Hollywood), and "outsider" Ernie Foote, were the crew signed on with the *Bonny Lou*.

Frank Schnepfer, skipper of the *Bonny Lou*, has sailed his craft for the past five years, and as a seasoned fresh water mariner has traversed the Great Lakes while pursuing his maritime hobby. This year was the second time he has entered the Mackinac race. With his NBC crew, he sails Lake Michigan waters three or four times a month during the yachting season—NBC Chicago TV schedules permitting, of course.



The Bonny Lou.

This year's race marked the start of an annual vacation for Frank, for Cass and for Al Scarlett. While John Freschi had to fly back to Chicago to pick up his duties (because of the unusually slow pace of the race) and others of the crew also returned, Frank's wife, Virginia, Cass's wife, Jean, and Al's son, Ted, met the boat at Mackinac. The group sailed on into Georgian Bay and then back to Chicago for a 10-day waterborne vacation.

The *Bonny Lou*, which is fitted to sleep five, has a fully equipped galley and ice box. While the group insists that there was no food shortage or problem during the race, in spite of the undue amount of time spent motionless, John Freschi chuckles ruefully as he explains that "we sure didn't run out of beans!"

The National Advertising and Promotion Department of NBC right now is in the middle of an advertising schedule unlike anything done before by the company. A double-barreled, intensive campaign is running in two of America's greatest consumer magazines, the *Saturday Evening Post* and the *Ladies' Home Journal*. This is the first time that NBC has conducted a regular and continuing campaign of such scope in this type of magazine.

Again pointing out its industry leadership, NBC is calling the attention of the nine million devoted readers of the *Saturday Evening Post* and the

While Ernie Foote turned out to be the best chef on the craft, everybody else, including the Skipper, took turns at nautical kitchen police duties. Generally, the *Bonny Lou's* chow schedule was: bacon and eggs or pancakes in the morning, sandwiches for lunch, and a "big" meal in the evening, preceded of course by cocktails.

Frank, explaining operational procedure on his ship, says that the crew members take turns standing watch during normal sailing, with "everybody up and at 'em" when a wind comes up and the sails must be changed.

During the long period when the *Bonny Lou* was becalmed, every one was as quiet as possible. "You just can't move," Frank points out, "for any motion that might rock the boat loses whatever little wind you may have in the sails.

"At night," he continues, "you listen for talk from other boats, and try to figure out what sails they are using."

Before picking up the weather that took them on a spinnaker run up to Manitowish, and then, with a quick change in wind direction, had them "running sails up and down like window shades," the group spent one tense period in fog while crossing the Lake Michigan steamer lanes. "We heard horns, but never saw anything," says Cass.

The *Bonny Lou* is equipped with all modern navigational devices for her inland lake use: radio, direction finder (guided by signal beams from Coast Guard stations) plus celestial navigation equipment. Kidding his skipper, John Freschi says that "we knew what lake we were in at all times!"

Ladies' Home Journal to our networks and to our top shows. In the former are two double spreads each month, occasionally in four colors; in the *Journal* they are one-page versions of the same ads in black and white.

The campaign was prepared by NBC's agency, the Grey Advertising Agency, Inc., in conjunction with our National Advertising and Promotion Department.

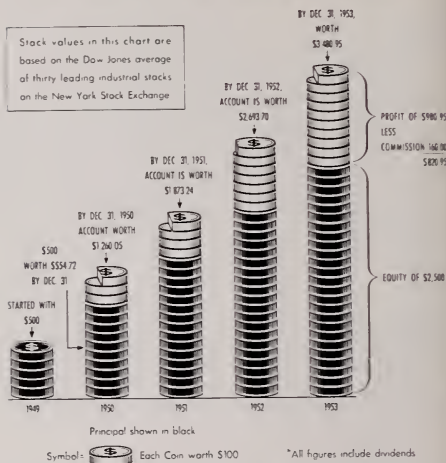
The first two spreads were seen in October issues of the *Saturday Evening Post*, promoting the Tuesday night radio lineup and the Max Liebman color extravaganza on TV. Those same ads were reproduced in one-page black and white in the November issue of the *Ladies' Home Journal*. In *Satevepost* in November the AM Wednesday night and the TV Monday night lineups were covered; the *Journal* ran the other version of them in December. This month in the *Post* the radio afternoon lineup and the color TV production of "Amahl and the Night Visitors" are being featured. The January *Journal* will have just the AM ad. One spread in a January issue of the *Saturday Evening Post* will stress NBC's radio program leadership; the television ad will call attention to NBC's participation Programs—"Today," "Home" and "Tonight." The February *Ladies' Home Journal* will repeat them in one-page black and white. Even though we speak here of the "December *Post*" and "January *Journal*" running the same ads, they actually are hitting the newsstands at approximately the same time, since the *Post*, a weekly, is dated just a week in advance, while the *Journal*, a monthly, comes out a full month before its date.

Very likely by now, most NBC employees have seen one or more of these advertisements in either the *Saturday Evening Post* or the *Ladies' Home Journal*, but just in case anyone has missed them, full-size reproductions of them are being displayed on all bulletin boards throughout the New York office of the company.

"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."

**\$500 INVESTED YEARLY SINCE 1949 WOULD SHOW
A NET PROFIT OF \$820.95*
AND PRODUCE A TOTAL PRINCIPAL OF \$3,480.95**

MONTHLY INVESTMENT PROGRAM



This growth chart shows the results of investing \$500 annually, based on Dow Jones Industrial Average.

The Monthly Investment Plan of the New York Stock Exchange and its members is designed for the person of average income who always wanted to invest in good common stocks but never accumulated a sufficient sum to start. Now it is possible, with payments as small as \$40.00 monthly or quarterly, to invest in any of 1,200 stocks of companies listed on the New York Stock Exchange — companies which pay half of the nation's dividends, produce half of all the goods made, employ more than eleven million people.

Risk?

Yes, there is an element of risk, just as in the ownership of any kind of property. Again, stocks are not a substitute for cash reserves or insurance, nor should any individual risk reasonable security for himself and his dependents. When basic necessities are well provided for, a man or woman with small additional funds can consider risk for the sake of higher return.

Actually, there are more than 300 common stocks traded on the New York Stock Exchange which have paid a cash dividend in every year for 20 to 105 years, averaging out to a com-

posite return of 5.7% for an uninterrupted dividend record of 39 years.

Good common stocks have the following advantages which make them desirable from the standpoint of long-range investment:

- (1) When a share of a company is bought in the form of common stock, the buyer becomes an owner, in part, of the company. Unlike a bond owner whose investment has a fixed interest rate, the holder of common stocks shares in the prosperity of a company through larger dividends. If the company's earnings decline, he runs the risk of having his dividends reduced or omitted.
- (2) Market fluctuations in the price of common stock need not be a matter of constant concern. Over the years, the price of ownership shares in sound American companies has tended

This is the final article in a series of three which have been appearing in CHIMES on the Monthly Investment Plan for the small investor as sponsored by the New York Stock Exchange.

upward, and, with the Monthly Investment Plan, a decline may react favorably when the long range trend of the stock is upward. By investing the same amount of dollars at different price levels, a greater amount of shares are bought when the market is low and a lesser amount when the market is high. For example, \$100.00 invested in a \$10.00 stock would purchase 10 shares. If this same stock went down to \$5.00, one could buy 20 shares (or double the amount) with one's \$100.00.

Thus over a period of time, simple mathematics should work in favor of investors. In fact, it will be found that the average cost of the securities purchased will always be lower than their average price. This may be seen in the above example where the average price was \$7.50 ($\$10 - \5 divided by 2) but the average cost was only \$6.67 (cost of \$200 divided by 30 shares).

- (3) The purchase of common stocks is regarded by many as a

means of maintaining purchasing power. For example, the dollar value of all common stocks has just about doubled since 1937, although the value of the dollar since 1937 has just about been cut in half. Whether this principle will always apply in the same degree will depend on various economic factors.

Under the Plan, any amount from \$40.00 to \$999.00 may be invested in any one stock, monthly or quarterly, over any period from one to five years. As many Plans as an individual can afford may be kept going at once. For example: \$40.00 the first month in Stock A, \$40.00 the following month in Stock B, \$40.00 the third month in Stock C; the fourth month, investment again in Stock A. The exact number of shares (and fraction of a share figured to four decimal places) bought with each payment will be credited to the buyer's account.

Regular New York Stock Exchange commissions are charged for purchases through the Monthly Investment Plan. As a generalization, the commission on the purchase of less than \$100 worth of stock is a fraction over 6%. This is a non-recurring charge and is the only fee you pay, unless you decide to sell the stock. Shares may be sold at any time, at the customary commission rates.

There is no penalty for failure to pay one, two, or three payments. In fact, unlike other installment plans, M.I.P. does not bind the investor to any stipulated terms or contractual obligation. It is to his own advantage and no one else's to make regular payments. The brokerage firm reserves the right to cancel if monthly investments are skipped for four to five consecutive months.

The investor chooses the company or companies he wants to invest in, from stocks listed on the New York Exchange, and has the right to draw on all the research facilities and experience of the brokerage firm selected.

After the first share is paid for, the investor is entitled to his part of any dividends voted by the Company, and can direct his broker either to have a check mailed to him or to automatically reinvest the dividends in the stock.

What would have happened if you could have invested in this manner

(Continued on page 13)

Rating Systems Invaluable But Are Often Misunderstood

Hugh M. Beville, Jr., NBC director of Planning and Research, in an address last month before a study group of the Advertising Club of New York, said that misunderstanding on the functions of television surveys is a primary reason for confusion over program ratings.

He praised the rating services for their "excellent surveys," but said there was a widespread tendency to distort and misinterpret rating reports.

"The confusion about ratings," he stated, "arises more than anything else from simple misunderstandings of the functions of television surveys and misinterpretation of their findings. Audience measurement is a vastly complicated subject and cannot be fully grasped without long and careful study."

The NBC Research and Planning Department, in an effort to correct misconceptions regarding television ratings, has prepared the following brief description of the three major systems. With the thought that many NBC employees may also have found their heads swimming with varied ratings and figures, we are reprinting it below.

NIELSEN TELEVISION INDEX

This service uses the audimeter, an automatic recording instrument, placed in a representative sample of television homes across the nation. The Nielsen service thus produces ratings which are projectable to total U. S. television homes to produce size of audience in millions of homes. These are the figures which NBC, other networks, and our clients and their agencies use to determine audience size as measured in per cent and number of U. S. television homes. Each Nielsen report covers two weeks, thus giving the figures greater stability and minimizing the unusual effects of weather, special broadcasts, and statistical chance. Two reports a month are published, so virtually every week of the year is covered. Nielsen normally reports only on commercial shows.

AMERICAN RESEARCH BUREAU

This service is a nationwide diary sample and, like Nielsen, is projectable

to produce percentage and number of homes reached. ARB also measures viewers per set and thus can produce audience figures in millions of viewers in contrast to Nielsen, which only gives audience figures on a home basis. ARB surveys only the first week of each month. ARB gives ratings and audiences for sustaining as well as commercial programs. The basic difference between ARB and Nielsen lies in the technique of securing the information. Whereas Nielsen uses an objective method of determining tuning behavior, the ARB diary method permits respondents to say what has been viewed.

TRENDEX

This service uses the telephone incidental survey method. All Trendex ratings are developed from a telephone sample in 10 large cities where at least three television stations operate. Nine of these are Eastern Time Zone cities; one, Chicago, is in the Central Time Zone. These ratings cannot possibly measure audience size as do the Nielsen and ARB Surveys. Trendex produces rating percentages which are primarily valuable as quick checks on program performance in a limited group of cities. The sample size, measurement technique, limited geographical coverage, and effect of local program competition, such as baseball in New York and Chicago, make Trendex ratings more volatile than the figures of the truly nationwide services. Trendex, like ARB, surveys only in the first week of each month and thus reflects to a maximum degree radical fluctuations created by weather conditions, holidays, special events and unusual promotion or publicity efforts.

NBC Engagements

Joan Illingworth, Cleveland, to Jerry Gaskey

Joyce Peters to Robert Sullivan, both N.Y.

Grace Anderson, N.Y., to Hill Walton

Attention Puppeteers

And anyone interested in puppetry: Milton Halpert, NBC stagehand and a member of the Puppeteers of America, would like to meet you and talk puppetry. Call him on Ext. 8624, New York.



On left, new members of the 20-Year Club with Sylvester L. Weaver, Jr., President of NBC (L to R): Ralph Reid, Vincent Ryan, Howard Wiley, Mr. Weaver, Karel Pearson and John Williams. In right photo are Frank Barton, Kay Hardesty, Flos Hollowell, Don Stanley, Floyd Wetteland, Joy Storm and Gertie Smith holding reasonably still for the photographer

HOLLYWOOD SERVICE AWARDS

The beautiful Crystal Room of the Beverly Hills Hotel was the setting for the 1954 10-, 20-, 25-Year Celebration of the NBC Hollywood office. A total of one hundred twenty seven attended the party, including one hundred twenty one members and six guests. Of the members, twelve were ladies, each of whom was presented with a beautiful white orchid corsage. The six guests were Gordon Strang, Frank Connelley, Ray Kopcienski, and John L. Seibert, who are here from New York on color assignments, Ed Sobol, recently retired, and Richard Harper Graham of RCA. The guest of honor, of course, was Sylvester L. Weaver Jr., President of NBC.

Cocktails were served from six-thirty with dinner at approximately seven-forty-five. The highlight of the dinner came when the lights were dimmed and two serving carts containing four flaming chafing dishes of brandied cherries were wheeled in for the Cherries Jubilee.

The speakers' table was beautifully

decorated with vari-colored asters arranged around tall white tapers, with the flower theme repeated on the other tables. At the head table were seated Mr. Weaver: Archie Presby, senior member of the 10-Year Club; Alex Petry, senior member of the 20-Year Club; and five members of the 25-Year Club—Max Bauman, Lester Culley, Kay Hardesty, Mortimer Smith, and Gordon Strang. A. H. Saxton, charter member of the 25-Year Club, was in New York and could not attend the party.

Ten new members were inducted into the 10-Year Club: Charles S. Buck, Harold Lea, Robert Packham, Wilbur Roser, Robert W. Salle, and Donald Stanley, all of the Network, and Daryl McAllister, Thomas McCray, William Osborn, and Melvin Stickle from Station KRCA. This brings the total membership in the 10-Year Club to ninety-three for 1954.

Five new members were inducted into the 20-Year Club: Karel Pearson, Ralph Reid, Vincent Ryan, Howard

Wiley, and John Williams, bringing membership to a total of twenty-nine.

Nine new members of the 25-Year Club were presented their watches and scrolls by Mr. Weaver: Donald DeWolf, Lewis Frost, Sheldon Hickox, Stephen Hobart, Walter Morrissey, John Pawlek, Craig Pickett, Robert Scheutz, and John K. West.

Since John Pawlek had to leave early to catch a plane to join Bob Hope's junket to Europe, Mr. West asked Mr. Weaver to present him with his watch and scroll first.

After dinner and the presentation of the awards had been disposed of, Mr. West introduced Mr. Weaver who gave a talk on the magic of the world of electronics, both now and in the future, which was received with tremendous applause and enthusiasm.

Before the party finally broke up about eleven-thirty, everyone agreed that this was the finest party yet and that the committee—Lew Frost, Raoul Murphy, Henry Maas, and A. H. Saxton, had done a bang-up job.



In left photo are new 10-Year Club members, with the President. (L to R): Harold Lea, Wilbur Roser, Daryl McAllister, Mr. Weaver, Melvin Stickle, Tom McCray, William Osborn, Bob Salle, Robert Packham, Don Stanley and Charles Buck. On right are the new 25-Year men, with Mr. Weaver and John K. West, Vice President in Charge of the Pacific Division, himself a new 25-Year member, (L to R): Lew Frost, Craig Pickett, Bob Scheutz, Donald DeWolf, Sheldon Hickox, Mr. Weaver, Mr. West, Walter Morrissey, Stephen Hobart.



Seated practically in the shadow of the Pyramid of Cheops, outside Cairo, where the famous solar boat was discovered are (L to R): Ben Grauer, Mrs. Grauer and actor Charton Heston, who was there on location during the filming of the DeMille epic "The Ten Commandments."

Newsman Ben Grauer Weds; Spends Honeymoon Abroad

Ben Grauer, NBC's veteran news and special events reporter, and one of broadcasting's best-known bachelors, departed that state several weeks ago when he married Melanie Kahane of New York, a noted interior decorator. A few days later, Mr. and Mrs. Grauer sailed for Europe on the S.S. *United States*, to spend a month abroad in the longest absence from regular radio or television chores Ben has had since joining NBC 25 years ago.

Mrs. Grauer was graduated from the Parsons School of Design in New York and studied art in Paris. She is vice president of the New York Chapter of the American Institute of Decorators, a member of the Architectural League and the Decorators Club.

Ben Grauer, who is a graduate of the City College of New York, began his career as a child actor and has been with NBC since shortly after his graduation from college, first as an announcer, then as a news and special events reporter and commentator on both radio and television. During his quarter-century with NBC, he has handled just about every conceivable type of assignment. Right now his primary duties include his daily radio

news show, the Saturday night Boston Symphony programs, and NBC-TV's "March of Medicine."

Actually, the trip of the Grauers was a combined honeymoon and news survey journey through Europe and the Near East. Visiting England, Italy, France and Egypt, the Grauers were able to greet NBC's well-known newsmen in those countries, such as Romney Wheeler in London, Paul Archinard in Paris, Jack Begon in Rome, and Wilson Hall in Cairo. Ben also made several on-the-spot tape transcriptions in London, Rome, and at the scene of the famous Cheops solar boat near Cairo, returning the tapes here by air for incorporation in NBC programs.

The day before the wedding, Ben's associates threw him a truly memorable bachelor party at the Savoy-Plaza, which was attended by many top NBC and RCA officers, including Davidson Taylor, Ted Cott, Manie Sacks, William H. Fineshriber, as well as the NBC announcing staff and Bill McAndrew and many of Ben's Newsroom colleagues. A memorable musical recorded tribute to Ben, featuring the voices of Jack Costello, Bill Hanrahan, Bob Wogan, Clark Dennis, Gene Ham-

Safety Campaign Starts at Chicago

With the kick-off slogan, "Safety is Everybody's Business," the newly-formed NBC Chicago Safety Committee under the leadership of engineering head *Howard C. Lutgens* has inaugurated a campaign to make Chicago NBCities safety conscious.

"Safety bulletin boards have been placed at various locations in the corridors, offices, studio plant, shops and transmitters," points out Lutgens. "These boards will carry messages designed for office, technical and operations personnel."

Members of Lutgens' committee are: *Len Anderson, Walter Lanterman, Walter Lindsay, Ruth McCarthy, Vern Mills, Wee Risser, Glenn Uhles, Jim Wehrheim* and *Dick Wehrheim*.

"Resuscitation training and practice has been carried out every six months for a considerable number of years, primarily by the engineering force," Lutgens states. "This training will now be expanded to include staging services, building services and office groups."

Bargain Counter

For Sale: Pair of brand-new handmade (Czechoslovakia) snow boot—suitable for use as ski boots. Brown leather size 10. Call Lee Weinstein, Ext. 8629, N.Y.

For Hire: Four-piece orchestra—piano, drums, alto sax, tenor sax. Reasonable cost. Call Sheldon Cohen, Ext. 451.

Wanted: Apartment; furnished, up to \$125, unfurnished up to \$100. In Greenwich Village east of 6th Ave. or east side of midtown. Call Miss Dilya Jones, Ext. 211, N.Y.

ilton, Roger Bowman, Fred Collins, John Cleary and John Curran, was played. This hilarious record, which is perhaps not appropriate for broadcast, was written by a crew headed by announcer Dick Dudley, with musical effects by Eddie Dunham of the Music Library.

His return to the United States pointed up statements Ben has often made about the dynamic pace of the American approach to things accounting for the rapid rise of radio and television in this country. He stepped off a TWA plane from Europe on a Friday night in New York; Saturday was in Boston to handle the Boston Symphony broadcast; Sunday was in Poughkeepsie, N. Y., for the "March of Medicine," and on Monday resumed his regular schedule of NBC news programs.



Holding their paintings are, left to right: Glenn Uhles, Herb Lateau, Bob Minami and Malcolm MacDonald.

Chicago 'Sunday Artists' Group Holds Competition

The "Sunday Artists," the arts and crafts group of the NBC Chicago Athletic Association, recently held an exhibition of members' paintings. The pictures were placed in the 20th floor reception lobby of the NBC Chicago Merchandise Mart studios and all employees had the opportunity to vote for their favorites.

Winners were Glenn Uhles, Personnel manager, who received first prize for his rural scene in oils; Herb Lateau, WMAQ radio director and chairman of the "Sunday Artists," second prize for his portrait in oils; Bob Minami, WNBQ graphic artist, third prize for his modernistic water color, and Malcolm MacDonald, Mail-room, fourth prize for his view of the Merchandise Mart roof party decorations in tempera.

According to chairman Lateau, there are now 24 members in the arts and crafts group. Besides painting with all media, the interests include weaving, leather tooling, and sculpture. Exhibits in the various categories are held monthly and, as in the recent case of the painting competition, NBC Chicago employees are called upon to

register their vote for the piece of work they judge as best.

Other entrants in recent showings have included Steve Roche, of Communications, with paintings in oils, and Ed White, also of Communications, with both pencil sketches and oils.

Paul Barnes, temporary staff announcer during the summer season, displayed the fabrics that he weaves for his own suits, sports coats and topcoats.

Tom Evans, veteran sound man, has shown the elaborate and detailed tooled-leather-with-silver-inlay products of his home workshop, while scenic designers Ernie Scheffler and Stan Rames have placed many of their works in water colors and oils on exhibit. Rames recently left NBC Chicago to join the staff of NBC affiliate WSDU in New Orleans.

Oriental decorative art, with illustrations of Chinese and Japanese scenes characterized by distinctive brilliant hues, are the hobby of Central Steno supervisor Ethel Ranger. Ethel blends pastels, crayons and water colors to achieve her original effects.

NBC Chicago 'Home Team' Saves the Day

When the members of Northwestern University's block cheering section were invited to guest on WNBQ Chicago's Bob and Kay TV stanza, it was assumed that all 30 members of the section would show.

Their technique of spelling out words and forming designs with large pieces of cardboard held above their heads requires split-second timing and absolute cooperation. If even one member of the section is absent, there's a gaping hole.

It was with some horror that Bob and Kay's producer, Sy Fox, noted six of the N.U. undergrads missing. Hastily, he nabbed six members of the TV production staff: Pat Barnett, Ruth Starshak, Charlotte Russell, Ruth Murray, Wally Welsh and Ernie Santell, told them, "Look like college students," and shoved them into the chairs set up for the block cheering section.

And, to the amazement of all and to the staffers' credit, not one of them goofed during the complicated routines. Later Ernie Santell, whose emergency appearance as a gunman on the Chicago-originated Hawkins Falls series was depicted in a recent issue of CHIMES, was ribbed: "Keep this up, man, and you're gonna have to join AFTRA!"

Sylvania Awards

(Continued from page 4)

cited its "excellent writing, direction, and acting," as well as the "physical production of a high professional order." "By concentrating on character development in stories dealing with basic human values and issues," the committee said, "the programs use television's greatest asset — the intimacy it establishes between the studio performer and the home viewer."

Our Beautiful Potomac, a series which appeared on NBC Owned station WRC-TV, Washington, D.C., received the award for "local public service." The series, which was designed to call public attention to the condition of the Potomac, "succeeded admirably," the committee said. "Action directly traceable to the programs has already been taken to clean up the Potomac," the committee said. "This was public service of the highest order."

(Continued from page 9)

five years ago? Let's look at the chart. If you had invested \$500 in average industrial stocks in 1949 and continued to invest \$500 each year through 1953, reinvesting dividend income as available, your total investment of \$2,500 would have grown to a market value of \$3,480.95, or a total gross profit of \$980.95. To determine your net profit you would have to deduct commissions, amounting to approximately \$150 to \$160. Your net profit would therefore have been between \$820 and \$830.

Under the Monthly Investment Plan, stocks are not bought on margin but are fully paid for, and the investor is therefore not subject to a margin call. Termination is as simple as joining the Monthly Investment Plan Shares bought are mailed to the investor, and a fractional share may either be sold or the investor can buy the additional fraction needed to make a full share.

Full information on the Monthly Investment Plan may be obtained from any member firm of the New York Stock Exchange, or write the New York Stock Exchange, 11 Wall Street, New York 5, New York.

NBC Births

- To Billie Ann and Gregory Eaton, N.Y., a son, Reed Stone
- To Eddie Gender, N.Y., a son, Stephen Edward
- To Lofty McDonough, N.Y., a daughter, Laurie Jean
- To Harold Ross, N.Y., a daughter, Barbara Jayne
- To Angelino Farina, N.Y., a daughter, Kathleen Ann
- To Bob Loweree, N.Y., a daughter, Ellen Doris
- To Bill Quinn, N.Y., a daughter, Patricia Marie
- To Joe Lesko, N.Y., a daughter, Vicki Ellen
- To Bill Parish, N.Y., a son, Alexander MacKenzie
- To Howard Atlas, N.Y., a daughter, Laurie Beth
- To Howard Eitelbach, N.Y., a son, Peter Alexander
- To Morton Aronoff, N.Y., a daughter, Louise Diane
- To Joseph Doherty, N.Y., a daughter, Ellen Marie
- To Andrew Boffo, N.Y., a son, Brian
- To Gerry Collins, N.Y., a son, John Fleming
- To Bob Ellenbest, Cleveland, a daughter, Christine Susan

What the New Social Security Act Means to You

The extensive changes in the new Social Security Act will extend Old-Age and Survivors protection to nine out of ten families in every community. The substantial increase in benefits to those now receiving payments, and to those who will receive them in the future, represents important news to all wage-earners and their families.

Here are the highlights of the significant amendments and the changes that are of immediate interest to NBC employees:

1. All beneficiaries now receiving monthly retirement or survivors benefits will receive an automatic increase starting with the month of September. This increase will appear in the check due early in October. The minimum retirement payment has been raised from \$25 to \$30—the maximum from \$85 to \$98.50. Dependents and survivors now getting monthly benefits will get proportionate increases. The maximum family payment has been raised from \$168.75 to \$200 a month.
2. The new law starting January 1, 1955, extends coverage to about 10 million more people, including professional accountants, engineers, architects, farm operators and additional household and farm workers.
3. The amendments provide advantages to a worker in computing his benefit, through a drop-out of as many as five years of low or no earnings.
4. Beginning with 1955 taxable wages or net self-employment income is increased from \$3600 to \$4200 annual earnings. The tax deduction remains at 2% contributed by the wage-earner, and matched by the employer. The self-employed pay 3%. Maximum wages that can be credited to an individual's account will be \$4200 per year. This change represents a tax increase of \$12 payable by both wage-earner and employer. These additional earnings, together with a revised formula, will serve to raise the average monthly wage and monthly benefits of many beneficiaries.
5. A significant change will be the preservation of the benefit rights of totally disabled workers, by eliminating the period of total disability from the computation of the average monthly wage when the individual attains age 65. No benefit is payable, however, during the period of disability prior to age 65. Application for this action can be made starting with January 1955.
6. Another important change allows all beneficiaries under age 72 yearly earnings up to \$1200, without loss of any social security payments. This will become effective in 1955. Previously, earnings in excess of \$75 a month caused a deduction of social security for that month.
7. The age at which an individual can receive monthly benefits regardless of the amount of his earnings has been reduced from 75 to 72, effective January 1955.

Benefit Amounts Now Payable

Average monthly wage*	Worker's monthly benefit	Worker and wife	Widow, child, etc.	Survivors Widow and 1 child	Widow and 2 children
\$100	\$ 55.00	\$ 82.50	\$41.30	\$ 82.60	\$ 82.60
150	68.50	102.80	51.40	102.80	120.00
200	78.50	117.80	58.90	117.80	157.10
250	88.50	132.80	66.40	132.80	177.20
300	98.50	147.80	73.90	147.80	197.10
350	108.50	162.80	81.40	162.80	200.00

* After drop-out of up to 5 years of lowest (or no) earnings.

People and Places

Administration Division

Controllers—Time Billing — *Bea Beispiel*, married on Oct. 23, has returned from her honeymoon under a new name—Mrs. Wallick. Show Cost — *Mary Powers*, a new NCR Operator, has joined us. Lot's of luck, Mary, on your new job! *Liz Cahill* and *Kay Durning* have been transferred to Technical Operations and report to Mr. Garbade. Good luck on your new jobs. Liz and Kay! *Jim Whalen* has become the proud father of a baby girl — Christine is her name. Congratulations Mr. and Mrs. Whalen! Accounts Payable — *Ronnie Cray* has left NBC to await "the Stork". Lot's of happiness Ronnie to you and little (?). *Helen Duerr* has been transferred up to the Payroll Section together with *Gloria Mollergeren*—Luck to you both! Payroll—*Betty Pierce* has left NBC and is now on her way to Florida to make her homestead—lucky girl!!! Best wishes from all, Betty. IBM—*Anne Pedersen* has left the company to await the stork also. Good luck, Anne, and we'll be seeing you. General Accounting — *Frank Donnelly* has been promoted to 2M5 and *Joe Fitzsimmons* is moving into his job. Congratulations and good luck to you both. Yours truly will not be writing this column after this issue. *Doris MacPherson* will now be correspondent for Controllers, and if anyone has any "news", please let her know.

Duplicating—The last vacations to report this year are *Helen Gonzalez* and *Donald Bartsch*, both of whom spent the time at home as far as we know. Another new employee to welcome—his name, *John Fredia*.

General Service — *Michael Kopp* back to work feeling and looking much better. *Jeanette Price* resting; *Eugene Glover* on the mend minus tonsils. *Ella Redmond* back from an enjoyable vacation in Welcome, Maryland despite "Hazel's" efforts to ruin it. The town's drinking water was cut off when Hazel put out the lights. Welcome mat out for: *Wamie Coalbrooke*, *Ann Carr*, *Helen Dunscomb* and *Catherine Sexton*. *Joan Fraas* exhibited her culinary talent in the form of a huge, delicious birthday cake for yours truly. What a surprise! Thanks a million to all of the wonderful well-wishers. *Al LaSalle* celebrated his wedding anni-

versary by treating the little woman to a night on the town. *Louis Anderson* facing surgery, hoping to be home in time for the holidays. Sympathy is extended to *Frances Mellen* on the passing of her sister. Hope the joyful arrival of another grandchild will help ease her sorrow. The little "blessed event" is due to arrive any day now. The PBX gals got together and had a real old-fashioned spook shindig on Halloween, inviting their better-halves — Wonder who got stuck with the tab?

Personnel—Congratulations to *Hy Busch* on his promotion to Plant Operations. A cocktail party was given in Hy's honor at the Hotel Victoria on November 17th. Friends of Hy's from Personnel and various other departments were on hand to wish him luck in his new assignment. Two new members of the Personnel Department staff are *Dan Anderson*, formerly of Guest Relations, now preliminary Placement Interviewer, and *Joyce Mohandje*, Records Clerk. *Eleanor Yadeje* is sporting a beautiful tan, a souvenir of her recent trip to Bermuda. The reason for Grace Anderson's glowing expression is the announcement of her engagement to *Hill Walton*.

Staff Engineering — Wedding bells pealed loud and long in Engineering this month. *Madelyn Butler* and *Joe Gilligan* were wed on Oct. 30, and *Fred Hatke* and *Jean Capone* on Nov. 7. Both weddings took place in New Jersey. We wish the best of luck and much happiness to both couples. Before I'm sued for libel, I'd like to make two retractions of items which appeared in a previous issue! First, *Don Trizino* is not in TV maintenance — he's a projectionist; and second, *Joe Arnone's* new Austin Healey is black — not red. Sorry! One of the few occasions when a woman was speechless occurred when *Cathy Dindia* answered the phone recently and found Bob Hope on the other end. Says she couldn't speak for five minutes. Thank goodness it wasn't Marlon Brando! *Mary Hill* is trying to stir up some interest in an NBC Riding Club, with the riding to be done here in the City. See her for detailed information. *Don Casile* and *Steve Martin* spent a week's vacation hunting in Maine. Our very best wishes for a highly successful

future go to *Keith Mullenger* on his promotion to the RCA Legal Department.

Traffic—Trafficites are very proud to have in their midst a very talented artist. She's *Mr. Matheu's* secretary, *Doris Haukom*, who is not only a very attractive blond, but she also has a beautiful soprano voice. Recently she performed as star soloist to a packed house at Town Hall for the Norwegian Singing Society of the East and she also has been the star soloist at many concerts in the Catskills where her family has their year-round home. If anyone wonders why *Vinc Vacca* has that happy, far-away look, it's because the Vaccas expect the stork to deliver them a real Christmas gift which may arrive before this issue comes off the press.

Film Division

Administration, Production and Sales—Schedule of new arrivals in the Film Division includes *Dorothy Grossman* in the publicity office; *Helen Eisenberg* in advertising and promotion; *Connie Lincoln* as *Jack Burns's* secretary; *Kay Park* and *Esther Alexander* in *Frank Lepore's* office. Au revoir to *Peggy O'Connor*, who has left to become a nurse. *Marilyn Richardson* has been promoted to *Stan Yentes's* assistant and *Stan's* new secretary is *Denise Sovern*. *Denise* acquired a new fiance, *Mike Conner*, as well as a new job; and *Marilyn* acquired a new apartment in Greenwich Village, complete with two kittens named *Mary* and *Agnes*. When she was traveling for an hour to get to work from her home in New Jersey she was usually early . . . now that it takes her ten minutes she's always late!!!

Three weddings took place recently in the Division. . . . *Pam Jayne* became *Mrs. Donald Miller* and honeymooned in Bermuda; *Bobby Beck* changed her name to *Mrs. M. Lester Miller* and *Lucy Georges* is now *Mrs. Bernard Marinello*. *Jack Kiermaier* has been promoted to administrative coordinator of the Film Division and *Jack Burns*, the piano playing Chicagoan, has taken his old job. The reception office Kiermaier shares with director *Ted Sisson* is the only color in the Division surpassing the publicity office. *Jack Arbib*, a new film salesman, is from Florida.

Pat Hoppee flew to Manila to spend a wonderful month's vacation with a

school friend attending many parties, including one at the Manila Hotel in honor of the First Lady of Manila.

Marilyn Richardson is collecting athletes . . . one recent Saturday eve was spent with Stein Erickson, the world's skiing champion and the next day she appeared on Omnibus with Dick Button, the skating champion, who is an old friend of hers.

Finance Division

Legal—*Paul Lynch* reports that this year's Legal Department Xmas Party Committee got off to an early start, and PBL's only comment was that this year's show, with *Gerry Adler's* creation, production and direction, will be "better than ever." (We at least expect a Broadway production 'cuz of the early October start!)

Ben Raub recently had his own unique case of the "seven-year itch," poison ivy. Legal is getting casual: *Doris Crooker* is setting the trend by wearing suede slippers in the office. (Of course, only those with a broken toe can qualify!) Wandering *Ed Denning* used NBC Hollywood as headquarters again during November. His final deed in N.Y. was a project to try to find a California smog helmet.

Owned Stations Division

NBC Spot Sales—We all reluctantly bid farewell to *Lil Silinis*, *Tom McFadden's* secretary, who has left NBC Spot Sales to accept a position as fashion coordinator with Sacony Sportswear Inc. She was recently guest of honor at a cocktail party at the Gotham Hotel attended by her many friends in NBC. Mr. McFadden presented her with a gift from all of NBC Spot Sales. Congratulations to *Marilyn Sichel*, formerly secretary to National Radio Sales manager, *George Dietrich*, who replaces Lil as secretary to Tom McFadden, director of NBC Spot Sales. Two new members of the "There's No Place Like Bermuda Club" are *Caroline Herbert* and *Bob Barron* who each recently spent a week's vacation at the Island resort. Word has it that *Jane Shortway*, National Traffic manager, spends every weekend on a New Jersey golf course. Every Monday mornings finds her comparing scores with other NBC Spot Sales golf enthusiasts, *Lu Stearns*, *Larry Surlis* and *Bill Decker*. This month we welcome several newcomers to the department: *Jill Oplinger* and *Johanna Crane*, Radio Sales secretaries and *Ethel Beaumann*, TV Sales secretary.

WTAM, WNBK, Cleveland—NBC welcomes: *Jean McNamara*, who replaces *Mary Lou Barnum* as *Ted Walworth's* secretary in TV Sales. Jean comes to us from WJW and NBC Personnel in New York. *Jean Schreiber* in Continuity, replacing *Carol Englebert*. *Carol Drab*, who is taking *Rita Bates'* place in the Record Library and as secretary to *Johnny Andreus*. *Sandra Gustin*, replacing *Joann Abbott* in Finance. *Roman Syroid*, former associate director at WNBK, now producer of the Caryn Gae Theatre.

Joe Bova, our own "Uncle Joe" of Tip Top Comics, is appearing in the leading comedy-dancer one of "Best Foot Forward," which opened Dec. 1 at the Cleveland Playhouse. Congratulations to *Ted "Thumper" Sliwa*, WTAM Radio Sales, who recently married *Carol O'Donnell*. It's a pleasure to welcome *Bill Mayer* back at WTAM. The "Mayer & Company" show features Bill's homely philosophies and casual off-the-cuff witticisms, which have made him a favorite these many years in Northern Ohio. His current stanza is being produced by *Jim Rowe*. The WTAM evening orchestra is under the direction of *Norman Knuth*. *Bob Ellenbest*, stagehand, is the proud father of *Christine Susan*, born November 1. A recent engagement is that of *Joan Illingworth*, WTAM radio production, to *Jerry Gaskey*.

Clem Scerback, Advertising and Promotion manager, who already speaks Russian and Slovak fluently, is now studying Hungarian. Coaching him is *Ethel Boros*, radio-TV staffer at the *Cleveland News*. *Jean Strobel* and *Jean Vokoun* (two of WNBK-WTAM's seven "Jean's") recently traveled to West Lafayette to see Ohio State beat Purdue 23-6. *John McIntosh*, WNBK-TV sales, sports a smile and a suntan after vacationing with his wife for two weeks in Miami Beach. A farewell party was given Nov. 15 for *Kay Jirousek*, who is expecting an addition to the family.

WMAQ, WNBQ, Chicago—*Gloria Gephart* reports for WNBQ and WMAQ local sales: New members of the WMAQ sales staff are *Don Ansel* and *Bob Loeber*. Don is a recruit from CBS Chicago, where he was in the public relations and sales promotion offices; he's married and lives on Chicago's North Side. Bob simply moved his desk down the hall, as a transfer from the WMAQ-WNBQ advertising-promotion office. He has

been with NBC Chicago since 1951. *Rudi Neubauer*, WMAQ sales manager, off on a mid-December Florida vacation. WNBQ sales staff welcomes new secretary, *Rosemary Tyrny*, who transferred from Central Steno. Rosemary replaced *Rhoda Rolf*, who resigned to become a stewardess for TWA.

Joan Vastbinder reports from the NBC Central Division radio and TV sales offices: *Edward R. Hitz*, newly-elected Vice President, in New York for a series of November meetings with TV net executives. *Lynn Koykar*, of network advertising and promotion, vacationed in Michigan during November. *George Diefenderfer*, Central Division radio net sales head, and *Bob Kendall*, WNBQ-WMAQ talent contract supervisor, attended the Michigan-Illinois game at Ann Arbor. Loyal Illinois alum *Diefenderfer* suffered defeat with his team, but Kendall, a Michigan alumnus, was jubilant when interviewed by *Joe Wilson* on the WMAQ remote pickup broadcast of the game. *Winslow E. "Win" Uebel*, TV network sales service, and wife are the parents of baby girl, *Nancy Steele Uebel*, born October 31. *Buell Herman*, TV network account exec, moving his family from Dallas and in search of a house. Net sales secretary *Ruth Unger* has moved into her new Wilmette home. Radio net account exec. *Bud Swats* reports a budding all-American in son *Bobby*, defensive half back on suburban Hinsdale's high school football team, which this fall won the Western Suburban conference championship. *Richard Faulkner*, formerly with the WMAQ local radio sales office, is a new member of the Central Division radio net sales department. Dec. 1 marked the date that the sales managers of the Central Division celebrate a triple birthday: *George Diefenderfer*, radio sales head, has been with NBC for 14 years, and TV sales topper *Edward Hitz* marks 26 years—and the date is also Ed's birthday.

Dessa Bisson reports activities in the NBC Chicago production department: *Nancy Burnside*, secretary to production manager *Dick Johnson*, resigned the end of September to take up housewife duties in her new Glenview home. *Mary Zahmensky*, formerly in the NBC Chicago accounting office, takes over Nancy's duties.

Dorothy Ruddell, former script girl, has been promoted to the job of writer on Zoo Parade, while *Don Meier*, long-

time director of the zoological series, assumes producer duties as well. *Reinald Werrenrath, Jr.*, former Zoo Parade—Ding Dong School—Walt's Workshop producer, has resigned to free-lance. *Charlotte Russell*, ex-recording department secretary, replaces *Dorothy Ruddell* as script girl on Walt's Workshop, Zoo Parade and other shows. WNBQ music supervisor *Larry Johnson* was a late November vacationer in New York. Talent supervisor *Helen Carey* and radio spot sales secretary *Lillian Wack* spent a 90 degree week in Washington, D. C., suffering through the unseasonable seven days with their new wool suits! *Carol Huber* planned a red-and-green Christmas time wedding, to suburban Oak Lawn music teacher *Edward von Horst*. New additions in the TV production department include *Joe Petrillo*, former turntable operator, and *George Oliver* from the orchestra. *Tom Arend*, formerly of Madison, Wis., and *Cleveland*, joins the production department as an assistant TV director. Radio director *Herb Lateau* and wife *Betty* vacationed by visiting relatives in Missouri, Oklahoma and Texas.

Chicago Briefs: *Frank Baird-Smith, Jr.*, WNBQ video engineer, and *John Casagrande*, WNBQ lighting engineer, have transferred to the NBC Hollywood office. Twelve-year-old *Joan Emerson*, daughter of NBC Chicago attorney *Walt Emerson*, is suburban Winnetka's newest *Annie Oakley* as winner of an N.R.A. expert's badge for accuracy with her .22 rifle. *Walt Grisham*, NBC Chicago news writer, and his wife *Ree* are the parents of *James Murray Grisham*, born Oct. 18.

Bill Smutzer is the new member of the WNBQ-WMAQ advertising and promotion staff. *Bill* is a product of Indiana University and the NBC Chicago Summer Radio Institute: a three-year Navy vet, and was a member of the ABC Chicago promotion staff before joining NBC. The "K's" have it in *Bill's* family, for his children are *Karen Jeanne* (8), *Kevin Michael* (4), and *Kent William* (3).

KRCA, Hollywood — *Roberta "Berta" Fletcher* has joined the Sales Department as secretary, replacing *Jeanne DeVivier*, who is now *Tom Belcher's* assistant. *Roberta* comes to us from Denver, where she was traffic manager of KBTv. The office group seems to be in a building mood. *Jim Wemple*, who incidentally has gone

into the cattle business, has purchased a lot in *Linda Vista* and plans to begin construction in December. *Alice Gardner's* house in *Benedict Canyon* is well under way. *Rouen Westcott* claims to have the only four car garage in *San Marino*. The temporary structure is being made into two new bedrooms. *Bob Pelgram* is also in the market for a lot, hoping to build a new home soon in the Valley.

Grant Recksieck, who we believe is either on an endurance test or lost a bet, recently saw "A Star is Born" for the 15th time. (No kidding!). This *Judy Garland* fan exclaims after each performance, "She's the greatest!" Vacation bound is *Bill Allen*, who hopes there will be snow for his two weeks in the mountains. *Rosemary Gorman* is in the midst of redecorating her apartment, choosing Early American in place of "modern." *Rose Meyers* plans a Southern Christmas when she visits her family in *Woodland, North Carolina*, for the holidays.

Members of the accounting department have gone back to school. *Bud Mertens* attends night school at *Los Angeles City College* taking *Political Science, Advertising and Philosophy*. *Rita Haupt* is taking *Psychology and English* at the same institution and *Warren Sandy*, at *UCLA* extension, is taking *Income Tax*.

New York visitors for the *Publicity, Advertising and Merchandising Clinic* from *KRCA* were *Bob Pelgram, Jack Kenaston and Harry Camp*. In preparation for Christmas, *Beep Roberts* has already ordered his turkey and made reservations in *Big Bear* for his family. *Aileen Henderson* hopes to fly to *Oakland* for Christmas and *Bobbie Rickson* is expecting her aunt for the holidays.

At 3:15 a.m., following elections, the last persons to leave the studios were *Tom McCray, Jim Parks and Marc Breslow*. The gang at *KRCA* are all thrilled at the news of *Pat Leslie's* engagement to *Noyes Scott*. The new play underway, "Our Town," will feature *Marianne O'Connor, Pat Leslie and Jeanne DeVivier*. *Jeanne* has a new convertible, and *Marianne* has her skis all waxed in anticipation of an early snow.

Bob Woods is a new addition to *KRCA*. Formerly with the recording department and head of the page staff, *Bob* has been appointed assistant film manager. A native of *Long Beach* and graduate of *College of the Pacific*, he has been with *NBC* for two years.

As a mental exercise, *Bob Baldwin* is studying the Russian language through a *Marine Corps* correspondence course. His office companions, *Ted Rich* and *Naomi Hallum*, are benefiting from this, sans cost, as *Bob* teaches them a new word each day. A January release has been set for publication of *Alan Armer* and *Walter Grauman's* "Vest Pocket Theater," which includes 20 tested playlets. *Dean Craig* was among the 1200 persons who attended a party in honor of *Dean's* father, *W. K. Craig*, who retired from 33 years as controller of *MGM, Muriel Pollia* and her husband, *Charles D. Shopwin*, have moved into their new house for the holidays. "Shopy" is now a candidate for a PhD in *Speech Pathology* and at present is with the *White Memorial Hospital*. *Lila Turner* and her husband vacationed in *Victoria, B.C.* and *Washington* state, and *Elsie Radwick* is the envy of the office. She took her vacation the first part of *November* and completed her Christmas shopping and Christmas card addressing! *Waggy Wangelheim* presented the station with a new parakeet to replace "Quatro." The green chirper hasn't been named as yet. *Jim Damon*, now in new office quarters, has made a *New Year's* resolution to beat *Grant Recksieck* at tennis.

WRCA, WRCA-TV, New York—*Marguerite "Mardy" Palmer* is the new secretary in *WRCA-TV* Sales and replaces *Irene Connelly*, who was promoted to sales coordinator of *WRCA-TV* Traffic. *Elsie Giotti* was promoted to supervisor of *WRCA-TV* Traffic, replacing *Kay Clarke*, who left *NBC*. *Gwen Mahle* is a new face at the 67th Street studio. *Jerri Anne Blum* left to be married on *October 30th* to *Henry F. ("Hank") Kelleher*, who is in the *Army* and soon to be sent to *Germany*. *Jerri* is going with him. *Jay Heitin*, *WRCA-TV* sales manager, looking happy after a pleasant and successful trip to *NBC's* stations in *Los Angeles* and *San Francisco*. *Mary Regan* was promoted to associate director which indeed makes her a happy gal! *Mary O'Connor* is temporarily replacing *Kit Tucker*, who is on a *European* vacation. *Pat Donnegan* is *Bill Berns* new secretary, replacing *Ann (Grassi) Piano*, who left *NBC* pending the arrival of *Sir Stork*.

WRC, WRC-TV, Washington—*Ken Williams*, *WRC-TV* film editor, received a miniature replica of the *Iwo Jima* statue from the sculptor

TV Network Programs

De Weldon. His is one of the three in existence, the other two belonging to President Truman and General Clifton C. Cates of the Marine Corps. Williams was presented with the statue in recognition of his work with the sculptor on the Marine Corps picture, "Uncommon Valor."

Recent honors accorded *Earl Godwin*, WRC news commentator, include membership in the National Public Relations Council of the Boy Scouts; Honorary Chief of the Franconia Volunteer Fire Department of Franconia, Virginia; and an appointment by Seaborn Collins, National Commander of the American Legion, as a member of the National Legion Committee on Distinguished Guests.

Harry A. Karr, Jr., WRC Sales Manager, spent ten days on a ranch outside of East Glacier Park, Montana. He ran into three different snow storms and temperatures as low as 10 degrees F. When not hugging the stove, Harry found time to help round-up cattle that was scattered by the snowstorms. He spent the rest of the time shooting green-head mallards.

Public Relations Division

Research and Planning—A friend in need is a friend indeed even if it costs a sprained ankle, huh? *Jean Patterson*, who so generously offered to help her friend (?) move into another apartment. We accept this until we hear the other side of the story. A real sick miss as this is being written is *Barbara Figliola*, confined at home with pleurisy. She is sorely missed by everyone and I hope she's back soon enough to get a kick out of reading this herself. Four years of wedded bliss was marked by *Sandy Boley* and hubby Scott on November 11, Armistice day, at that. Thank-giving Eve found *Bettye* and *Randy Hofmann* chaperoning a formal at Hofstra college. Picture *Bettye* in gold lame with her dark hair and your answer is "Belle of the Ball." *Sallie Melvin!!!* when are you goin' to Texas?

Information—We would like to extend a hearty welcome to *Dick Fox*, who recently joined Information from Guest Relations. Congratulations to *Stan Appenzeller*, who has left Information for a new job in Press. *Eileen Tobin* gave her first talk for NBC to the Altar-Rosary Society of Our Lady of Lourdes church in Queens Village.

Design and Art Operations—On Saturday, November 6, *Pat Plant*, of Design and Art Operations, became Mrs. Warren J. Martens. Back from their wedding trip to Puerto Rico, Pat and Warren are now living in Fresh Meadows, Queens. Pat's new home-wares include a stainless steel electric mixer and a copper chafing dish — wedding presents from her 18th Street co-workers.

Music—*Dorothy Metcalf* surprised us with wedding plans this month, although some of us had already read meaning into that happy look of hers lately. Dorothy became Mrs. Robert Coe on November 4, which name she finds so much easier to write too. From *Jane Langley*, who was matron of honor, we learned how lovely the bride looked. The best of luck to the couple.

Benjamin Baer was welcomed back by his girls with open arms when he returned to the office from jury duty.

John Plummer's father, who is 72 years old and doesn't show it, told us his formula for keeping young: take a long leisurely walk every day in comfortable shoes, get at least seven hours of sleep, and don't be a worrier.

Bill Paisley has enrolled in the French course at NBC and is enlightening us with "mots francais".

News and Special Events—Nobody, but nobody, scored against NBC during the election night marathon. Vice-President Nixon called personally in the wee hours to tell *Bill Henry* that NBC's election coverage was "best yet" and "most objective." Democratic Senator Paul Douglas called it "a model of fairness."

The professional critics heaped plaudits on NBC's four-way split screen for election night television pick-ups. Viewers saw four men in four cities holding editorial conferences on screen at the same time. A first for television. Appearing were *John Cameron Swayze* in Los Angeles; *Jim Fleming* in Chicago; *Richard Harkness* in Washington and *Bill Henry* in New York. The entire television coverage was supervised by *William R. McAndrew*.

While these and other commentators kept listeners throughout the country up on the latest developments, WRCA-TV viewers kept tab on the New York political scene via *Ken Banghart's* reports—telecast in color.

On the radio side, NBC was leagues ahead of the opposition in reporting the House had gone Democratic by a working margin. An exhibition of sheer physical stamina was put on by *Merrill Mueller*—who virtually never left his microphone for eight consecutive hours. Other radio side stalwarts were *Ray Henle*, *W. W. Chaplin*, *H. J. Kaltenborn* and NBC-affiliated stations throughout the network. *Irving R. Levine's* beeper-phone brought in victory and concession statements from candidates almost as soon as the candidates knew they had won or lost. During eight hours on the air, NBC radio made 111 switches to points on the network. The nerve center of the operation was *Chet Hagan*, assisted by *Sumner Weener*. After it was over, *Sum* complained of a "flat ear"—his telephone ear.

Studio 3E was converted for one night into a mammoth newsroom and the entire election night operation was carried out under the eyes of TV cameras. By the time (6 a.m., Wednesday) the shop closed down, just about everybody in N&SE had gotten into the television act—including pages, computer-operators, technicians and countless others called in from other departments to augment the news staff.

Congratulations To: *Barry Wood*, new Director of Special Events. *Arch Robb*, new manager of Special Events. *Walter Smolen*, promoted from chief copy clerk to assistant to TV News Editor, replacing *Bob Warner*, who has gone to Goodson-Todman Productions. *Charles Bornstein*, promoted to chief copy clerk. *Sheldon Schwartz*, promoted from night messenger on "Today" to "Today's" floor manager.

New Faces—*Harvey Becker*, new copy clerk. *Gabriel Pressman*, former N. Y. World-Telegram & Sun reporter, now WRCA's new roving reporter on New York scene. *Rose Ostrow*, *Barry Wood's* secretary. *Helen Jackson*, *Arch Robb's* secretary.

New York Visitors—*Jack Begon*, NBC Bureau chief in Rome; *Ed Newman*, NBC London correspondent; *Tahu Hle*, head of BBC-TV News in London.

Travelers—*Pauline Frederick*, on junket to Brussels Low Countries. *Leon Pearson*, lecturing in Texas. Oklahoma and California; also critic-at-large in Dallas and Hollywood; breakfasted in Hollywood with *Ed Haaker*. ex-NBC correspondent in Germany; lunched in San Francisco with NBC newsmen *Ed*

Arnou. W. W. Chaplin, backgrounding on Mississippi politics. Detroit's auto industry and on ex-Ambassador Patrick Hurley in New Mexico. *Roger Kennedy*, backgrounding on Minnesota politics. *Irving R. Levine*, lecturing in Providence, R. I. *Bob Blair*, southern staff cameraman, vacationing in Cleveland. *Bob Hecox*, Far East staff cameraman, covering Formosa a few weeks, returned to Hong Kong only to be dispatched quickly back to Formosa to cover sinking of Chinese Nationalist warship. *Jean Mackiewicz*, Len Allen's secretary, vacationing in Poconos. *Mary Kelly* of "Today," taking two weeks off in Richmond to recuperate from round-the-world trip with J. Fred Muggs. *Sumner Weener*, junketing in Miami Beach as guest of new Inter-American Cultural and Trade Center promoters. Returned looking like ripe tomato. *Jim Kitchell*, vacation hunting in wilds of Vermont. Bagged one crow, one cold and one slow-moving station-wagon. *Frank McCall* and *Chet Hagan* at Radio-Television News Directors conference in Chi. McCall on Panel. Director *Jack Dillon* to direct Blue-Grey game in Montgomery, Ala., on Dec. 25 and Cotton Bowl game in Dallas, Texas, on Jan. 1. *Joseph C. Harsch* to lecture at University of Georgia journalism school, Jan. 26.

Camera Beats — *Yong Su Kwon*, Tokyo staffer, got exclusive by flying with B-29 on reconnaissance mission over same area that Russian Mig's shot down another B-29 on similar mission. *Leroy Anderson*, Washington staffer, was barred from premises when he tried to get advance pix of area where President Eisenhower went duck-hunting. So he hired small plane and got duck's-eye view.

Ludo Geiskop, New York staff cameraman, died after a long illness. *Jim Holton*, stricken with bronchial pneumonia while on job at Central News Desk. Jim was sent to Roosevelt Hospital where he was quickly on the way to recovery. A daughter born to *Maurice Levy*, Texas cameraman, Nov. 14th.

Addenda—*J. Fred Muggs*, of "Today" staff, has hired a lawyer. No one seems to know why. *Buck Prince*, night editor of "Today," claims to be the only man ever taken to lunch by fourteen NBC girls. It happened at Toots Shor's on Oct. 29th, in celebration of Buck's birthday. (His birthday actually fell two days later, on Hal-low'en). Besides a free meal, complete

with hominy grits, Buck also received a monogrammed green eyeshade and an inflatable cushion. When asked what birthday it was, Buck would only admit that he is "over twenty-nine." The luncheon was arranged by "Today's" *Helen Petrelli* and *Ann Kramer*.

News-106th St.—All 106th Street's talking about *Dave Klein's* engagement to *Betty Altschul* of 408. For once, Betty will know the talent to be used on a show in advance! *Tommy Kane* doffed blue-jeans and donned tails Oct. 9, when he married *Rosemary Kilkelly*. Mr. Kane left his motorcycle home while honeymooning in Florida—that is real love! *Johnny Christophel* left bachelorhood on the cutting room floor Sept. 11, when he married *Lorraine Byrnes*.

Jim Pozzi, film supervisor, played it safe and booked passage for a cruise on the *S. S. Ryndam*, which left on a rainy Tuesday (Nov. 2). Jim had no desire to sponsor a second chapter of the "Royal Order of the Cazzazzas." Founder was *Tom Calvin*, of "Today," with his 18 stowaways, who were "laddered" over the side and "tugged" back to Manhattan on the *Doris Moran*. The Statue of Liberty was also lit up. *Eddie Williams* out of the hospital and on the mend at home, 27 Barnyard Lane, Levittown.

Plant Operations — *Hal Alexander* can spin tales of his harrowing experiences on the midnight shift that are far more exciting than any show he has starred in on Broadway. *Lillian Marziano* and husband were guests of Mae West during her recent appearance at the Latin Quarter. Seems that the Marziano and West families have been bosom friends for many a year. *George Dindas* looking very dashing in his new corduroy jacket. Hollywood can keep Francis X. Bushman—we have *George Dindas*.

Production Operations — Everything is down to routine here in Production Operations this month, but we wish to make mention of one wonderful event. We wish to send our wishes for many years of happiness to *Julia Cohan*, who was married to Dennis R. Sciscento on November 6.

Public Service Programs—*Marilyn Kaemmerle*, *Gloria Goodman*, *Flo Reif* and *Bob Graff* were on hand when Bob's secretary, *Bobbee Edwards*, married David Bacon. Welcome to *Mona McCormick*, who's working with

Ann Gillis since *Rhoda Grady* returned to Pembroke to complete requirements for her master's degree. *Bill Parish*, who recently became the father of a second bouncing boy, scooted off to Florida for a week to recuperate. *Ed Stanley* and his wife spent two weeks in sunny Nags Head, N.C., and returned with a handsome tan five-gallon hat, a souvenir of his journey south.

Radio Studio Operations — *Joe Kall* the proud owner of a new Packard. *John Welsh* kept busy commuting to his country place at Warwick, N.Y., where he indulges his hobby of growing roses, petunias, dahlias and sunflowers. The masquerade ball at Flushing, L.I., was the big social event of last month. First prize for most original costume went to *Tom Baricak*, who was made up as "Old Scrooge." *Tom Longmore* was appropriately costumed as the devil Mephistopheles, complete with horns, tail, cloven hoof and red flannel suit. P.S. He won no prize.

TV Technical Operations—November was certainly the month for welcoming back a lot of our people. *Joyce Peters'* doctor sent her back to us with her usual cheery disposition. *Winnie Cregg* returned from her leave of absence looking very chipper and the service gave us *Dick Seff* back after two years of duty. *Madalyn Butler*, now *Mrs. Joe Gilligan*, came back glowing from her two week honeymoon in Florida and *Charlie Townsend* returned from a three-week business trip to London, where he worked on a film for the Bob Hope Show.

There were also a few farewells with the leaving of *Annie Marie Haurand* and *Louise Lambert*. Louise filled in for *Madalyn Gilligan* while she was on her honeymoon and though your stay was a short one, Louise, it was very pleasant. Lots of luck in your new endeavor. *Marie Bergdahl* came to us from Controllers to replace *Anne Marie Haurand*. We'd also like to say hello to *Artie Burke*, *Kay Durning*, and *Liz Cahill* who came to us from Controllers.

Have you noticed the gleam in *Howard Eitelbach's* eyes as you passed TV Master Control? His wife presented him with a 6 lb. 6½ oz. baby boy on Oct. 18. They were so sure it was going to be a girl, that it took them three days to come up with the name of Peter Alexander.

Gerry Collins called in one day to say he wouldn't be in and for a very

good reason. He became the proud papa of a 9 lb. 3 oz. baby boy on Nov. 16. *Howard Atlas* also very proudly told of his little "Laurie-Beth" born on Oct. 13. The New York Giants aren't the only ones who have a "Dusty Rhodes." We have our own *Dusty Rhodes* in TVC and all I can say is "Brooklyn, beware next year if the Giants ever hear of him and try to sign him up." *Kathy Dindia* had an exciting time when she was invited to the Cornell-Dartmouth week-end. Cornell really smothered Dartmouth that Saturday and we're sure it was *Kathy's* cheering that helped them to victory. Our "Miss Switchboard of 1955" is *Rosemary Iannuzzi*, who has so many telephones on her desk that we think it would be easier if she had a small switchboard for incoming calls.

Bill deLannoy deserves a medal for good salesmanship. He talked the TVC engineers into taking the Color Home Study Course which is being offered by RCA Institutes and came up with 100% when all 16 of them signed up. I think Bill must have agreed to do their homework for them.

A word of praise goes out to all of the engineers and supervisors who did a most commendable job on the election pick-ups especially the four-way split-screen which got very good write-ups in the newspapers. *Hank Bomberger* was excellent as TD with *Allan Henderson* in relief. *Walt O'Meara* who worked on lighting and *Link Mayo* on audio did outstanding work along with all the cameramen, maintenance crew, Washington Mobile Unit Crew and all others too numerous to mention individually and *Tiny Carson* and *Art Hedler* in TVC; plus *Tom Phelan*, *Fritz Rojas*, *Howard Gronberg* and *Sprech*, all of whom contributed to a very successful accomplishment of which we in Technical Operations are proud to say we were part.

TV Network Sales

Merchandising—Our amicable *Fred Kiefer* will come in from the field shortly to become assistant manager. We're happy that Fred, his magnetic personality and overwhelming sense of humor, will be in our midst.

We welcome into our fold *Don Turpin*, who is replacing *Rolland Bourbeau* as our southern Merchandising district supervisor, while *Rollie* in turn takes over *Fred's* old territory. Don, who comes to us from the Phillip Morris Company, where he was sales field supervisor for the Southeast, will

be a fine addition to our hardworking staff of Merchandising men.

Our *Murray Heilweil* is a very busy man these days. From Atlanta to as far north as Toronto, Canada, you'll find *Murray* thither and yon, participating in meetings, etc. Orating or listening, he is everywhere. Why, just the other day, *Murray* had a luncheon meeting with two different people at two different tables at the same time. How does he do it?—wish I knew!

Jane Cuff, the last person in this department to take a vacation, flew down to St. Petersburg, Florida, to visit with an old chum. From the tales that she related upon her return, we gathered that she "painted the town"—what color, *Janie*?

Last week, *Yours Truly* moved from her apartment into a nine room house. There's much to be done but like the song goes, "Ain't got time to fix the ceiling—ain't got time to fix the floor." Any volunteers?

TV Network Sales—Congratulations to *Mr. Culligan* and *Mr. Porteous* on their new appointments. It couldn't happen to a greater twosome, may their future successes outdo those of the past.

Bill Johnston, *Norton Gretzler*, *Ray Brosseau* and *Terry Slocum*, along with *Barbara Reynolds* and *Lorraine Marschak*, make happy additions to this office and Participating Program Sales. Why, they were so welcome we tore down walls to let them in!

Above, we congratulated *Mr. Culligan* and *Mr. Porteous*, but, of course, we must bow to "Smoky" *Smoak* and *Fran De Gennaro*, the silent secretaries who have been so able in their assistance to these men. Let *Fran's* success story be an inspiration to all of us with big feet. *Little Fran* is certainly hogging the headlines. She was also one of the honored guests at the Scorpio lunch celebrating the birthdays of *Jane O'Malley*, *Jackie Schumann* and *Judy Marshall* and *Fran De Gennaro*. This must have been quite a luncheon. It is too bad we can not report what went on, for it would make a big story. In case you did not notice, *Lee Shoebridge* had her hair cut. A consensus of the office gives the move solid approval.

TV Sales Traffic Operations — Some important news to report this issue, namely, congratulations to *Tony Cervini*, now the proud father of a

baby boy; likewise the same to *Jerry Siref*, another proud father. Mothers and babies doing well in both cases. A get-well-soon note is written to *Russ Benedict* & *Joel Stivers* and by the time this issue of CHIMES goes to press we hope they will be back with us.

National Advertising and Promotion



NBC Marriages

Fred Hatke, N.Y., to *Jean Capone*
Madelyn Deuter to *Joseph Gilligan*, both N.Y.

Veronica Butler, N.Y., to *Robert Cartier*
Margaret Schultz, N.Y., to *Zeke Sparagi*
Bobbee Edwards, N.Y., to *David Dunlap*
Bacon

Patricia Plant, N.Y., to *Warren J. Martens*
Ted Sliwa, Cleveland, to *Carol O'Donnell*
Dorothy Metcalf to *Robert Coe*, both N.Y.
Julia Cohan, N.Y., to *Dennis Sciscento*

THESE FACTS WE CAN'T KEEP UNDER

OUR HAT:



THERE ARE ONLY A FEW
MORE SHOPPING DAYS
TILL CHRISTMAS!

Merry Christmas!

Noel!

Happy Holiday!

Joyous Season!

Happy New Year!

That means that there are only a few days left to remember that special someone with a little extra something during the holiday season. The NBC SOUVENIR SHOP on the mezzanine of the RCA Building in New York is the ideal spot to browse and get suggestions for last-minute Christmas shopping. There are toys for Billy and Nance, aprons for Aunt Elizabeth, jewelry for Mom and sister Anita, compacts for the gal friend, golf balls for Uncle William, tie clasps for cousin Glenn, cuff links for Dad, and FUN FOR ALL . . .

AT THE NBC SOUVENIR SHOP

SEASON'S GREETINGS TO ALL!









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