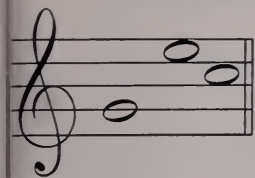


NBC



CHIMES

SEPTEMBER • 1952



Bear Mountain Inn, New York

Details on Annual Outing, Page 9



CHIMES

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IN BRIEF

Last month on page 10 of this journal we made quite a to-do about Bob Zeller and his commuting 67.8 miles each day to work. Well, it turns out that Zeller's daily effort is child's play compared with the daily workout of Silveno Moscufo, a studio supervisor at 106th Street. Moscufo commutes from Philadelphia, Pennsylvania, a distance of some 90 miles, and this does not include a half-hour ride from home to station and 45 minutes from Penn Station to 106th Street. The fast ride from Philly to New York takes only one and one-half hours, but Moscufo travels some five and one-half hours daily or 27½ hours a week.

And there's another entry in the commuters' race. He's Ed Rossi, program cost expediter, who says he travels 37,500 miles a year—just in commuting from East Fishkill, New York. Rossi drives 15½ miles every day to the Beacon station, and takes a 6:51 which gets him into Grand Central at 8:32. He figures it's 75 miles each way, and costs him a cool \$50 the month.

Also in last month's issue, we stated that Ted Kuperman was "single". Ted claims he received an anonymous note of proposal as a result. We would suggest to such note writers that they sign their name. This marriage is a serious business, and Ted, as a lawyer, would of course require a signature—preferably with witnesses.

Starting next month, October 1, NBC Chimes will be distributed to all regular NBC employees—all over the country. Some 1,200 employees of the owned and operated stations will be taken into the fold, and the Chimes will cease to be a New York Office publication only.

NBC's Jim Fuchs, who finished third at the Helsinki Olympics in the shot-put, went on to another meet held at Cologne, Germany, and won the shot-put event there with a put of 53 feet, 9, 10 inches and finished second to Bob Mathias with 152 feet, 6¾ inches in the discus throw. Some 35,000 German fans attended the American exhibition.

For your information: Each NBC employee is allowed a maximum of 10 complimentary NBC guest tours each year, as long as he does not use more than four at one time. Arrangements can be made by calling the Mezzanine Reception Desk, Extension 625, and giving your name, department and the name of the guest. Special tours, requested by NBC executives, can be arranged by calling Townsend Coleman or Lattie Lee Dawson on Extension 581 or 531.

Deadlines for 1952 election registrations in four states affecting NBC employees are: New York (Central registration is open July, August, and into September); Connecticut, October 18; New Jersey, September 25; Pennsylvania, September 13. Get in and register. Get out and vote.

Once in awhile we get some message of import through the mails. The most important to date was this (from a syndicated news feature outfit on Madison): "The four to six year old group, home from play and in need of a bath, will discover that bathtub soap-and-water playing can be just as much fun as any outdoor activity. Try plunging lollipop sticks into a bar of soap perched on the top of a large plastic floating toy. This gives the bubble maker a rakish nautical look. You'll scarcely be able to dredge the small fry out of the suds."

Well, we found it didn't take much "dredging". We tried this rakish, nautical trick last night.

NBC's radio and television coverage of the Republican Convention topped all other networks, a Nielsen study recently showed.

NBC's press releases are reaching out. One turned up recently in an Istanbul tabloid. The boys in Press couldn't read the Turkish, but they knew NBC in any language!

The Greater New York Fund Drive here netted \$1,122. This is \$281 higher than last year.

Finally met someone who won something: George Roberts in Central Personnel, a 1952 Mercury for \$3 worth of tickets.

NBC News Roundup..

Denver's KFEL-TV Joins NBC

Denverites are reported afflicted with television fever now that Station KFEL-TV has joined NBC as an affiliate. It is the first television station to go on the air since the freeze on new stations was lifted. The new station began network programming activities by carrying the opening ceremonies of the Democratic National Convention in Chicago. The success of KFEL-TV's efforts to be first on the air in Denver was in large measure due to the special efforts of RCA, which "airlifted" more than five tons of broadcast equipment from its Camden, New Jersey, plant to Denver . . . along with a corps of television engineers.

NBC Spotlights Young Composers

An educational project designed to give recognition to young composers has been started by NBC Chicago in co-operation with the School of Music at Northwestern University. Works of outstanding student composers and of several faculty members at Northwestern will be presented regularly on "Sunrise Serenade", heard on the NBC radio network except WNBC: (Mondays, 11:30 p.m., EDT).

Bill Henry Gets Olympic Diploma

The International Olympic Committee awarded NBC's Bill Henry its Olympic Diploma last month in Helsinki, making Henry the first American to win this once-in-four-years honor. The Committee gave the diploma to the NBC-TV commentator in honor of Henry's official history of the Olympic games, written in 1947. Henry is currently revising the book.

Engelbach for Community Chest

Dee Engelbach, producer-director of NBC radio's "The Big Show" during the past two seasons, is preparing a mammoth, all-star, full-hour radio program for the Community Chest's Red Feather campaign, to be broadcast by the NBC, CBS, ABC and Mutual networks on September 23.

NBC-TV Programs in Venice

Film prints of seven outstanding NBC television programs are being shown this week at the International Cinema Art Exhibition in Venice, Italy. Those chosen were: a Toscanini concert, "Your Show of Shows", "Zoo Parade", "Amahl and the Night Visitors", "Dangerous Assignment", and "Convention Highlights" of the two Conventions.

RCA First-Half Statement

Sales of products and services of RCA and subsidiaries attained an all-time record volume of \$305,333,000 during the first six months of 1952, exceeding the previous peak set



NBC-TV will present 11 football games this fall.

last year by \$3,505,000. Frank M. Folsom, president of RCA, announced last month. RCA net earnings were \$11,300,000. Dollar earnings during the same period of 1951 totaled \$15,703,000.

General Motors to Sponsor NBC Games

General Motors completed arrangements August 23 to sponsor television broadcasts of the NCAA football program on eleven consecutive Saturdays this fall. The games will be telecast exclusively from coast to coast by NBC.

Five of the games to be telecast have been set. They are: September 20—Texas Christian vs. Kansas—Lawrence, Kans.

September 27—Columbia vs. Princeton—New York, N.Y.
October 4—Stanford vs. Michigan—Stanford, Calif.
October 11—Michigan State vs. Texas A&M—East Lansing
November 29—Army vs. Navy—Philadelphia, Pa.

Unlike last year's schedule, which was on an experimental basis, there will be no "blackouts" this year, and all contests will be televised nationally on the full NBC network. No team will be televised more than once during the season, either at home or away.

"The Great Gildersleeve" Renewed

The Kraft Foods Company has renewed its sponsorship of "The Great Gildersleeve" program for another 52 weeks on the full NBC radio network, to be heard on Wednesdays at 8:30 p.m., EDT. This will mark the 14th season that the Kraft Company has sponsored the broadcast.

NBC Men to Cover Candidate

NBC dispatched two of its topflight Washington correspondents to cover the activities of Dwight D. Eisenhower and Gov. Adlai Stevenson until election day. Frank Bourgholtzer has been assigned to the Republican nominee, and Ray Scherer to the Democratic nominee.

In This Corner



Dave Camerer

LATE last month Tom Gallery, director of sports for NBC, appointed David M. Camerer as coordinator of the NCAA football television coverage this fall. Under controls as outlined by the National Collegiate Athletic Association, NBC will air a single contest on 11 of 12 football Saturdays from September 20 through November 29.

It will be Dave Camerer's job to coordinate the whole program by working closely with the colleges involved, NBC, and the NCAA. He will also be NBC's public relations and publicity man on the fall project.

Dave comes well prepared for the job. He was All-East tackle on the 1937 Dartmouth football team under coach Earl Blaik. He was graduated from Dartmouth in 1937, and went to work immediately for the *New York World-Telegram* as a byline sports-

writer. He covered everything from Major League baseball to table tennis. He travelled two seasons with the Brooklyn Dodgers and the New York Yankees.

From 1942-1945 he served with the Army Air Force; came out as Captain in combat intelligence.

After the war, Dave went back to the *World-Telegram* for a year, then became sports editor for *Pic Magazine*. He worked for Philco Corporation as editor and co-commentator of Philco Teleports Digest.

He was also sports editor of *Esquire Magazine*, and worked for the advertising firm of Warwick & Legler, Inc. In 1950, Dave went with Steve Hannagan Associates. Immediately before coming to NBC, Camerer was director of sports program development for McCann Erickson, Inc. in the TV department.

New Alignment:

Radio-TV Personnel Mergers Announced

Several important administrative changes were announced last month in a further coordination of the radio and television network operations here at NBC.

Harry Bannister, vice-president in charge of the Stations Relations Department, announced that Sheldon B. Hickox, Jr., formerly director of TV station relations, is appointed director of Station Relations, reporting to Bannister. Thomas E. Knode, formerly TV relations contact representative, is appointed manager of Stations Relations, reporting to Hickox. Fred Shawn moves to the networks in an executive post as director of production services.

Leonard H. Hole, formerly TV Network Production Manager, is appointed director of Production for NBC, and he will report to Frederic W. Wile, Jr., vice-president in charge of Radio and Television Production. Reporting to Hole will be George McElrath, now director of Technical Operations for both radio and TV, Fred Shawn, and Anthony M. Hennig, director of Plant Operations. Earl H. Rettig continues as director of Television Network Operations, Hollywood.

In line with the establishment of the Film Division, Robert W. Sarnoff, vice-president in charge, announced that John B. Cron is appointed to the position of Manager of Television Film Sales. Stanton M. Osgood is appointed to the position of Manager of Television Film Production. John W. Kiermaier is appointed Assistant Manager of Television Film Production. Benjamin Raub of the Legal Department and Robert Anderson of the Controller's Office have been assigned to serve the Vice-President in Charge of the Film Division.

Ruddick C. Lawrence, director of Promotion, Planning and Development, announced that Jacob A. Evans is appointed Director of Advertising and Promotion. Hugh M. Beville is appointed Director of Research and Planning. Robert W. McFadyen is appointed Director of Development. James Nelson is appointed Advertising Manager and John G. Fuller is appointed Sales Promotion Manager. Both report to Evans.

The Radio Serial's 'Angel'

Procter & Gamble, America's Biggest Soap Company, Has Been
The Daytime Serial's Staunchest Backer for Over 20 Years
—And with Good Reason

THE Nation's business during 1951 found that it still "pays to advertise." It paid out an all-time high (\$6.5 billion) in order to prove this fact, as well as to show off its wares to the American people via radio, television, newspaper, magazine and all other media within its reach. And The Procter & Gamble Company of Cincinnati, Ohio, the biggest soap company in America, was the nation's advertising leader (\$47.2 million in the four largest national media).

P&G, the staunchest backer of radio, paid out over \$25 million in radio-television advertising during 1951; \$14.2 million in newspaper advertising; and \$7.3 million in magazines. During the first-half of this year, it had paid out \$15.4 million in radio-TV advertising alone.

It has been said that in the highly

competitive soap industry, it not only pays to advertise, but it's sudden death not to. Procter & Gamble realized this back in 1882 as it placed its first illustrated soap ad in the old *Independent*, and it was continuing to realize it in 1932 when it went on the airwaves with a 13-week test of its first serial program, "The Puddle Family".

Procter & Gamble quickly discovered that such radio serials were its "meat and potatoes".

Today, P&G is the world leader in radio advertising, and its specialty is the radio serial. The 115-year-old firm has 13 different daytime serials running during the course of a housewife's working week. And P&G sells soap. Last year it grossed over \$800 million in sales, and it was finding (as it had since "The Puddle Family" in 1932) that the woman of the house

... not the man ... still buys the Crisco or Joy.

The daytime radio serial, angled to the American housewife, has a natural selling formula, and has paid off for P&G from the very beginning. Forty percent of all American women listen regularly to some daytime serial, which in round figures is equivalent to some 20 million distaff devotees.

The usual daytime serial formula revolves around a central group of characters, and the typing is fundamental. Drama in the plot is derived from a skillful mixture of excitement interspersed with discussions among the various characters. The general atmosphere in the serial can range from cheerful humor to tense dramatics.

Surveys have indicated the truisms and homely philosophy of some of the



P&G's "Pepper Young's Family" celebrated its 15th anniversary on the air last year. And here are John K. Herbert, NBC; Elaine Carrington, who penned all 4,000 scripts; Wilfred Roberts, Pedlar & Ryan advertising agency; Walter Scott, NBC; and Albert H. Morrison, P&G, who celebrated the event. The program began in 1936.



Here are just a few of Procter & Gamble's famous products.

characters tend to help the American housewife. Said one of the housewives interviewed: "In one of the serials, a brother was sent off to war, and the sister finally reconciled herself to the situation because she knew he was helping his country. I was in the same situation, and was influenced to the same reconciliation by just listening to this program."

Surveys have also indicated that there are more women under 35 who listen; that two out of five who listen regularly feel that radio serials help them solve the problems of their own everyday lives; and that the make-up of serial audiences is affected by such factors as setting, type of plot, and the age of the leading character. Women listen to serials as the result of a complexity of causes, of which (in most cases) they are not even aware.

After Procter & Gamble's first radio serial, "The Puddle Family", in 1932, the company went on to one of its most successful serials in 1933 with the production of "Oxol's Own Ma Perkins", which today is known simply as "Ma Perkins", a program heard by far greater proportions of village and farm women than urban.

In 1923 (anteceding its serials by ten years) P&G was the second company to become a commercial radio

broadcaster. It put on a series of cooking talks about Crisco over Station WEAf in New York—at a time cost of about \$10 per broadcast. Ida Bailey Allen was the speaker, and Crisco recipes were spotted here and there. Other early P&G programs included Emily Post for Camay in 1930; "Mrs. Reilly", Ivory's first program in 1930; "Ruth Turner's Washing



Another early P&G program was "Vic and Sade" in 1934.

Talks" in 1930; "Beauty Forum" in 1931; and "Sisters of the Skillet" in 1931.

By the late 30's, Procter & Gamble was tops in daytime radio. It bought some serials from authors, and owned them outright. This led to the establishment of a P&G Production Section. P&G's radio and TV staff is headquartered in the Company's downtown Cincinnati office building. It contracts annually with seven different advertising agencies, who often work with NBC on the production of the various shows.

The complex Media Section at P&G has a job of coordinating the flow of advertising, maintaining cycles, keeping solid radio blocks for serials, but at the same time keeping a commercial for Cheer, for instance, away from a chainbreak for Camay Soap.

P&G uses the facilities of both the National Broadcasting Company and Columbia, and the greatest part of its advertising budget still goes into radio. The Company seeks brilliance in its copy and advertising men, and insists on hard-selling consistency. It prefers a team operation over the "genius" operation. Its daytime serial advertising is more of the "cut-in" variety rather than "spot". Despite nighttime radio successes, P&G's selling philosophy tends away from the half-hour weekly. It would rather line up its customers day by day.

Says New York's *Advertising Age* about Procter & Gamble: "Radio has been good to P&G. In combination with newspaper advertising and magazines and supplements, radio proved to be the correct medium for moving many of P&G's products into the economic strata where P&G wanted them to go. And the best guess is that (for many years to come) daytime radio will remain one of the company's basic media."

This, of course, ties in with NBC's recent study of actual sales to radio network listeners as compared with non-listeners. The study indicated increased sales for a variety of products by from 11 to 111 percent among radio listeners as against non-listeners.

To make money from a universal commodity like soap, you have to sell it in huge quantities. The cost per unit is figured in pennies and profit per unit in mills. Unless tonnage flows to the public, you get nowhere. So a strong advertising and selling effort

Procter & Gamble's NBC Daytime Radio Programs July-August

Program	Product	Time	Agency
"Young Dr. Malone"	Ivory Flakes Lilt	9:30-9:45 a.m.	Biow
"Brighter Day"	Cheer	9:45-10:00 a.m.	Young & Rubicam
"Welcome Travelers"	Lava, Joy Spic & Span Oxydol	10:00-10:30 a.m.	Biow
"Life Can Be Beautiful"	Tide	3:00-3:15 p.m.	Benton & Bowles
"Road of Life"	Crisco Prell	3:15-3:30 p.m.	Compton
"Pepper Young's Family"	Camay Soap Cheer	3:30-3:45 p.m.	Pedlar & Ryan
"Right to Happiness"	Ivory Soap Duz	3:45-4:00 p.m.	Compton
"Backstage Wife"	Dreft	4:00-4:15 p.m.	Dancer, Fitzgerald, & Sampler

are an integral part of the Company's operating philosophy . . . a philosophy that goes all the way back to the original Mr. Procter and Mr. Gamble themselves.

The birth of Procter & Gamble of Cincinnati coincides with the birth of large-scale soap manufacture. The firm set up business in the fall of 1837 . . . the year that Martin Van Buren was President. William Procter, then 36, was a candlemaker, and James Gamble was a soap boiler. The two men married sisters, and at the instigation of their father-in-law they went into business together.

Soap making at this time was to a large extent, a home industry. Housewives saved fat drippings on the back of the stove. When enough drippings had accumulated they boiled this grease with soda, made by pouring boiling water over wood ashes. A crude soft soap resulted.

The process employed at Procter & Gamble's little one-story factory on Cincinnati's Main Street in 1837 wasn't vastly different. There were two large taudrons to boil fat, collected from homes, hotels, and packing houses. Total soap production was twelve "frames" a week—each frame weighing 1,000 pounds. Candles were the other half of their business. The partners

peddled their wares through the streets in a wheelbarrow.

This was the beginning. A period of rapid growth followed. Eleven years after the start of business the firm netted \$37,000. At the end of another decade the pioneering and agile company employed 80 men and annual

business was over the million-dollar mark.

The sum of all its efforts through the years—manufacturing, research, advertising, promotion, public relations—has created in P&G a great and typically American enterprise. An initial \$7,190 investment has grown into an invested capital of 275 million, doing over \$800 million worth of business a year.

P&G's plants spot the globe, although its headquarters are in Ohio. It gives guaranteed yearly employment to some 16,000 workers. Something like 30 carloads of raw materials enter a single plant at Ivorydale (the main plant) each day.

The great size of the Company has permitted tremendous expenditures for research—with obvious benefits to the consumer. It has permitted large capital outlays for any device or process which could cut the cost of soap manufacture. This fact has kept the price of soap within the price reach of everyone. And still, P&G has not failed to make a profit in any year, except 1837. During the Depression Years, 1929-33, its net earnings averaged \$17 million.

At P&G, growth has worked for job security unique in American industry. Away back in 1836, the Company inaugurated what was then a radical departure—Saturday half holidays. The step was just one of the many changes

(continued on page 16)



On P&G's "Welcome Travelers", Faye Emerson is interviewed by Tommy Bartlett, the show's emcee, who works out of the Sherman Hotel in Chicago.

NBC's Carmen Lampe Entered in Tennis 'Nationals' at Forest Hills



Carmen Lampe, NBC mailroom, shows her backhand stroke.

Tall, blonde Carmen Lampe, 20, who handles the fan mail in the NBC mail room during the summer, may be getting some fan mail of her own this year. After a good showing in the Orange Eastern Turf Tennis Tourney, she is entering the National Women's Singles at Forest Hills this month. And she's qualified.

Carmen and Susan Herr her partner reached the quarter-finals in the women's doubles at Orange last month. They were beaten by none other than Louise Brough and Maureen "Little Mo" Connolly. The score was 6-2, 6-0. In the same tourney, Carmen was beaten in the singles by Gladys Heldman, 6-1, 4-6, 3-6. However, Carmen, who is Number One on the Rollins College team during the winter months, is encouraged, and hopes to make a better showing in the tops of American tennis—the Nationals.

Carmen lives in Forest Hills and she is the number one player at the West Side Tennis Club, where the Nationals

are held each year. Her father, Fred Lampe, is a tennis player, and has encouraged her to go ahead since she was 14, when she showed promise. Until this year, Carmen could never beat her father, but now she has the upper hand. She practices daily for about two hours and on weekends she plays all day long.

"My forehand is my best shot," she says. "But I won't tell you my weaknesses for fear my opposition might read this. I do think, though, that after the mechanics of the game are mastered, the player who uses her head reaches the top fastest."

Carmen has played in ten tourneys this year, which is just about a requirement before you can be qualified for the Nationals. She was ranked fifth in the East in 1949 in the National Junior Rankings. Her junior national ranking was 24th. This year she has played in the New York State Championships and the Eastern Clay Court Tournament among others.

Amendment:

Social Security Benefits Go Up

On July 18, 1952, the Social Security Act was amended by Congress to provide a number of important changes in the retirement and survivors insurance programs. Briefly, the highlights of these changes include—

1. An increase in existing and future benefits.
2. The increase of the monthly amount an individual can earn per month without suspension of a monthly benefit.
3. The reestablishment of military service credit from July 24, 1947, to January 1, 1954.

Some 4,500,000 people now receiving social security benefits will be entitled to higher payments starting this month, but they will not be due until early October. These increases will be made automatically, averaging about \$6 a month for a retired worker. The payments to other members of the worker's family will be proportionately increased within the family maximum.

Most of the benefits payable in the future will be based upon earnings after 1950 instead of after 1936. The 1952 amendments provide a new formula for determining the amount of the payments. Under them, a retired worker's monthly benefit will be 55% of the first \$100 of his average monthly earnings, plus 15% of the remainder, up to \$300. The minimum monthly retirement payment is increased from \$20 to \$25, and the maximum from \$80 to \$85. The maximum family benefit is increased from \$150 to \$168.75 a month.

The new law increases the amount of money a beneficiary may earn from \$50 to \$75 a month, and still receive the monthly benefits. Another change permits the immediate inclusion of 1952 wages of retiring wage earners in figuring the amount of their benefit payments. This eliminates the previous need for the individual to come back after the end of the year so that his 1952 earnings would be included in the computation of the benefit amount. The amended law reestablishes social security wage credits of \$160 for each month of active military service after July 24, 1947. This provision is an extension of the one which gave similar wage credits to servicemen of World War II.

Remember Outing: September 6th

**Saturday, Bear Mountain Inn,
9 a.m.-Midnight**

The sun will be shining Saturday. The stars will be shining Saturday night. And all preparations are in order for the NBC annual outing at Bear Mountain State Park September 6. The affair will begin at 9 a.m. and will wind up at midnight, when the dancing stops. Outing areas will be set aside for exclusive NBC use, as well as dinner and dancing.

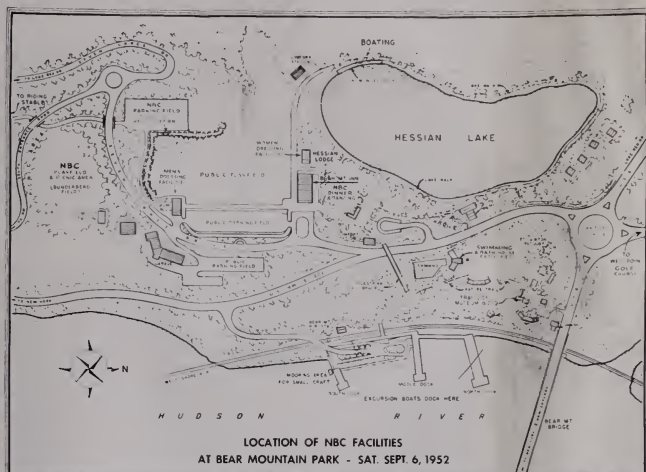
Here are some of the activities that will be featured: volley ball, trout fishing in the lake, swimming in the pool, golf at \$2 extra, horseback riding at \$2 extra, softball, boating, and free beer.

Buses will leave Rockefeller Plaza every half hour from 9 a.m. to noon. There will be two buses leaving at 5 p.m. Five buses will carry 37 passengers; five will carry 45 passengers. They will return after the outing is over at night.

Your spouse will be admitted free of charge. You may bring a guest at a charge of five dollars.

A chicken box lunch will be served at noon (free), a roast beef dinner will be served (free) in the Inn starting at 6 p.m. till 8 p.m.

In case of rain the outing will be



held anyway, as there are facilities under roof.

Here's the line-up of activities according to time: 9 a.m. Dunderberg Field opened for NBC employees; 9 a.m. to noon, volley ball and other group games start, noon to 2 p.m., fried-chicken box lunch, 2 p.m. to 6 p.m.; softball, volley ball and other games, 2 p.m. to 6 p.m. free shuttle service from Dunderberg Field to

swimming pool, 3 p.m. exhibition softball, 4 p.m. spectator sports start (sack races, potato races, etc.), 6 p.m. to 8 p.m., roast beef dinner served at Bear Mountain Inn, 8 p.m. to midnight, dancing to Jimmy Lanin's orchestra, entertainment, 10 p.m., prizes awarded.

Dancing will be held outdoors under the stars.

It is suggested that the jolly picknickers bring a change of clothing: one for the arduous day's play, and one for the relaxing dinner and dancing. There will be lockers and showers available at the Inn.

Questionnaires and ticket applications have been sent out.

NBC executive-trainees will act as group leaders in all of the activities while the outing is in progress.

For those who intend to drive and do not know the way, road maps are available to them in the Employee Services section, Room 729. If you have any further questions, call Employee Services, Extension 446.

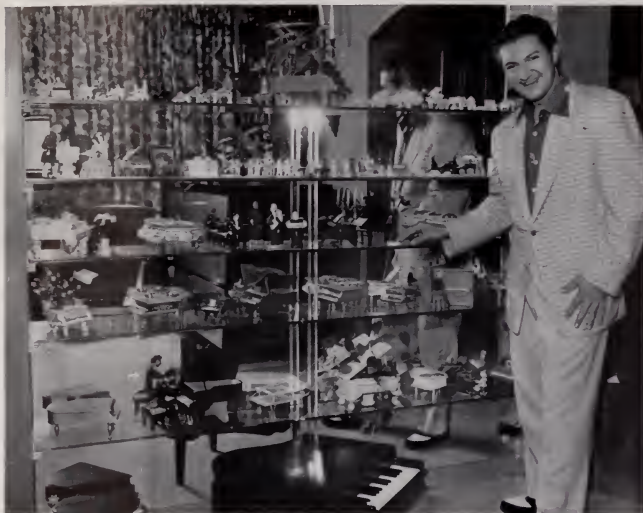
DAVIDSON APPOINTED

William N. Davidson is appointed national manager of the NBC radio spot sales department; Thomas B. McFadden, director of national spot sales, announced on August 6.



Bring your swimming suits. The Bear Mountain pool looks inviting here.

Liberace, NBC's Piano Virtuoso, Insures Miniatures for \$10,000



In his California home, Liberace stands beside his piano collection.

Liberace, NBC-TV piano virtuoso with a program emanating from Hollywood, has been a collector of miniature pianos since the age of seven, and he has insured his collection for \$10,000.

His collection of 133 miniatures includes pianos of all shapes and sizes, ranging from a platinum and diamond ring to a perfect one-foot, two-octave, playing instrument. The collection also includes replicas of famous pianos used by Paderewski and Leschetizki.

The midget pianos, made of gold, sterling silver, porcelain china, spun glass, and plastic, are the works of North American, European, and Asiatic craftsmen. Eight of the miniatures can actually be played by hand and a number of the European creations are equipped with music boxes.

The tiniest, and possibly the most interesting, of the entire collection is a ring which Liberace wears. The ring was designed and presented to Liberace by Louis Lenzer of Paris and Long Beach, California, a patron of the arts, in appreciation of Liberace's concerts at the Long Beach Municipal Auditorium. Mounted on the ring is

an exact miniature of Liberace's own piano. It is made of platinum and studded with 50 full-cut diamonds.

Also in appreciation for Liberace's concerts, Marines at San Diego, California, added a miniature to his collection that plays the Marine Corps Hymn when the lid is lifted.

Safety:

Training Classes Started Here

A series of training classes, sponsored by the NBC Personnel Department under the direction of William Sharon, Training and Safety Supervisor, were begun last month in the field of industrial safety and first aid. The first class of the series was held on Monday, August 4. The series was concluded Sunday, August 17.

The classes, held in the Center Theater, were conducted by a safety engineer from the Zurich Insurance Company and by an accredited American Red Cross First Aid Instructor.

Course Includes Films

The courses included a film on safety, "Handle With Care", put out by the National Safety Council. Another film, "Shocking Conditions", depicted the hazards involved in the use of 100-volt current in industries and in the home. The Zurich representative presented a lecture on NBC's accident history, accident prevention technique, and the elimination of hazards. A first aid film was shown, and the Red Cross instructor explained the new back pressure-arm lift method of artificial respiration. Members of the new classes practiced the method, a "rescuer" and "victim" alternating in the practice.

NBC technical personnel were covered in the first classes.

(See Safety Committee, p. 12)



In safety classes, "rescuers" and "victims" practice artificial respiration.



NBC mailroom crew delivers approximately 50,000 pieces of intra-office mail during the course of a working day.

'Neither Snow Nor Rain Nor Heat...

Nor Gloom of Night Stays These NBC Couriers from the
Swift Completion of Their Appointed Rounds'

The elements may not bother NBC's mail couriers in the swift completion of their appointed rounds, but our couriers do run into hardships not encountered by the Greeks of old. During the course of a year at NBC some 35 employees working in the mail room at 504 may have to handle intra-office envelopes carrying wet pickles, can openers, apples . . . and in one case . . . a can of beer! "This delivering of messages can be carried too far," says the mail room's supervisor, Bill Kelly.

"However," says Kelly, "our greatest hardship is not so much wet pickles, as it is the mis-addressing of the brown intra-office envelopes. So many people put down the extension instead of the room number . . . or just put down the name."

In the course of a month here at NBC, the mailboy (whose average age is 21) handles and sorts about one-half million pieces of incoming mail from the post office, and he handles and sorts about 175,000 pieces of mail going out from NBC to the post office. Not only that, but the 16 mailboys on the intra-office runs deliver some 50-

000 pieces of intra-office mail a day to various NBC offices, so it pays to be accurate in addressing.

There are nine mail runs daily beginning at 8:45 a.m. and stopping at 7 p.m. There are five outside runs including RKO, International Building, 106th Street, and the theaters.

Supervisor Bill Kelly, who has been with the Company for the last 10 years (Two years as supervisor), is in charge of 31 full-time employees, who work on varied shifts, four part-time employees, and he is responsible to the General Services Department for the efficient handling of the government's mail. He is also in charge of the local dispatcher or messenger service, and the NBC post-office unit of two men who handle registered mail. Wireless messages clear through the mailroom too. ALL TWX messages are sent to the communications center via pneumatic tube.

Five employees work on audience mail alone. They count it and sort it; break it down; and forward it to various advertising agencies or to the individuals concerned. There is also a "press unit" of five full-time employees

and two part-time employees, who colate and mail out the daily press releases. Logs must be kept on all important incoming mail, and when Jerry Lester had his "Bean Bag Club" in full swing, the poor mail room workers had to sort incoming bean bags!

A great many of NBC's mailboys have advanced through the company. George Rodgers, Gene Alexy, Joe Iaricci, Ham MacIntosh, and Tommy Tart are among those who once worked in the mail room. As the mail room bard had it: "And girls at the reception desks . . . please don't you get cross, for the stumblin', mumbly mailboy may someday be your boss."

And the bard continued: "From behind the bloom'n' wire to the room across the hall, it's the ever slavin' mailboy who is always on the ball."

"When he's stompin' round the buildin' a' learnin' every floor, he wished to God they'd put the names up plainly on the door."

"Yesterday a man's in 409; today it's two-six-six, tomorrow he's gone to somewhere else and the mailboy's in a fix!"

NBC's Only Woman Engineer Gets Her Ten-Year Service Award

We should never underestimate the power of a woman. A hard-working secretary—just out of business school in 1942—has worked her way up to be NBC's only woman engineer. She's Louise Fogarty in Recording Engineering, who will receive her 10-year service pin this month. And nine years of this time has been spent by Louise as an engineer.

Louise has had no formal engineering training. She came into NBC as a secretary to George Stewart in 1942, and when war broke out she was asked to learn the recording trade as an apprentice, which she willingly did. NBC engineers were drawn into the war right and left, and before it was over eight women were working on recordings.

Louise Fogarty is now the only woman engineer left in the department, which has nine employees. Charles Bennis is her superior.

She seems to love the work—even the irregular hours. "I never know from one day to the next when I will be working," she said. Louise edits and records all of the shows with other engineers. Martin Kane, for instance, and the Tex and Jinx programs. She has been an editor of shows for almost two years. She takes a dim view of



Louise Fogarty

returning to secretarial work and is skeptical about the future. She just likes her present job.

"But you can make millions of embarrassing and costly mistakes here," she said. "I was very nervous about the whole thing when I first started, but the years of practice have helped me."

When she has time in and around her home in Port Chester, her hobbies are sewing and boating. She didn't say whether she sewed sails or socks.

NBC Unveils New TV Format in 'Hometown'

NBC is planning a new concept in daytime television programming, which will be actuated in the fall. Titled "Hometown", the idea is a new block of daytime dramatic serials of nighttime quality, comprising four different 15-minute stories told within the framework of one permanent setting.

The new NBC-TV project was unveiled at a press conference last month by Sylvester L. Weaver, Jr., NBC vice-president in charge of Radio-TV.

"Hometown" will be an entire village built in NBC-TV's Brooklyn studios. Its purpose is twofold: (1) To provide the equivalent of a typical home town in the United States as the basis for four continuous daytime programs; and (2) To provide an advertiser with the facilities of a large permanent setting which will cost him 30 percent less than to put on his own daytime serial.

To use a setting such as the one planned for "Hometown" to put on his own quarter-hour daytime strip serial would cost an advertiser nearly \$45,000 a week. Through this new concept, the advertiser can cut this cost by as much as 30 percent.

Each of the four stories in "Hometown" is complete within itself, but there is multiple usage of the same backgrounds. In this way, characters from each of the other stories will be seen periodically in each segment so that the audience will become acquainted with the entire town.

NBC Safety Committee Meets Monthly; Aims Toward 100% Safety



The Safety Committee at work, clockwise: William Sharon, Walter Giebelhaus, Anthony Hennig, Dr. Bernard Handler, Chairman Joseph D'Agostino, Seth Faison, Peter Tintle, Edward Wilbur, Bill Williams. Not present: Ferdinand Wankel, Paul Gallant, Courtney Snell, Ben Webster, Jimi Glenn, and Albert Humbert, who missed the picture taking.

The NBC Safety Committee, 14 representatives from operating departments and others closely concerned with safety, is now in its second year of operation in the interests of accident prevention here at NBC, and it's doing a good job. The committee, which meets every last Friday of the month in the 6th-floor Board Room, continues to develop means to eliminate accidents to personnel; to study and make recommendations to department heads; and to analyze employee accidents so that preventive measures can be put into effect.

The committee also disseminates safety information and posters in behalf of the NBC personnel.

Bob Aaron Gets in Shape; Wins Governor's, Mayor's Trophies



Bob Aaron and trophies

NBC Swimming Star Reveals Talent in Taking Boston Meet

It hasn't been known generally around here, but Robert "Bob" Aaron, working out of Edward D. Madden's office, is a swimming and diving star. And he proved it last month when, after a few years layoff, he got into shape at the New York Athletic Club; tripped up to Boston (his old stomp-

ing ground), and copped the Mayor John B. Hynes Trophy and the Governor Paul A. Dever Trophy in the annual "L Street" Swimming Meet.

Bob won handily in the Dever quarter-mile and the Hynes one-mile events. Aaron's wife called Bob "fat, foolish and almost forty" when he revealed at the last minute he would try for the trophies. But he soon disproved this comment of his wife (who evidently has a sense of humor). Actually Aaron is only 29.

Bob's swimming prowess dates back to 1933-40 when he captained the Boston Boys' Club swimming teams. He was Captain Elect of the Moses Brown swimming team in Providence, and he made the varsity Harvard swimming team as a freshman in 1942. He then attended the V-12 course for Marines at Dartmouth; returned to Harvard, made the swimming team again and was graduated from Harvard in 1947. He has won the New England Championship free stroke, breast stroke and 150 individual medley.

Aaron is also a diving star of some note, and has won New England meets in this sport. Recently he was asked to coach the Bermuda swimming team bound for Helsinki and the world Olympics. He couldn't make it.

Mauled by . . . Lion!



Barbara Logan

NBC's vivacious vocalist, Barbara Logan, who trains lions in her spare time, was scratched and bruised by one at California's World Jungle Compound last month, while putting a number of beasts through their paces for a photographer from a national magazine. The 19-year-old singing star, whose strange hobby began five years ago, was injured when the Compound's chief trainer, Mel Koontz, brought a lion out of his cage and Barbara invited the big animal to hug her for the benefit of the photographer. (This is no press agent's dream, hones' Injun!).

Employees Honored in Junior Achievement

Four employees of the National Broadcasting Company were commended by the Company's president, Joseph H. McConnell, last month for their efforts in guiding the work of the Junior Achievement Group sponsored by the network.

Mr. McConnell presented plaques in behalf of Junior Achievement, Inc. to Newton Feldman, cost controller, Robert Garthwaite, production coordinator, Miss Lalia Pleadwell, sales service coordinator. The fourth member, Dick Hollands, is currently on military leave with the U. S. Navy.

The Junior Achievement Group, sponsored by NBC this past semester, was composed of 20 high school students from the five boroughs of New York.



President Joseph H. McConnell presented plaques to: l. to r. Robert Garthwaite, Newton Feldman, and Lalia Pleadwell.

DIAMONDS HAVE BABY

Les and Ginny Diamond, now stationed in Germany with NBC's 301st Signal Corps outfit, were the first of this group to have a baby boy born to them while in Germany. Diamond was a broadcast coordinator while here.

EDOUARDE APPOINTED

The appointment of William Doty Edouarde as sales manager of Station KNBH, Los Angeles, has been announced by Donald A. Norman, general manager for KNBH.

'Victory at Sea'

NBC's Dramatic 26 Half-Hour-Episode Motion Picture Story
Of World War II Sea Power to Start on TV This Fall

EARLY this fall as a public service to the American people, the National Broadcasting Company, with the full and official cooperation of the United States Navy, will commence showing its 26 half-hour episode motion picture story of sea power during World War II. The whole story is titled "VICTORY AT SEA".

The dramatic, objective story, culled from some 50 million feet of official film from ten different governments and 26 separate governmental agencies all over the world, will be the first network-produced motion picture to present contemporary history with an especially created musical score.

The NBC-TV picture will be shown over the network once a week at a time to be announced, until the whole story is completed.

The producer and originator of the idea for "Victory at Sea" is Henry Salomon, historian, author and collaborator in writing the 14-volume, Bancroft Prize-winning "History of United States Naval Operations in

World War II" for the United States Navy. For his contribution to this important historical literary work he was decorated by the Secretary of the Navy. Salomon served six years in the Navy, enlisting as a seaman in 1942. He was relieved from active duty as a Lieutenant Commander in 1948. During his service he was assigned to the office of the Secretary of the Navy and served in the Pacific for three years, making six landings in major combat operations.

Salomon conceived the idea for "Victory at Sea" some three years ago, and has been developing it, in all its phases, ever since. In January 1951, he was commissioned by NBC as producer-writer in charge of the undertaking.

Salomon is building his show around a minimum of narration and sound effects, and using instead—for its maximum dramatic impact and story-telling effect—an original musical score by Richard Rodgers, arranged and conducted by Robert Russell Bennett for the NBC Symphony Orchestra.



Film editor Isaac Kleinerman and M. Clay Adams, director.

Richard Rodgers, of course, is well known to us all as the Pulitzer Prize-winning composer of more than 30 important Broadway musical shows, including the smash hits "Oklahoma", "South Pacific", and "The King And I". In addition, Rodgers has to his credit some 300 individual songs. But this is his first original score written especially for television. In his own words, he considers it "a chance to serve the Navy and the Nation . . . an exciting opportunity in the field of television, which has interested me for several years."

The entire score for "Victory At Sea" will comprise almost 13 hours of music and will be the longest symphonic work ever written.

Rodgers' score is being arranged by Robert Russell Bennett for the NBC Symphony Orchestra. Bennett has been known for the last 30 years as the leading arranger of music for Broadway shows. He has orchestrated more than 300 musicals, including 12 by Rodgers. He has also scored and orchestrated more than 30 motion pictures.

Director of "Victory At Sea" is M.



Richard Rodgers, left, who wrote "Victory's" score, and Henry Salomon, NBC producer-writer, talk over an arrangement in NBC's Center Theater.

Clay Adams, former writer-producer-director for Twentieth Century-Fox and RKO-Pathé Studios in Hollywood. Adams has also had wide experience in producing and directing information films for both the U. S. Navy and the U. S. Air Force.

Film Editor for the Project is Isaac Kleinerman, veteran motion picture director and editor. Kleinerman also comes to NBC from Twentieth Century-Fox and RKO-Pathé Studios. During World War II he was attached to the Motion Picture Section of the U. S. Army Signal Corps.

Richard F. Hanser, well-known author, editor, translator and motion picture writer, is also writing the scripts in conjunction with Henry Salomon. Hanser is a former editor of Fawcett Publications and contributor to *Life*, *Readers' Digest*, *This Week* and other national magazines.

A cadre of some 16 persons has worked on the production of "Victory At Sea", and they will continue to work until all of the 26 episodes are completed.

The first five episodes of "Victory At Sea" are titled: 1. "Design for War", 2. "The Pacific Boils Over", 3. "Sealing the Breach", 4. "Midway Is East", 5. "Mediterranean Mosaic". Each episode has a main theme.

Leonard Graves will do all of the narrating for the episodes. The NBC Symphony, Rodgers, Bennett, Salomon



Film for episode-story was culled from 50 million feet.

have all been working as a unit on each episode.

Said Dan A. Kimball, Secretary of the Navy, concerning the production: "The Navy is happy to be able to co-operate with NBC in the preparation of this series. Much of this film for security reasons has never before been exhibited. NBC's television techniques plus the technical skill of the Navy Photographic Center should be able to combine to produce a memorable series."



Richard Russell Bennett, famous arranger, leads the NBC Symphony in an important "take" for "Victory at Sea". He arranged the Rodgers' score.

NBC's Softball Team Wins Industrial Flag

The NBC Athletic Association softball team has won the Manhattan Industrial League pennant in one of the best softball seasons an NBC team ever had. It won 11 and lost one game. It now faces a round-robin play-off in the cup finals.

On August 13, the team overpowered the Charles Rogers Company by a 21-7 score. Leading pitcher for the year has been Iorio, leading hitter Bob Hanretty. Players who didn't miss a game were Tom Wade, Duplicating; Bill Quinn, TV News; Bill Garvey, Duplicating; Norman Kudlick, Guest Relations; and Bob Hanretty. The season's only loss was to American Cystoscope by an 8-7 score.

What's New in The NBC Library

Among the new books in the General Library (Room 274) are these which you may be interested in borrowing: *Adlai E. Stevenson of Illinois* by Noel F. Busch; *The Candidate and Television* by Suzanne F. Roberts; *Fun with Musical Games and Quizzes* by David Ewen and Nicolas Slonimsky; "Ike" *Eisenhower: Statesman and Soldier of Peace* by Delos W. Lovelace; *In One Ear* by Eric Sevareid; *Proceedings of the National Electronics Conference*, Oct. 22-24, 1951; *Pulse Generators* by G. N. Glasoe and J. V. Lebacqz; *Since 1900: a History of the United States in Our Times* by O. T. Barck, Jr. and N. M. Blake; *Television—the Instrument of Democracy* by Joseph H. McConnell.

FOR SALE OR RENT

For Sale: 1948 Packard Convertible. Black top. Sardonic brown (no kidding that's the official color). Bill Hawley, Est. #965. Home phone, Sundays only, AT-9-1093.

Going to Miami Beach, November 8 for two weeks. Looking for girl to share hotel room. For details, contact Wilma Stern, Extension 8834.

Wish to share very large Flushing 3½-room apartment. \$45 a month plus utilities. Laundry facilities available. Shopping district very close. Available September 1. Call Extension 305 and ask for Lois.

He once belonged to 'Mike Cifichello's Swingtime Six':

Sid Caesar Returns to NBC Television on Sept. 6th

Sid Caesar will be 30 years old just two days after YOUR SHOW OF SHOWS, which is said to have changed the Saturday night living pattern of the American people, returns to NBC television this Sept. 6.

Considering Caesar's enormous versatility—the mobility of his face, the kaleidoscopic impressions he absorbs and crystallizes for the public, the vast range of sounds he can make with his remarkable voice—he has done a great deal in 30 years.

Caesar, who has been called a "one-man band of obscure and significant noises," bases many of his skits with Imogene Coca and many of his monologues on personal experiences. He worked up an automobile driving routine after a harried two hours of trying to teach his wife how to shift gears. Then there was the time when visiting relatives spent an afternoon coddling Caesar's little daughter, Michele. "She spent four hours in people's arms, without getting her feet on the floor," he said sadly, and worked up a skit portraying the baby's indignation over adult stupidity.

Caesar, the comic without gags, was born in Yonkers, N.Y., Sept. 6, 1922. He grew up in Yonkers, where the signs of affluence were steam baths on Saturdays, with long cigars, and quarts of celery tonic with corned-beef sandwiches, of which he never got his fill.

He used to play at dances (saxophone) with an aggregation known as Mike Cifichello's Swingtime Six. He played from 9:00 p.m. until unconscious, for fees averaging about \$2.00 a night.

Graduating from high school with a burning ambition to become a serious musician, Caesar took an usher's job to earn enough money to further his studies at the Juilliard School of Music, in New York.

He did get to Juilliard, and was making plans to continue his musical career at the Paris Conservatory when World War II intervened. Meanwhile he had played dates with "name" hands, including those of Charlie Spivak, Claude Thornhill and Shep Fields.

In 1942, at the age of 19, Caesar



Sid Caesar

joined the Coast Guard. As a saxophonist he was assigned to duty in a Coast Guard musical revue, "Tars and Spars," which was directed by a soft-spoken civilian named Max Liebman. One day during rehearsal when he thought no one but his colleagues were watching, Caesar launched into a devastating satire of one of his officers and then broke into his subsequently celebrated interpretation of an aerial dogfight, Hollywood style.

Liebman, however, happened to be watching and immediately tapped Caesar for a comedy role in "Tars and Spars." After appearing in the movie version of the Coast Guard musical, Caesar "vegetated" in Hollywood ("I played tennis in the morning, swam in the afternoon, and a phone call would have upset my routine," he said). He gravitated toward New York, won a featured role in the Broadway musical "Make Mine Manhattan," and, under Liebman's guidance, became a success over night.

When Liebman was asked to produce "Broadway Revue" on television the following year, he asked Caesar to head the cast, added the piquant

ingredient of Imogene Coca, the sprightly, satirical comedienne, and in 1950 brought the entire show to NBC-TV's "Your Show of Shows."

Procter & Gamble Radio Serial 'Angel'

(continued from page 7)

in employee relations that were made by President William Cooper Procter, a grandson of the founder. In 1887 a revolutionary profit-sharing plan for employees was started. Almost 50 years prior to Social Security, P&G had a pension plan for its workers. In 1923, P&G installed a plan of guaranteed employment which was to have repercussions around the world.

It was in the years following the Civil War that an epoch-making incident occurred. One day a careless workman permitted this mixing device, called the "crutcher," to run during his lunch hour. This introduced minute air bubbles into the mixture. The resulting soap floated! No one could gauge the full significance of this chance happening until the soap reached the customers. But letters began to pour in. "Give us more of this floating soap." Few of the towns along the river had filtration plants. For long periods of the year, water was a tawney brown. When a bar of soap sank in a bathtub or sink, it was lost to view. Floating soap was the answer.

The new product needed a name. Harley Procter found the name in church one Sunday morning. The minister had chosen his text from Psalms: "All thy garments smell of myrrh and aloes and cassia, out of the ivory palaces whereby they have made thee glad."

The new soap was called Ivory. . . . "It Floats—99 44 100% Pure." (The 56 100% "impurity" was never identified).

The least that can be said about P&G is that it is an honest company. It has stuck rigidly to the dictum of old James Gamble: "When you cannot make pure goods and full weight, go to something else that is honest, even if it is breaking stone."

Department News and Notes

Staff Administration

PURCHASING: *Ruth Larin* visited Niagara Falls on her vacation. Now she won't have to go there on her honeymoon. (When's the wedding date, Ruth?) Something new in the way of neuroses and complexes has made itself apparent in our office. It is best described as a firm, secure feeling of insecurity peculiar only to Dodger fans. After the August 5 game, Bill Ryan is discussing how they would have beaten the Giants—IF—*Ed Deming* seems to agree. Personally, I don't care. I'm a Yankee fan. (Mary McNulty)

CONTROLLERS - FINANCE: Many happy returns of the day to *Robert Johnson*, Assistant Payroll Supervisor. We all presented him with cigarettes for the occasion. Happy smoking! One of our recent brides, *Sheila Boyer Glavin* is moving to St. Louis, where her husband will be attending school. Farewell to *Barbara Mayhew*. This girl is on the move to Los Angeles. I understand *Eleanor Darcy* and *Joan Bacca* had quite a "Ball" on their vacations. Welcome back. *Joy Siegel* just celebrated a birthday. Don't worry, honey, it doesn't even show. *Doris McPherson* had a very pleasant vacation at Point Pleasant, New Jersey. I envy the sunbathe, but good! (*Ethel Port*)

INFORMATION: *Rita Morey*, for want of a good railroad, will spend the best part of her vacation on a bus to reach the mountains of New Hampshire. The esteemed *Mr. Howell* and his cohorts, it would appear, are guaranteeing rain for *Eileen Tobin*, who is spending her vacation in Massachusetts and environs. California is in for its share of sunshine with *Stanley Appenzeller* visiting San Francisco . . . and *Rosemary Pfaff* packing her music and fads to wing off "into the blue" later this month. (Kay Cole)

PERSONNEL: *Bea Daily* left us to await the arrival of a department for *Lorraine Doni's* baby daughter, *Kathleen Ann*, who was born on August 5. We welcomed *Ruth Wood* and *Milton Williams* who joined our Records Section and "Placement" welcomed a six-week-old kitten who joined the household of *Kit Tucker* and *Phyllis Oram*. Vacation time took *Peggy Plagge* to Montana, *Betty Wilcox* to the Poconos, *Joyce Wintzies* to Mexico, *Kit Tucker* and *Fran Cairns* to Nantucket, *Ed Souhami* to Lake George and yours truly on a cruise-tour of Nova Scotia. A few more vacations to go in the department and we'll be hitting all points! (Grace Anderson)

CONTINUITY ACCEPTANCE: It's hard for your reporter to believe that she is back at work again after a simply wonderful trip on the maiden voyage of the new superliner "United States", and a grand vacation in England and Ireland. Ah, well, back to earth! *Stockton Helffrich* returned looking rested and tanned after his vacation at Wading River, Long Island. *Jane Crowley* is at present vacationing in upstate New

York, while *Barbara Davenport* is visiting her mother in Creston, Iowa. *Edna Turner* spent a restful week at Granville, New York. We have two new faces in Continuity Acceptance: *Joan Battaglia*, formerly of Script Routing, who replaces *Jane Cannon* (Jane left for Mexico to do social work); and *Joan Giorgi*, who joins us as replacement for *Jane Ready* who has gone to Albuquerque, New Mexico. As you can see, two Janes left us, but the same situation hasn't changed very much. Now we have two Joans. Welcome Joans! Congratulations to all concerned on the new CHIMES. (Kay Henderson)

AIR CONDITIONING: Congratulations to *Walter Carr*, who recently became a proud papa. *Gus Zelios* is giving lectures on Greek mythology to the night crew. *Brother Schultz* looking very sad over the fact that he can't chew on his pipe stem anymore. Seems he had eight choppers pulled the other day, and is now living on a steady diet of baby food. We hear that "tax proof" *George Chibretes* is spending his spare time on his roof, with his eyes turned skyward, in search of flying saucers. *John Mannion* is making with the ear plugs now that he's answering complaints. Best of luck to *John Gilchrist* on his recent marriage. *Bob Holritz* is really thrilled over his new drill press. (Tom Henry)

STENOGRAPHIC: This month we'd like to reserve space to mention the five girls that keep this department rolling along so smoothly from 5:00 to 11:00 p.m. each and every night of the week, namely *Marie Freda*, *Sally Karp*, *Patricia Kirk*, *Erika Lengholz* and *Gertrude Zarnowski*. We salute you, girls of the Night Staff. *Marie* has just returned from the Pocono Mountains. *Miss Leonard* spent two weeks of her vacation in Connecticut. *Eloyse Gelfer* returned after spending 10 glorious days in the movie capital. We've just received another card from our wanderer *Margie Trinka*. She's new in Switzerland, and she raved about the beautiful scenery. Wedding bells will be ringing for *Jo Ann Walsh* September 6th, when she'll promise to love, honor and obey *James Clements*. Welcome to our new Dictaphone Operator, *Celia Dobkins*. (Mildred Cuccinello)

MAILROOM: That wistful look on *Er Varian's* face these days means she's dreaming about her "sooooo wonderful" vacation at Greenwood Lake, N. J. Ev spent three delightful weeks at her family's summer place there.

George Skiff dropped over to South Orange, N.J. during his vacation to watch our *Carmen Lampe* compete in the women's doubles matches and arrived just in time to see her go sprawling on all fours while racing across the slippery grass to return a tough placement. Tres Embarrassing!!!

We were all happy to have *Bill Quinn*, formerly of the Mail Room, stop in to show us the latest pictures of his four-months old son, Kevin Peter. Bill says that Key will be star quarterback for the Queens Village Football Club in 1972. (Bill Lynch)

GUEST RELATIONS: The past two months have seen much hand shaking and back-patting here in GR as we offered best wishes and congratulations to members of the gang who have joined the ranks of GR alumni. *Jo Battaglia*, to 105th St. Film Library (long way from Joannie, eh Joe?); *Randy Goetze* works all night on TODAY staff; *Jack Smith*, to TV Broadcast Operations; *Jack Smith*, to TV Broadcast Operations; *Jim Hall*, to TV Production Services; *Brent Christensen*, to devote full time to program ideas and writing; and *Art North*, to Newport, Rhode Island to join the Ford Motor Company.

Promotions within the Department: *Andy McChesney* to Main Hall Supervisor; *Joy Tajerner*, *Jack Issing*, and *Woody Zelkind* to GR Desk; *Bill Morris* to Alternate Supervisor; and *Bob Garber* to Guide Supervisor.

A belated welcome to *Kay Sokol*, latest addition to the Ticket Division, and to *Joann Clancey*, new smiling face on the Office Staff. Many new faces on the Guide and Page Staffs. . . . Best of luck and welcome to NBC! *Joan Scheer* of the Ticket Division had her name changed to *Mrs. James Kohn* . . . honeymooned at Totem Lodge, N.Y.; and *George Brookfield* became the father of a baby girl. Congratulations kids! *Dick White*; *Ed Keane*; and *Jim Murphy*, with a commission in the Air Force, have gone to work for Uncle Sam. Have you caught *Gene Wood* and *Bill Dana*, examples of the magical GR success story in the making, in their weekly appearances on MATINEE IN N. Y. (4:00-5:00, Mon. thru Fri.) . . . Great. *Marie Bava*, our singing Guidette, is also doing her part, having made two appearances on the same show. Looking forward to seeing much more of you, Marie. (Edward Manser)

Radio-TV Networks

STATION RELATIONS: If any girl in the Company would like to make the man of her life aware of wedding chimes and get him in the mood to propose, just bring him into this office. The atmosphere is absolutely reeking with the smell of orange blossoms, and the soft strains of the wedding march are constantly floating on the air. By the time this is in print, *Doris Wilhelm* will have become *Mrs. Theodore Trail Everitt, Jr.*, and the blushing bride with her handsome groom will be honeymooning in Bermuda. *Miss Evelyn Sobotka*, also of this department, will be wed to *Mr. Richard Lessler* and they will spend their honeymoon in Nova Scotia. *Janet Doescher*, who surprised us all by getting married practically on the run, will be starting north to Alaska where she will make her home with her new husband *Chuck Conner* of KENI in Anchorage. They spent their honeymoon in Mexico, and now are going to start married life in their own heated igloo. *Beverly*

Badger will have had her engagement ring for a month and will be getting married in December. The stork has rung the doorbell of Mr. and Mrs. Robert Caputi, and left a special delivery package for them. It contained a little girl named Margaret Ellen and she tipped the scales at 6 lbs. 14 ozs. Her mommy used to work in this department, when she was Elizabeth McNamara. A cocktail party was held in honor of our two departing brides on Monday, August 18, and both girls were presented with Universal coffee makers to help them in household chores. (Barbara Harib)

TRAFFIC: Joan Duggan and Ber Badger gave a "miscellaneous" shower for Terry Zucchetto. From all reports the shower was a success and all the gals had a gay time. Jack Hilton and his family motored to Elgin, Ontario, Canada to spend a couple of weeks of complete relaxation. Nancy Kyle Quinn brought her beautiful little daughter in for a visit, and she was immediately given all our votes as the most beautiful child any of us has ever seen. Jack Elmi is back in Communications. (Marge Hadley)

PLANT OPERATIONS: The heat wave this summer presented no problem to Tony Fasolino, who has a season pass to a swimming pool on West 45th Street. After many years of study and research, Bill Bash, utility man at the Belasco Theater, has evolved a new and fool-proof formula for beating the horses. The plan, which is top-secret, has worked with such excellent results at Aqueduct as to make Bush the envy of all the horse-playing brethren of T.P.U. #1. Our latest vacationer, Tom Longmore, when last heard from was in the Wayne County Pennsylvania farming area. Being shrewdly aware of his own extravagant ways and of the greed of resort owners, Longmore took along his traps and fowling-piece, so that if funds ran out, and worst came to worst, he could live off the country. (Roberta Graham)

STATION CLEARANCE: Joan Oury came back from Cape Cod sporting a good tan and showing lots of pictures. At this writing, Bill Caldwell is enjoying his "glorious two weeks" on the shores of Groton Long Point, Connecticut, and we are anxious to hear all about his escapades in what he calls "the male paradise". Agnes Stivale, Lillian MacNaughton, and Jeanne Jenks spent a wet but wonderful week-end at Manasquan, New Jersey. That gleam you see in Terry Gerbes' eyes is because she expects her fiancé Tom home on leave in exactly two weeks. Hang on Terry, he'll be here before you know it. Belated welcome to Pat Kozel and Elsie Schmidt, who, by now, are knee-deep in TV book wires. Good luck, gals. Congratulations to Ted Shuster and Ruth, who will be married on September 14. Heartiest welcome also to Hortenz, the newest member of the 563 Turtle Club. (Joan Oury)

MUSIC: John Geller has been promoted to the job of music selection assistant. The newcomer in the Music Library is Barbara Holbert. Ava Porter's sister made her own choice of a nominee . . . a baby girl born in Washington, D.C. That makes Ava an aunt again! Muriel Kishkill and hubby went vacationing in Nantucket. (Nora Wenraubi)



A two-in-one party in the PBX room for Joan Clements, left, and Lorraine Manley, who were leaving company. Supervisor Maude Archer is in the center.

PROGRAM SERVICES: It's been a deceptively quiet month for our department, which is in the process of reorganization. However, certain stand-out items demand attention. For example, Mr. Vic Roby is still to be commended for his good taste and judgment. Dick Dudley vaguely remembers what fresh air is like. He left the city behind to move to Mt. Vernon. Sandra Reisenberg, newcomer, now helps "our Jane" route scripts. (Joan Levinson)

TALENT & PROCUREMENT: Martin Begley has headed for Europe with an eye to visiting Shannon, Paris, and London. Beryl Noel plans to spend a cool vacation up New York State-way. Big welcome to Virginia Martin, Bill Gargan's secretary. Nice to have you aboard, Ginny. Margaret O'Rourke is spending part of her vacation trying to decide whether or not she should discard her appendix. Whichever she decides, we hope to see her in good condition soon. Peg Stewart is a girl that uses her head. She's off on an Alaskan trip to cool off after withstanding the heat wave in these parts. (Anne Kovce)

AM TECH OPERATIONS: This month finds us looking forward to next year's vacation, and back on this past one. Harry Gielck, Field Supervisor, and Art Holub enjoyed a cool vacation in Maine. We would all like to bid adieu to Bill Schwartzau, who left the Recording Department for a production job with Decca. Best of luck to you, Bill. (Jane Ermentraut)

NETWORK SALES: We all wished Marion Schuler a hearty "bon voyage" as she left the Company to become a missionary in Africa with her husband. We are also sorry to say good-bye to Joanne Volt. Frequent postcards have been arriving from California, where Kathy Walker is sunning herself on her "two weeks with". Helen Reilly and Edna Clements are also on a vacation from the city. The Sales Department extends its best to Phil Porterfield in his new position with another firm. (Marianne Pacifico)

AM PROGRAM: Marie Suchan is just back, and very happy, after two weeks vacation. The first week her fiancé was home on leave from the Army, and the second, she drove to the Poconos with three girl friends, where they lived primitively in log cabins (with room service!) and did lots of swimming. (Jane Hendrie)

FILM LIBRARY: Some of the film librarians have been taking vacations this month, but Anne De Rose has the best idea. She vacations every weekend on the Jersey Shore. Barbara Weiner has the right idea too; she recently went sailing on the Chesapeake. Edna Paul's trip to Bear Mountain paid off with a prize for catching a bass in Sebago Lake.

Julie Norlovsky, captain of the Film Library's softball team for the NBC excursion September 6th, is starting his own softball team. He and his wife "Bunny" are awaiting the stork, as are Joel and Laurianne Friedman. Joel comments, "We're infatiguable."

Ted Everitt was married on August 23rd to Doris Wilhelm of NBC Station Relations. Charlie Carruba tells us he hasn't set any dates, but "I'm young and available." (WRITER'S COMMENT: He really said he wanted this publicized.)

Two new members of the library are Hermine Eisenberg, recently graduated from Hunter College, and Joseph Battaglia, who was previously employed in NBC's Guest Relations Department.

We congratulate Bob Thompson on his lovely new apartment at West 106th Street. Quite a change from Texas. (Joan Bentz)

ADV. & PROM.: Vacationing are: Jerry Soba and husband at Cape Cod; Betty Richards . . . Newfoundland; Robert Gill . . . Europe. Back from vacations are Fred Veit . . . Nova Scotia; and Betty Bagshaw . . . Poconos. Cindy Converse Ash stopped in to say hello. John Hurlbut is building a house in Rockland County and hopes to move in with family sometime at the end of the summer. Murlin Marsh and husband are planning to rough it on vacation by camping out . . . probably in New England territory. (Joan Scherm)

RADIO NETWORK RESEARCH: Belated but hearty welcome to Radford Stone who came to us from the mail room. He has replaced Bob Kaufman who, at this writing, is aboard the SS Great Sitkin sailing to England and France. . . . This hoped that Sally Boyd who is out with a sprained ankle will be back with us mighty soon. . . . The stars in Alice Greenstein's eyes and the pearl on her third finger, left hand were put there by Bernie Kane, a CPA. All best wishes, Alice. . . . Carol Burton has returned from a week's vacation thoroughly imbued with the beauty and cultural offerings of Chataqua. . . . Found out Whitney Rhodes has a very comfortable desk chair while he was vacationing in Manchester, Vermont and parts of Connecticut. My next Angel Food Cake coming up soon, sir. . . . These Junior Executive trainees certainly travel around. We had Vorton Getzler with us for a time and, if you read this, Getz, THAT'S ONE! (even if you haven't been in). A new trainee is our guest these days in the person of Bill Baird. How this guy found an apartment in the short time

he did is still a mystery to us, but we're very happy he'll be with us for a while. . . . One of the greatest recruiters for NBC's Guest Relations dept. is our own *Anna Costa*. Already she has sent two young men to Personnel. Due praise is in order. . . . Your new correspondent, *Gloria Betros*, is getting all excited about her first week's vacation coming up the end of the month. She'll be a counselor at Junior Achievement's conference this year to be held at Valley Forge Military Academy, Wayne, Pennsylvania and hopes to return in time to spend Labor Day weekend in Trenton, New Jersey. . . . Yumpin Yiminy!!! how could I forget to mention *Ken Greene* went as far out as Colorado on his enjoyable vacation and *Jim Cornell* "toured" Long Island on his. . . . And this is about as far as I go. (Gloria Betros)

BROADCAST OPERATIONS: Welcome to Lucille Sendach. It's a girl for Bill Post and a boy for Ed Roth. Congratulations! Bon voyage to Ann Reese, who is leaving us the end of the month for parts west. We're sure she'll wov them in Seattle. We understand that Jack Weir dropped a close golf match to Don Ellis last weekend. (Louise Gorski)

TV NET SALES: Tom Lauer of NBC Chicago is all set to come to New York now that John Cramer and I have posted our golf scores, 125 and 137 respectively. Of course we didn't tell Tom it rained on the second tee and we had to quit. Baby buggies and congratulations to Tom Wright and Craig Ramsey, whose 2 a.m. slumbers are now being disturbed. It's a Cynthia for Tom and a Kim for Craig. Arturo Toscanini would be interested in some pictures *Lalia Pleadwell* took on her vacation. Not only the ones of herself, but also the ones of Lalia. Scratch Joyce Callanan's name from your list, men. . . . she must be serious about September. The dress is bought and the invitations are printed. So. . . all the happiness your heart can stand from all of us. (Tony Cercini)

PRESS DEPARTMENT: The usual din in these chambers has slightly diminished since vacations made serious intruders. Those "in absentia" include "Prilla" Campbell, Violet Young, Sam Kaufman, Fritz Jacoby, Ernie Otto and editor Leo Hershdorfer. Others, however, are returning and the well-shod boy with cheek of tan could be Bill Hosie, Alex Mumford, Jack Tracy, Bill McCordell or Bill Stein. Arthur Oppenheim is unique for having returned the longest distance. . . . from Europe. New York to L.A. Department: Connie Collins, vacationing, Elaine Bradley welcomed in as sub-pitcher for Connie. Lorraine Lesser is subbing for Chris Casserley. One long-term missing person will be the popular Bob Wren, who is departing these precincts and NBC to take residence in Houston, Texas. The Big Boy is going back to the Big State his ancestral home, to study law. We'll wager that he'll be back in the Big T own in a couple or three years and hope he turns up on our side. Bob MacDonald is replacing Mr. Wren at his writing chores. Lenny Meyers has returned from his recent operation. He is certainly as good as new and, we are happy to report, not one whit subdued. Jack Tracy's press files and Marie Anderson's photo files were recently packed

up lock, stock and press release and moved one desk each along the hall. The action went off so smoothly that far days numerous uninformed or bemused citizens opened the old door and were confronted by a vacuum where once affable Tracy held forth. . . . unenvying, to say the least, on a Monday AM. We nod a-so to the heroic Rod Dwyer who waded through the huge job of setting the photos aright while Marie was vacationing in the far reaches of New Jersey. (Bob MacDonald)

Owned and Operated Stations

WABC-WNBT: Ted Cott brought back some wonderful French records from Paris, including "The Tennessee Waltz," "Lucky Of Sun," and "Jezebel." The Norman Chesters (Mrs. Chesters is Barbara Barber, whom we have all missed since she left WNBC-WNBT several months ago) have named their new daughter Loretta. She was born August 12th. Vacationers have covered a lot of ground during the month—Len Weinsles to Cape Cod, ditto Doris Brateman, Jay Smolin to Lake George, Jack Sutton to Lynn, Mass., Dwight Hemion to Bermuda. Pete Affe to Camp Drum National Guard Camp (this is a vacation?), Rhoda Rosenthal to Bretton Woods, N. H., Enid Roth a flying trip to California, and a number of others unreported as yet. Howard Davis gets the solid gold carpet bag, however, putting 6,000 miles on his new Ford, with stops in Missouri, Canada, and Cape Cod. Our heartiest welcome to Kent Paterson, who joined our TV Sales Department this month; to Jack Bess, new member of the TV production staff; and to Dorothy Cunningham, secretary to Ted Cott. Congratulations to Murray Benson, who was a temporary summer replacement in radio production and is now on permanent staff. (Mary McBride)

SPOT SALES, NEW YORK: Welcome to Jane Bower, Ada Swenson, Barbara Silverman, and Helen Hawkins, very capable secretaries all. . . . Joe Gessell, also a new arrival, doing a fine job with supplies. Congratula-

tions to Bill Davidson, new National Sales Manager in charge of radio. Many of the staff are getting back from vacations: Jean Bulger from Bermuda, Bea Coltin from Quebec City, Elna Steinman and Lillian Martinez from Cape Cod, Elaine Simpson from Georgia, Joe Goodfellow from New Hampshire. A speedy recovery to Judy Wilson, who has been out ill. Florence Hunter was surprised on her birthday with gifts, galore, flowers and a luncheon at the Taft. Farewell to Evelyn Foss, Madeleine Locicento and Jean Horan. Carolyn Maus is taking a leave of absence to motor to California. Carolyn Cox will be featured in an article in Seventeen Magazine soon. (Dorothy Brodine)

SPOT SALES, CHICAGO: Miss Patricia Franchi, secretary in the Chicago TV Spot Sales office, is being married to Mr. Don Schmidt on September 13 at the First English Evangelical Church at Palmer Square in the city. (Barbara Buding)

NBC Promotions

Walter B. Davidson, to Western Division Manager.
NBC-TV Spot Sales
Loren G. Surles, to TV Account Executive, National Spot Sales.
Albert Henze, to Mobile Messenger, Relief Film Tfe Clerk.
Lordon H. Hagin, to Post-Office Clerk
Louis J. Gerardo, to Dispatch Clerk
William J. Lynch, to Asst. Supervisor
Delma Lighty, to Rad. Program Clearance Coordinator.
Cecelia Zelak, to Ex. Office's Secretary
Betty Anna Fee, to Ex. Office's Secretary
Charles N. Miller, to Tour Cashier
J. A. Talamer, Jr., to Desk Clerk
Ruth Kravitz, to Secretary II
Janet Payne, to Secretary III
Joan Battaglia, to Script Clerk, Cont. Accept.
Maria Niles, to Senior Payroll Clerk
Barbara Horn, to Operations Asst.
John Geller, to Music Selection Asst.
Maude Bregan, to Music Library Clerk
Elvin J. Hall, to Dispatcher
John Weir, to Typist Clerk, Broadcast Ops.
Margaret Gerz, to TV Commercial Clear. Supv.
George Keener, to Film Clerk
Joseph Battaglia, to Library Asst. TV Film-Kine
John D. Isanz, to Desk Clerk
William Quinn, to Asst. Assignment Editor
Harry J. Faulkner, to Sergeant
Jack Hubler, to Messenger-Clerk
Robert J. Rodgers, to Account Executive, TV Spot Sales.
Robert J. Leder, to Sales Manager WNBC
Ann H. Lovell, to Senior Typist



Peg Stewart and Marge Bandman munch on watermelons during vacation at Louisville, Ky.

RODEO, ICE-CAPADE TICKETS AT DISCOUNT

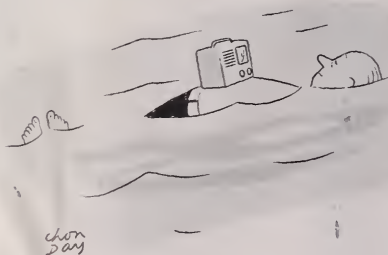
The Employee Services Section at NBC now has tickets available to all NBC employees for the 1952 World's Championship Rodeo and The Ice Capades of 1953 at approximately a 40 percent discount. The rodeo starts September 24 and the Capades on September 11. If you want a ticket or tickets go to room 729 or call Ext. 462.

From The New Yorker:

A Summer's Collection



"But, gosh, Daddy, *leave* this program, and, at *er* all, Melvin, it only happens on *e* every four years."



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