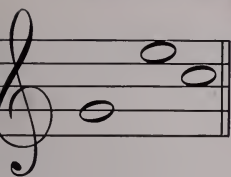


NBC



CHIMES

OCTOBER • 1952



Again in 1952: NBC-TV Will Cover
U. N. Assembly Sessions

SEE PAGE 13 —



CHIMES

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IN BRIEF

We are beginning to think we can carry this security business too far. We found that Mary Morrison, TV network sales, has her own—her very own—stainless steel coffin plate in her top desk drawer. In a very nice script, "Mary Morrison" is inscribed. However, Mary doesn't take this sort of think very seriously. It seems that her brother is a mortician... thought she'd like to be prepared.

An employee here took part of his vacation on a friend's 42-foot sloop, and they sailed to Nantucket. Employee tells us that his friend sails back to New York every week to pick up his unemployment check!

Grace Anderson, personnel-New York, spent part of her vacation at Yarmouth, Nova Scotia. While there, she attended the St. Ambrose church on Sunday. At communion time, instead of bells, the altar boy pealed Chimes, which Grace says duplicated the NBC chimes exactly. For a second, she said, she wasn't sure whether to expect Berle or Bishop Sheen to appear.

And concerning the same NBC Chimes, Pat Craig, front-office secretary to KNBC-San Francisco's assistant general manager George Greaves, was recently married to Jim Covell. Pat and Jim spent their honeymoon weekend in the Bellvue Hotel, just across Taylor Street from San Francisco's Radio City. And appropriately enough... the NBC Chimes rang out for them every 15 minutes throughout the wedding night.

Practice for the NBC 1952-53 basketball team will begin on October 6. Anyone interested in trying out for the team should contact Martin Cohen, Ext. 8983. The NBC team this year is in the Industrial League and the annual season opens on October 27 at 155 West 56th Street in a high school gym located there. Some 12 teams in the Manhattan League will play one another.

Dorothy Kilgallen in her N. Y. Journal-American column last month noted that NBC fourth-floor receptionist Barbara Dodd was dating Dick Estes, a singing Kefauver relative.

Various female employees here noted that the picture of Dave Camerer (on page four, September NBC Chimes) resembled screen-NBC star Joseph Cotten.

From a recent column of Harriet Van Horne's in the New York World-Telegram and Sun: "The best, the bravest, the most beautiful radio program I've come upon in a long time is 'Words in the Night', a quarter-hour of poetic readings. You can find it on your dial Friday evenings at 10:15, NBC. Its format is simple, the way a red rose is simple. It takes you first with its beauty. But it holds you with its wisdom, its rich thoughts and singing sounds. . . . I can't say enough in praise of 'Words in the Night'. I only wish it were on the air every night. . . ."

Muriel Hile of KNBH's Payroll Department had a much more exciting vacation than she had originally planned. On a trip to Alaska with her husband, Muriel and over 400 passengers aboard the Princess Calathen were run aground and had to be rescued by the Coast Guard. Muriel reports that most of the Californians aboard ship thought it was just another earthquake, which is something we are getting pretty used to by now. (R.P.)

Anyone at NBC interested in bowling league here should get in touch with Ed Prince, Ext. 579. League started here September 5 at Roxy Bowling Alleys, 50th Street. There will be 34 weeks of bowling involving 18 teams. Games start at 5:30 p.m. every Friday night.

The Pirus Pistol and Rifle Club is now open to all NBC personnel. If anyone is interested in joining, kindly contact Ted Green at Radio Daily. Members of the club are drawn from all ranks of the entertainment world, and include such names as Sid Caesar, John Conte, Russell Paterson, Ilona Massey and Ham Fisher as well as many others.

Scott Shott in the legal department has been getting alliterative calls lately inquiring: "Is this the 'stock shot' department?"

NBC News Roundup..

Herman Hickman on NBC-TV

Herman Hickman, the football coach who has become a vastly popular TV personality, will be starred in "The Herman Hickman Show" over the NBC television network on Fridays, 7:00-7:15 p.m., EST, starting Oct. 3. The show, sponsored by the General Cigar Co., Inc. for Robert Burns Cigars and Cigarillos, will be a showcase for Hickman's versatility in many fields, including sports. He is known as a chef, a farmer, a poet—and the program will give free rein to his warm personality.

NBC Radio Has 12 Football Games

Tom S. Gallery, NBC director of sports, announced last month that NBC radio would cover 12 top college football games this fall. They are:

Sept. 20—Washington & Lee at Duke

Sept. 27—Michigan State at Michigan

Oct. 4—Notre Dame at Texas

Oct. 11—Washington at Illinois

Oct. 18—Alabama at Tennessee

Oct. 25—Princeton at Cornell

Dec. 6—Kentucky at Florida

Nov. 1, 8, 15, 22, and 29 are open dates and will be filled as the most interesting contests develop among the front-running teams.

To Test Block, or Mood, Programming

NBC and Station WLW, owned and operated by the Crosley Broadcasting Corporation, have joined in an unique experiment to test the effectiveness of block programming in radio. Under the experiment, Station WLW, with the full cooperation of NBC, is rescheduling a number of its nighttime NBC network programs to fit into a schedule of block programming. Block programming or mood programming as it is sometimes called, comprises the grouping of programs of the same type during a single evening or other time span of the day. Such grouping, it is believed, will increase listenability and also give the audience a quick identification of the network or station broadcasting program sequences of this type.

NBC to Install "Brain" for Election Night

NBC will install the most elaborate radio and television news center in broadcasting history—complete with "electronic brain"—in its largest Radio City (New York) studio, 8-H, to accommodate its election-night headquarters. Continuous, around-the-clock reporting of election returns will begin when the polls close in the East (about 8 p.m., EST, Tuesday, Nov. 4), and will continue on the NBC radio and television networks until most of the returns are in the following morning. A 500-man staff, including 25 topflight newsmen, will assemble and report the returns.



Herman Hickman starts new TV show on NBC Oct. 3.

Ninety Percent Saw Conventions in N. Y.

Nine out of 10 persons in the New York metropolitan area witnessed on television some part of the political conventions in Chicago in July, it was disclosed by Rud-dick Lawrence, director of Promotion, Planning and Development for NBC. Lawrence said the survey was made for NBC by Advertest Research, Inc.

Navy Cites "Today" for Public Service

"Today", NBC-TV network's early morning news and special events show, with Dave Garroway, has been awarded the United States Navy Citation "for outstanding public service." Dave Garroway received the citation from Rear Admiral Roscoe H. Hillenkotter, commandant of the Third Naval District, in the admiral's New York office, and the entire ceremony was filmed and shown on "Today".

The NBC-TV Football Schedule

Sept. 20—Texas Christian at Kansas

Sept. 27—Princeton at Columbia

Oct. 4—Michigan at Stanford

Oct. 11—Texas A&M at Michigan State

Oct. 18—Cornell at Yale

Oct. 25—Purdue at Illinois

Nov. 1—Ohio State at Northwestern

Nov. 8—Oklahoma at Notre Dame

Nov. 15—Alabama at Georgia Tech

Nov. 22—U.S.C. at U.C.L.A.

Nov. 29—Army vs Navy at Philadelphia

\$4,160,000 in New, Renewed NBC Radio

New and renewed radio business representing \$4,160,000 in annual gross billings for the NBC radio network was announced last month by John K. Herbert, vice president in charge of Sales. Two new programs and six renewals comprised the recent sales activity.

In This Corner



Clem McCarthy

NBC's Clem McCarthy has become an institution in the U. S. Sports World today, especially in horse racing circles. He is so much of an institution, in fact, that we couldn't guess his age the other day at Toots Shor's. He's "ageless". Damon Runyon said just that about Clem a few years back when the two were en route to the Derby in Louisville.

But we do know that Clem McCarthy has been around horses and races for a mighty long time. He speaks glibly of races in the 1890s and the 1900s. There was even an implication that he knew of races before these years!

McCarthy has been broadcasting horse races for NBC ever since 1929. His telecasts began in 1949, a decade after the first experimental programs at Belmont Park. Horses and McCarthy have gone together ever since he was just a lad, and his "eerrracing fans" introduction has become a personal commercial down through the years. Primarily, Clem is a lover of horses, and this love led him into horse

auctioneering in his youth, and finally to the calling of races over the NBC network.

"I suppose," said Clem, "that my start in calling races came when I was still a minor, and went to tracks with a small pair of binoculars. Actually I wasn't allowed at the tracks as I was under age, but I used to follow the horses around the track with my glasses and call their positions to small groups of near-sighted bettors who would gather around my chair. I always brought a chair to the races in those days."

Clem actually started to call horse races professionally in 1927 when Arlington Park in Chicago installed a public-address system, and the management picked him to do the announcing. The next year the Chicago Herald-Examiner had him call the Kentucky Derby for a Chicago radio station. Then NBC put him on a national network for the broadcast of the Derby in 1929. Clem figures that he has called approximately 400 races for

NBC during his career. He figures too that his exciting, crisp descriptions of races come to him naturally. He has a dislike for the long-winded announcer.

His father, J. L. McCarthy, was well known as a starter of races back in the early days when harness-racing was the "King of Sports". His father started trotters through the midwest in Michigan and Illinois and at Washington Park in particular. Clem's father was also an auctioneer. He travelled widely, and young Clem attended some 17 different schools in his childhood. At school, Clem also took to reading form charts, a habit that eventually instilled in him a desire to become a jockey. But Tod Sloan, the famous British jockey in 1897, discouraged the young man. "Your feet are too big," said Tod, "and it appears you will grow up to be a big man someday." Actually Clem grew up to be a wiry, blue-eyed man of 5'8" and about 150 pounds. And incidentally, to keep fit these days, Clem drinks orange juice and buttermilk.

Remembers the Great

He remembers the great horses of the country . . . the standardbreds Direct, Star Pointer, Greyhound and Billy Direct. "Greyhound was the greatest trotting horse I ever saw," says Clem. "And Billy Direct the greatest pacer." He thinks that Man 'O War was the greatest runner he has seen in action. He remembered one race. "It was Man 'O War against J. P. Grier in 1920 at Aqueduct. Grier led most of the way, and in fact he was about 200 yards ahead coming into the stretch, but then the big war-horse made his move and in a fast brush whirled in to win."

Clem calls the trotters over at Roosevelt Raceway when he's not working for NBC on some big event. This year for NBC he's called the Brooklyn Handicap, the Dwyer, the Edgemere and the Discovery Handicap among others.

Clem's racing season ended on September 13 this year with NBC, but it was not always so. "Football has cut in early these last few years," he said. "It used to be that football would be carried over the Red network and I would continue to call races over the Blue network."

We left Clem McCarthy feeling that "here is a true lover of horses." And really . . . horse lovers can be "ageless".

The Stagehand Takes To TV

Over 400 NBC Stagehands Now Play a Vital Role In a New Era of the Theater

Frank Kaiser could tell you the story: about how stagehands, formerly with the legitimate theater are coming to television in greater and greater numbers, and how stagehands are reacting to the new medium of TV. Kaiser is a greying veteran of show business who worked under David Belasco. He's a master electrician in charge of the NBC electric shop at the West 56th Street shop-warehouse here in New York. He started as an electrician's helper in the early 1900s and he's been a theatrical electrician for over 45 years. Veteran theater men would probably say of Kaiser . . . "he knows". And this would mean only one thing. He's a stagehand's stagehand.

Unlike the legitimate theater Kaiser once knew, a TV opening night is also its closing night, and in 1951 alone—



NBC stage carpenters, working in the new medium of television, build a set for "Your Show of Shows". They follow designers' drawings closely.

in one peak week—NBC produced more shows than Broadway ever produced in one season. And as a result, ex-legit men are now working on a year-round basis hitherto unknown to the show business.

In fact, a new era for the theater *as* arrived.

After opening curtain in the legitimate theater, a production stands or falls on the merits of all the labor that has preceded. The same holds true for TV production, except that the TV production is a one-night "stand" and all the physical properties must "fall" immediately after the show. Then a new production is begun.

The key to continued success in this era of fast-moving theater is team play. NBC's team is producing touchdown plays. Its backlog of artistic talent makes the headlines, but its unsung heroes—always behind the scenes—make these headlines possible.

Some of these "unsung heroes" are the stagehands. Here in New York, some 425 full-time and part-time stagehands work daily in the studios, Center Theater, other NBC theaters, and at West 56th Street, NBC's workshop and storage warehouse. In Hollywood there are 28 stagehands; in Chicago there are 41 stagehands who keep the scenery and props moving.

About 80 years ago, when craft unions were forming, the stagehands formed the Theatrical Protective

Union, the New York Local #1 being the first. All of NBC-New York's stagehands belong to this union, which is affiliated with the International Alliance of Theatrical Stage Employees, more familiarly known around here as I.A. The International Alliance in turn is affiliated with the American Federation of Labor, AFL.

Some 65 percent of the stagehands have come to TV from legitimate theater work, and almost 40 percent of the total card-holders in the New York Local work at NBC either in the studios, theaters or at 56th Street.

Stagehands' activities fall into many categories, but among the more prominent classifications are the carpenters who handle scenery; electricians who handle lights; and property men who handle props. For supervisory purposes a shop head is foreman of each group, and here at NBC such shop heads happen to be located at 56th Street, although other stagehands are working in the studios and theaters.

In charge of the electricians is Frank Kaiser at 56th Street. He is also in charge of the electrical maintenance shop, which was set up a few months ago there. Kaiser supervises maintenance of all lighting equipment and sees to it that additional lights—over and beyond those used in the studios—are trucked to the studios together with the completed sets for any show.



A stagehand makes a last-minute set change in an NBC studio.

NBC's Shop Heads Work at 56th Street:



Frank Kaiser



Harry Brennan



Bill Schelberg

Although Kaiser no longer works on shows, an electrician stagehand handles the electrical changes of equipment on the set in accord with the plans of the TV lighting engineers.

The electrician works with voltage and the actual lights during a performance. Sitting on the bridge, near the switchboard, he works the lights on cue, wearing earphones and watching a TV monitor set.

Carpentry Shop at 56th

Also at 56th Street is Bill Schelberg, who is in charge of the carpentry shop. His assistant is Bill Swift whose family has been in the business for years. Schelberg himself was one of the six original stagehands to come to NBC. He has been with NBC for almost seven years, and previous to NBC he worked as a prop man for the Metropolitan Opera Company for 11 years. His services and those of his men are available to some 135 television shows and some 55 commercials in a year. Bill also supervises the construction of sets, backdrops etc. in the carpenter shop. His set plans emanate from the designers' section on the second floor of 56th Street. Experts in their trade, carpentry stagehands can transform canvasses, refurbish sets, build sets, and do many other wood jobs.

NBC's storage spaces and shops at 56th Street cover an area of 75,000 square feet. Walter Giebelhaus is the manager of this Central Shop, and Peter Bonardi is his assistant. With the productive capacity possible in this

shop, NBC leads all other studios in producing sets for its own shows.

Stored in the basement of 56th Street are more than 1,300 pieces of furniture and miscellaneous "props" . . . anything from a baby's rattle to a wooden automobile or plastic fire hydrant. Sandy-haired Harry Brennan is the "charge man" of the prop shop. Brennan has been with NBC for a little over a year. Brennan feels that any capable stagehand is versatile enough to work in any of the stagehand categories. "A stagehand has to be a good all-around mechanic anyway," he said. "He picks it up from experience." Brennan oversees the huge inventory of props, and he has as his assistant Bob Demmler, who for the past three years has been the expert locator of hard-to-find props. "We have many difficult props to procure," Brennan said. "And many times it's at a moment's notice. For instance, one time we had to find a bouquet of flowers that would wilt at a certain given cue. But we found it."

Unlike the theater, TV props are used again and again . . . on different shows and under various circumstances. Props move in and out of the warehouse in a rapid turnover. Upholstery becomes shabby from constant use, and Brennan must see to it that all props are kept in good condition. Too, he must watch for the color of props. In TV, the cameras do not take to shiny, white or reflecting surfaces. A white stove, for instance, must be coated to a duller color.

The skillful stagehand must combine the muscular coordination of a piano mover with the deftness and inventiveness of a magician. A cardholding member of The Theatrical Protective Local #1 must be trained to perform the functions of carpenter, electrician, and property man. The tools used by stagehands, if assembled, would include practically every hand tool known to the trades. He must know knots and rigging like a sailor. One stagehand told us he must be a "master in the art of improvisation."

Set Scenery, Props

Stagehands set the scenery and props for all shows, and after the show is off the air, they "strike" (remove) all items out of the studio. They then start over again with a new show.

Not only must the stagehand make his scenery "fly", but he must be able to operate pop-up toasters, simulate rain or snow, and there have been cases when a stagehand on cue must make flies fly or buzz around a certain actor on set. Old hands at the game are an invaluable asset to any TV program.

The rapid handling of large pieces during a quick change can be a source of danger, therefore at all times, the stagehand must be conscious of safety . . . of himself and others. The safety of the performers and others back of the curtain may depend on the quick and intelligent reaction of the stagehand. Too, he must be able to interpret the various instructions of di-

rectors, and through all of this he must remain invisible. When integrated joint action is vital to success, we find the stagehands working out fast-moving numbers without a hitch.

The "Hit Parade", as an example, has nine separate sets of three-minute numbers each. The pace and movement of scenery, props and lighting is fast. There are no retakes on TV. The problem is timing. Stagehands must move with precision, and here . . . team play pays off.

Supervision of Work

NBC's Anthony "Bob" Hennig is director of NBC Plant Operations, and as such, directs all activities relating to NBC stagehands. Working under him are Bill Ervin, supervisor of studio and theater operations, and Tom Tart, supervisor of plant procedures. These men must serve as landlord and staging specialists for a studio or for the staging areas of the TV theater. They must direct the work of complete crews of stage carpenters, property men and electricians.

Since the introduction of movable scenery by Ballthazar Sienna in 1553,



In Studio 8-H at NBC, myriad of overhead lights are handled by stagehands.

stagehands have contributed to the present organizational structure behind and above the curtains. Through decades of training, they have been drilled in a pattern of command that is precise. The right act must be performed by the right person at precisely the right time. This timing applies to the actors as well as to the invisible stagehand, who shoots the offstage revolver. The discipline of the musicians in an orchestra is no more important

than the integrated activities of all the personnel back of the footlights.

A good stagehand can be judged only by one's association with him through many performances. When the curtain goes up, the show is on. The stagehand is part of show business. It's in his blood. Though invisible, he's an integral part of it all, and the show, whether theater or television, will go on . . . thanks in many ways to these "unsung heroes".

Over 1,300 Pieces of Furniture and Props at 56th Street:



NBC's "props" include anything from baby's rattle to wooden automobile, and stagehands assemble them for show.

He Discovers a New Route to America:

Or How George Folster Took A Slow Boat from Tokyo to 'Frisco

George Thomas Folster is NBC's chief Tokyo correspondent, and he is also the modern counterpart of a swashbuckling Magellan or Columbus. Last month, his work completed in Japan, Folster decided to return to the States, not in a Constellation, but in his own 50-foot ketch from Tokyo to San Francisco. And he did it . . . in 47 days, and after 5,000 miles of shark-infested sea.

Folster has skipped a sailing yacht back and forth across the Pacific, which is something Magellan did not do. In 1949 he sailed a three-masted schooner from the United States to Australia. He now stands as one of the few men in the world to have made the round-trip.

Together with two U. S. Navy lieutenants and three Japanese crewmen, all expert sailors like himself, Folster set off from Tokyo Bay one Sunday morning, and he figured the Great Circle course would require 45 days under sail. His calculations were exact and only a 36-hour dead calm outside the Golden Gate kept him from dropping anchor on schedule.

Folster had been planning this trans-Pacific sailing trip ever since he arrived in the Orient 12 years ago. World War II, the Korean War and a number of other circumstances post-



George T. Folster

poned his plans time and again. However, Folster, who comes from New Bedford, Mass., whaling stock, was not put off. He ordered yacht blueprints from America. When they arrived he began assembling materials from all the world. Teak wood came from Burma, mahogany from the Philippines, camphorwood from Formosa, sails from England, bronze fittings from Scotland, the engine from the United States.

"Bird of Passage"

The 50-foot ketch was finished in January 1950. It has a 14-foot beam and draws six feet of water. Named the *Wataridori*—Japanese for "Bird of Passage" or "Lead Bird of the Flock"—the Marconi rigged craft was fitted with two suits of sails.

Fifteen months after the ketch was built, Folster, Lt. Bryan W. Stevens of Los Angeles, and Lt. John Gordon of Philadelphia plus three Japanese crewmen sailed from Tokyo Bay into the teeth of a roaring storm. The whole trip was made without sighting land, and only three vessels were seen during the entire trip. The nearest the *Wataridori* came to land was 600 miles, and this was an outpost island of the Aleutians. Folster is now in Europe for NBC.



Folster's ketch the "*Wataridori*" in Pacific waters before sailing.

NBC Inaugurates New Orientation

The New York personnel office over the past two months has been developing a new orientation program for new employees, which today is showing savings of approximately three hours of NBC time per employee. Too, the streamlined program has eliminated previous interruptions in the new employee's work-week.

The program also is extended to employees not previously covered, such as those employees on evening and early morning schedules.

Under this NBC orientation system, all new employees now report directly to the New York personnel office at 9:15 a.m. on the first Monday of their employment or on the first or 16th of every month. Their orientation is then completed in one package at 3 p.m. At this time they are turned over to their supervisor.

Under the old system, new employees received NBC orientation from Monday through Thursday. Two hours of each of these days were allotted for the orientation program.

During the present six-hour operation, employees receive legal forms, personnel forms, finger-printing. They take a complete medical examination. They are photographed. In the classroom, they are given a complete history of the Company and an organizational run-down. Policies and benefits of the Company are explained. The group is then taken on a tour of the NBC offices and the NBC studios. Two films are shown: "Behind Your Radio Dial" and "The Inside Story". The new employees are then introduced to their new supervisor.

Bill Sharon, Training and Safety Supervisor, in charge of the program, points out that six positive steps have been taken by inaugurating the program: 1. It saves almost three hours of the Company's and the employee's time. 2. Medical acceptance is assured before final hiring of the employee. 3. References can be checked before employee begins work. 4. In the package operation, a more effective orientation can be presented. 5. There are now no interruptions after the employee's first day. 6. Evening and early-morning employees are now covered.

The NBC Opera Season Opens This Month

Eight opera presentations, including the American premiere of Benjamin Britten's "Billy Budd" and the first professional performance of Leonard Bernstein's "Trouble in Tahiti", will be given in the 1952-53 season of the NBC Television Opera Theater, it was announced last month by Samuel Chotzinoff, NBC general music director.

The series, as in previous years, will be under the musical and artistic direction of Peter Herman Adler, with Chotzinoff as producer.

The season also will include a virtually complete version of Richard Strauss' "Der Rosenkavalier", to be given in two segments. Puccini's "Suor Angelica", the second of his triptych of one-act operas, also will be included in the schedule.

Gian Carlo Menotti's "Amahl and the Night Visitors" will be repeated this season.

The opera telecasts will be seen this year at a new time and day. The eight presentations will be offered monthly on Sunday afternoons at 3 p.m., EST. The opening opera will be Britten's "Billy Budd" on Sunday, October 19

(NBC-TV, 2:30 p.m.-4:00 p.m., EST). The performance will run an hour and a half, starting a half hour earlier than the regular schedule. Theodore Uppmann, baritone, who created the title role in London and Paris, will be seen again in this part.

Leonard Bernstein's "Trouble in Tahiti", revised since its presentations at Brandeis University and Tanglewood, will be given as the second opera in the schedule on Sunday, November 16. This opera runs only about 40 minutes. The remaining time in the one-hour telecast will be devoted to a ballet presentation with music by Bernstein. Bernstein has also consented to conduct the performance, although he plans no other conducting assignments this season.

Gian Carlo Menotti's phenomenally successful "Amahl and the Night Visitors" will be repeated in December, probably near Christmas time. Menotti again will stage the work, with Thomas Schippers as conductor. The sets and costumes of Eugene Berman again will be used. Menotti is searching for another Amahl since 13-year-old Chet



Samuel Chotzinoff, NBC music director, announced program.

Allen, who sang the role twice on NBC last season, is no longer a soprano.

Operas for January and February have not yet been scheduled, but probably will be selected from the standard opera repertoire. In March, "Suor Angelica" will be given. This opera has an all female cast and is set in a convent. Its religious theme will lefit the Easter Season. NBC opera last season presented the other two of this triptych of one-act operas, "Gianni Schicchi" and Il Tabarro".

In April, no opera is scheduled, because "Der Rosenkavalier" will be given in two sessions, both in May. It was decided by Chotzinoff that the two halves of the opera should not be separated by a month. These performances also will run more than the regular one-hour schedule because of the length of the opera. The new John Gutman English translation of this opera will be used.

The staff of the NBC Television Opera Theater will be largely the same as last year, with Charles Polacheck as associate producer to Chotzinoff, and Kirk Browning as television director. Leo Muller has joined the staff this season as musical assistant to Adler.

All presentations of the NBC Television Opera Theater are given in English. The first three operas of the schedule were written in English. Other translations than the Strauss opera will be done by the NBC opera staff. As usual, there will be no audience in the studio, so that the productions may be conceived entirely for the TV screen.



Menotti's TV opera, "Amahl and the Night Visitors" was a phenomenal success on NBC network last year. It will be repeated again this year.

KNBH Set for Chadwick Swim



KNBH-Hollywood cameramen used landing barge to cover swim event.

KNBH Hollywood engineering crews worked overtime last month in preparing to cover the telecasting of Florence Chadwick's second attempt to swim the Catalina Channel. A landing barge, large enough to accommodate the 42-foot remote truck, cameras, lights and crew, was rented for the occasion. A transmitter was set up on the island, and the signal was beamed from the barge West to the island and then clear across the Channel to the

East, where it was picked up by another remote transmitter located at Point Fermin, the destination point. From there, the signal was sent to Mt. Wilson, the location of KNBH's transmitting operation. The crew worked enthusiastically during the first trip which ended tragically when Miss Chadwick was finally pulled from the water almost 16 hours from the time she began the feat, and only a mile from shore. She made it the second time.

KOA Change-over: Personnel Director Visits Denver

Late last month radio Station KOA in Denver, until recently an NBC owned and operated station, was formally turned over to its new owners with FCC approval. The sale of the NBC station affected some 70 NBC employees.

In order to work out any NBC personnel problems that might arise from the sale, Ernest de la Ossa, NBC personnel director, went to Denver last week to confer with the employees, as well as Charles Bevis, KOA's general manager. Mr. de la Ossa talked with employees about their retirement policies, and also talked over possible transfers for employees. Many of the employees indicated that they preferred to stay in Denver rather than move to a new location, while some employees expressed a desire to transfer to another NBC location. Mr. de la Ossa stated that the Company is working now in an effort to meet the requests of the employees. Mr. Bevis will remain with NBC and is being transferred to a general executive position in New York, reporting to James Gaines, vice-president of the Owned and Operated Stations.

Mary Ellen Trottnor: NBC-Chicago's Woman Engineer

Although NBC-Chicago enjoyed reading about attractive Louise Fogarty in the September issue of Chimes, we'd like to protest your headline, "NBC's ONLY Woman Engineer." For the past eight years NBC-Chicago has employed an equally attractive lady named Mary Ellen Trottnor, who is not only an engineer, but assistant supervisor of the recording department.

Petite, brown-eyed Mary Ellen originally planned to teach school, but when a friend at the University of Minnesota interested her in taking a few engineering courses, she was sold on the brave new world of kilocycles and gain-riding.

She worked in the recording department of a Minneapolis station for two years before joining NBC. Queried about her preference for life among

the dubbing tables and editing machines, Mary Ellen replied, "The boys in engineering maintenance have been trying for years to have me transferred to their department, but I don't have any hip pockets to carry tools."

The energetic Trottnor lass, not content with merely doing one man-sized job, studied law at DePaul University, in her spare time, and is now a full-fledged member of the Chicago Bar Association.

Works Evenings Off

Most girls would consider two jobs more than sufficient, but not the fast-trotting Miss Trottnor. Having two free evenings a week, away from playing Portia and just playing, Mary Ellen serves as vice-chairman of the Chicago chapter of NABET.

Since starting her law studies and union work, Mary Ellen's reading has been concentrated on government, politics and labor history. In person, she is small, slim and very feminine, with an impish sense of humor. She loves to tell of her most embarrassing moment as an NBC engineer, which occurred shortly after she was hired.

Mary Ellen's favorite off-duty activities are piano playing and collecting antiques. She proved to be a competent amateur sleuth a few years ago while on an antiquing jaunt. Poking through a dingy little shop, she spied some microphones that looked suspiciously like those recently pilfered from NBC. With the help of newsman Len O'Connor, she traced the mikes and discovered the thief. Mary Ellen is a native of Wabasha, Minn. (M.K.)



From the Controllers-Finance at the pool; l. to r. Elsie Coda (Budget Department), Ann Acciarito, Doris McPherson, Maria Niles, Anne Buron.



Guest Relations' Dana and Wood put on good skit for employees.



Photo's Zwilling got low-gross golf prize from John Titman.



Here's part of the 1,900 NBC employees at Bear Mountain, who gathered avidly around the temporary stage to watch the NBC entertainment.

The Picture Story:

At the Annual Outing

The consensus seems to be that the NBC annual outing for New York employees was a terrific success. Some 1,900 employees turned out at Bear Mountain State Park on Saturday, September 6, and the weather was warm, clear and sparkling. The sky was fleckless.

The 1,900 employees started to filter into the park at around 10 a.m. About 55 journeyed over to the West Point golf course; others registered; played volley ball, softball, horseshoes; others edged over to the tapping-of-the-beer ceremonies. In fact the crowd went through 23 halves of beer . . . but this was against 34 halves last year.

And to further demonstrate how orderly things were this year, the employees drank 165 cases of soda against 98 cases of soda the year previous.

The fried chicken lunches were excellent. Buster Crabbe and Vic Sobol put on an aquatic act over at the pool, and many persons swam before and after his swimming instructions. 1,850 employees ate dinner in Bear Mountain Inn. Following a roast beef dinner were dancing and NBC entertainment under the stars to Jimmy Lanin's band. The evening—it was lovely, and the finale came at midnight when the chartered buses, loaded with happy employees, headed toward the city.



Emcee Ed Herlihy and partner take advantage of Lanin music.

O & O Managers Confer Here; Promotion Men Follow Suit

NBC's division of Owned and Operated Stations held two nation-wide conferences in New York City last month. The first series of discussions for the network's station managers, was held from August 13 to the 16th in the Louis XIV Suite of the St. Regis, and the second, for the merchandising and promotion men from O&O, was held in the Chinese Chippendale Room of the Hotel Dorset on August 25 and August 26.

The first conference brought together O&O station managers in order to acquaint them with fall programming and to anticipate fall sales programming. Vice president Charles R. Denny participated in all of the meetings. James M. Gaines, vice president for the Owned and Operated Stations, was chairman of the conference.

Attending the three-day meeting from out of town were: Eugene Juster, general manager of WRC Washington, D. C.; Hamilton Shea, general manager of WTAM Cleveland; Harry Kopf, general manager of WMAQ Chicago; Charles Bevis, general manager of KOA Denver; Donald Norman, general manager of KNBH

Hollywood; Lloyd Yoder, general manager of KNBC San Francisco; Ted Cott, general manager of WNBC-WNBT New York.

From the New York NBC team besides Mr. Gaines were: Carleton Smith, H. Norman Neubert, Ted Broido, Tom McFadden, Julius Lieber, William Davidson, Hank Shepard and Richard Close.

The merchandising and promotion conference of O&O, held at the Dorset, got underway on August 25. H. Norman Neubert was chairman of the meeting. The conference reviewed the activities currently utilized by the O&O Stations and Spot Sales. Their objectives were to help stations merchandise the advertising of their clients to the consumer, and to help them sell themselves to their advertisers and to their audiences. Merchandising and promotional activities for the fall were discussed.

Among the speakers at the meeting were: Carleton D. Smith, Ted Cott, H. Norman Neubert, H. W. Shepard, John Keys, Charles Hutaff, Robert Adams, Dean Moxley, Richard Eisinger, Cy Penley, and Jay Smolin.

A Personal Thanks



Hallie Robitaille

In the November, 1951, NBC Red Cross Blood Drive, Hallie Robitaille of Network Sales contributed a pint of her blood for the armed forces. Last

month the contribution paid off. An Army man, a Captain Hamilton showed up in Miss Robitaille's office to thank her personally for her blood donation. The bottle evidently had been marked with her name; the blood had been used on Captain Hamilton, who was badly injured in Korea. After seven months of recuperation, Captain Hamilton was back in good health.

Charles Colledge Named Manager Public Affairs

Charles H. Colledge has been appointed Manager of Public Affairs Operations. He will be responsible for assigning producers and directors to activities within the Public Affairs Department and also for providing production facilities involving news film and coordinating production facilities involving remote broadcasts and tape activities for Messrs. McAndrew, Gallery, and Stanley.

Reaching Out:

Bannister Announces Alaskan Affiliates

Harry Bannister, vice president in charge of station relations, announced last month that NBC is affiliating with two additional stations in the Alaskan Territory. These stations are located in southeastern Alaska in Ketchikan and Juneau, and are owned and operated by the Aurora Broadcasters, Inc. in conjunction with the two stations located in Fairbanks and Anchorage, owned and operated by the Midnight Sun Broadcasting Company.

The facilities of the new group will be available to network advertisers on either a recorded basis or by short-wave broadcast transmission. Since Alaska is not connected to the continental United States by wireline facilities, the company maintains offices and recording studios in Seattle, where off-the-line transmissions can be made and shipped by air-express to the individual stations on a delayed basis. The group will absorb all the charges pertaining to transcribing sponsored programs and delivering the recordings by air-express to the individual stations.

The Aurora Broadcasters Inc. consists of the following stations: KABI, Ketchikan, 1,000 Watts daytime, 500 Watts nighttime, 580 KC frequency; KJNO, Juneau, 1,000 Watts daytime, 500 Watts nighttime, 630 KC frequency.

The stations are being offered as a group only at the Network Evening Hour rate of \$117.50. However, the base rate is allocable to the individual stations. All other rates will be allocable in the same proportion: KABI, \$57.50; KJNO, \$60.00.

Mr. Bannister also announced that effective September 1, Station KIJV, Huron, South Dakota, became affiliated with the NBC Radio Network as a premium station. The station will be offered all network commercial programs which have been ordered on KELO, Sioux Falls, South Dakota. KIJV is owned by James Valley Broadcasting Co., Inc. Its hours of operation are from 6 a.m. to 12 midnight.

Huron has a population of about 13,000. It is the principle agricultural center for eastern South Dakota.



NBC-TV will present a full-hour daily report, as a public service, of the United Nations General Assembly.

NBC-TV Covers the U. N.

Early in September, Charles C. Barry, vice-president in charge of the NBC program department, announced that NBC television would again cover the activities of the United Nations General Assembly which convenes on Tuesday, October 14 in the United Nations Building in New York.

NBC-TV will present a full-hour daily report each weekday morning, Monday through Friday from 11 a.m. to noon, EST. As a public service, NBC will cover for a nationwide audience the events in the new Assembly Hall—the debates on Korea, a German peace treaty and many other issues on the U.N. agenda.

Full Coverage

NBC's noted correspondent, Henry Cassidy, will give instructive commentary on diplomatic procedure and the issues at stake, during lulls in the UN debate. The coverage has proved popular to all segments of the American public in the past.

NBC-TV pioneered in United Nations coverage and has brought viewers

Henry Cassidy Will Present Full-Hour Daily Reports Beginning October 14

the story of each year's General Assembly meeting from 1946 on. NBC-TV cameras captured the exciting debates of 1946, 1947, 1949 and 1950 at Flushing, Long Island.

In cooperation with the Ford Foundation, NBC-TV carried weekly summaries of last year's UN General

Assembly in Paris.

"This year's United Nations telecasts will be one more example of NBC's public service programming," Barry said. "We hope before long that the face and personality of every statesman in the world will be as familiar to NBC viewers as the faces of their neighbors."

McAndrew in Charge

NBC-TV coverage of the UN General Assembly will be under the supervision of William R. McAndrew.

Cassidy will bring to his new assignment the experience gained as former director of NBC radio news and former chief of NBC's European correspondents. Cassidy served in most major European capitals, most of his time in Moscow and Paris. He has covered many United Nations meetings, including the 1948 General Assembly in Paris. He will go before the microphone and TV camera again on a regular basis as one of the network's featured commentators.



Viewers will again get these intimate glimpses of world figures.

NBC's "Singing Guidette" Stands In for the Kate Smith Show

In show business, breaks come your way sometimes. And then again, sometimes they don't. And if they don't, you go back to Ashtabula and start all over again.

This almost happened recently to Marie Baxa, NBC's 23-year-old "singing guidette", except that she finally got her break and was proffered the stand-in job for the Kate Smith show. Marie had been working off and on in bit parts and solos during the Kate Smith Summer Show, "Matinee New York", but this was a better vehicle in which to show off her talent.

Studied in Cleveland

Marie is a mezzo-soprano, who was graduated from John Adams High School in Cleveland, Ohio. At 15, she wasn't sure whether she wanted to take up music or go into the nursing field. She chose music. And she attended the Cleveland Institute of Music, and Western Reserve University. She was graduated with a Bachelor of Music degree.

She gave recitals and concerts throughout Ohio; played summer stock for a while at Cain Park Theater in Cleveland Heights; then went on the air over WTAM, WHK in Cleveland. In the national company of "Kiss Me Kate", she was the lead's understudy for 10 months. The show closed in June, 1951.

Then in summer stock, she got the lead in "The Red Mill". She came to New York in August, 1951. She hit Number One Fifth Avenue on a talent-scout program, and as a result got a booking for a week there. Then she did some TV commercials and worked in some industrial films, but here . . . Marie's trail stopped suddenly.

Applied at NBC

Her finances depleted somewhat, Marie applied for a guidette job at NBC some seven months ago . . . and she got it. Since then she has been a guidette, tour cashier and played bit parts, thanks to auditions for Barry Wood and Uncle Jim Harkins.

Her singing background has been classical plus legitimate show music.



Marie Baxa

This summer Marie appeared three times on the Kate Smith Summer Show in solo work. What her future is, she can't say. But from where we sit, it looks good.

Policies Manual is Released by Central Personnel Office

A new "Personnel Policies And Instructions Manual", a leather-bound, loose-leaf type of manual, was issued last month to management officials and key supervisors of NBC. The manual sets forth the personnel policies and instructions of the Company.

"The manual is intended to furnish in convenient form," states Ernest de la Ossa, director of personnel, "basic information and instructions on personnel policies and practices which the Company has adopted to guide and control its personnel administration program. Some of the policies are written in broad terms, permitting latitude of application where advisable, and others are in the form of specific instructions and rules to insure equitable and consistent treatment of employees throughout the Company."

The manual, prepared by D. A. Rutledge, employee relations manager, includes six chapters, and the remaining chapters will be issued as they are prepared and approved.

Reciprocity: WNBC-WNBT-Motion Picture Industry Cement Relations

The first big push in a promotional campaign unique in broadcasting was started last month here in New York when Stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York signed a novel reciprocal promotion agreement.

The agreement, signed by Fred J. Schwartz, chairman of the Organization of the Motion Picture Industry of the City of New York, and Ted Cott, vice-president and general manager of WNBC-WNBT, is a campaign designed to encourage a new understanding and feeling of mutual cooperation between the two media.

Reciprocal cross-promotion plans will include listings on WNBC-WNBT of current and popular motion pictures, as well as special programs highlighting various features of the movie industry. OMPI will prepare, distribute and display trailers and posters boosting these programs in the participating theaters, which will number more than 500 and include some 30 theater chains.

In commenting on the new alliance, Mr. Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and the movies can work together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Mr. Cott said, "WNBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can assist each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

The campaign, which runs for a trial period of 13 weeks, subject to renewal, started on September 15 on WNBC and WNBT with a daily listing of popular movies currently playing in neighborhood movie houses.

AWARD

Frank M. Folsom Accepts Award from Legion for "Youth Wants to Know"

During the American Legion Convention in New York last month, National Vice-Commander Thomas E. Paradine presented the American Legion's first annual Television Award to NBC-TV's "Youth Wants to Know" program during the telecast time of 8-8:30 p.m. at the NBC Center Theater. Frank M. Folsom, president of the Radio Corporation of America, and Theodore Granik, founder-moderator of the program, received the twin citation award.



"Youth Wants to Know", the program on which teen-agers question a prominent public figure on current issues, was cited by Commander Paradine during the presentation to Granik for doing "the most to encourage the youth of America to take their rightful place in our democratic way of life."

In presenting the citation to Folsom, who accepted the honor in behalf of the National Broadcasting Company, Paradine thanked him for "placing at our disposal the facilities of your great company throughout the country in

order that the American public might see and hear this inspiring and educational document."

In his acceptance of the award, Granik stated that he was "moved and humbled by the great tribute." He added that "I hope that 'Youth Wants to Know' has really made a contribution to the cause of hard-headed practical democracy." He also stated that Folsom actually was the person most responsible for the program; and that Folsom was most encouraging and enthusiastic.

Without Youth . . . Nothing

Mr. Folsom, stated that it was a "thrill indeed to have recognition on a national basis for 'Youth Wants to Know'." He said, "We are very grateful to the American Legion and we hope that the National Broadcasting Company will make a great contribution . . . tomorrow, and day after tomorrow, and in the years to come, to the youth of America, for without them we have nothing."

Secretary of the Army Frank Pace, a special guest who was interviewed by the youngsters, congratulated both Granik and Folsom and said, "I think youth not only wants to know, I think youth is entitled to know, and that's why I'm here tonight."



Frank M. Folsom, right, president of RCA, accepts award from National Vice Commander Thomas E. Paradine. Moderator Theodore Granik, left.

NBC's Special Effects Merges with Staging Services

In connection with the further unification of radio and television operations within the networks Production Department, the Special Effects Department was merged with the Staging Services Department, effective September 1. Fred Shawn, director of production services, made the announcement.

"The consolidation of Special Effects and Staging Services," said Mr. Shawn, "gives recognition to the rapid development of special devices in the television field, both from the standpoint of economy in preparing the physical aspects of TV production and of greatly expanding the scope of in-

dividual presentations. Producers who have taken full advantage of new developments in special effects are both pleased and surprised at the results in terms of showmanship and budget. This integration of staging and special effects services under one head will provide closer coordination of development efforts and is intended to stimulate the effective use of economical scenic effects for all productions."

James Glenn, formerly Manager of Special Effects, is appointed Manager of Staging Services in the change. Mr. Glenn brings to his new assignment

long administrative and creative experience in the fields of photography, camera design, optical engineering and staging. He joined NBC in 1951. He replaces Benjamin Webster, who is entering the theatrical consulting field.

Reporting to Mr. Glenn will be Norman Grant, who continues as Art Director in charge of the design department; Walter Giebelhaus, Manager of Scenic Production; and all the personnel in the Special Effects Department. Mr. Glenn will continue to report to the Director of Production Services.

NBC's O. B. Hanson Sees TV As International in Scope

Chief Engineer-Vice President Tells Chicago Symposium That Compatible Color Will Also Be Added to Television

Television will become international in scope before long and compatible color will be added, O. B. Hanson, NBC vice president and chief engineer, told the Communication Division Symposium of the American Institute of Electrical Engineers in Chicago on September 12.

"Television as we know it today—a service of vast social, economic and political significance with a potential audience numbering tens of millions—is destined for still greater improvement and expansion," Hanson said. "It will become international in scope and, before much longer, we hope, compatible color will be added."

Surveying the advances made in both TV and radio broadcasting Hanson declared: Together with radio broadcasting, TV has become a shining symbol of America's vitality and the will of our people to extend science and industry for the greatest possible good and enhancement of our way of life."

Hanson looked ahead to future perfection of the tiny transistor which will improve any type of electronic apparatus now using vacuum tubes. NBC's chief engineer called attention to the fact that "more than 60 of the leading theaters of this country are equipped to present large-screen TV shows and special events. This means that theater

television is fast becoming a mass-audience entertainment medium. Moreover," Hanson added, "RCA is developing a color television projector for theater screens that is compatible with the black-and-white system now in use."

Hanson pointed out that "another important field is industrial television being developed on closed circuits, as contrasted to broadcast TV, and has the fundamental aim of extending human sight for the benefit of commerce, industry and education.

He predicted that only a few years from now "America will have 50,000,000 television set owners and there will be stations in range of nearly every community." He estimated the eventual number of U. S. TV stations at 2,000 linked in transcontinental and regional networks. "This will mean television service for practically the entire nation," he said.

Hanson traced the history of broadcasting from James Maxwell's original theory of ethereal waves in 1867 at the University of Edinburgh, through Marconi's achievements at the turn of the century in sending the first radio signals, to the birth of American radio immediately after World War I and the establishment of the National Broadcasting Company, America's first radio network, on Nov. 1, 1926. Han-



O. B. Hanson

son showed how, as Brig Gen. David Sarnoff had said, "The richest man cannot buy for himself what the poorest man gets free by radio"; how broadcast engineering came of age during the 1930s, and how during World War II networks "rallied the nation, broadcast vital information and helped to unite freedom-loving peoples everywhere in the single purpose of winning the war." Today "more American communities have a radio station than a daily newspaper. There are, in fact, more than 2,500 radio stations on the air in this country. Of these, nearly 500 operate on the newer frequency modulation channels."

Program Control is Responsibility of NBC Says Denny

Control over the content of radio and television programs is a responsibility which must remain in the broadcaster's own hands, in the opinion of NBC. Appearing as the network's representative before a House subcommittee, Charles R. Denny, NBC vice president, stated last week that self-regulation on the part of broadcasters is the only effective way of maintaining a high quality of service. Good taste cannot be legislated, he asserted, but must grow from an inner awareness and a continuing resolve to operate in the public interest.

Don Bishop Named TV Press Manager

Don Bishop has been appointed television manager of the Press Department, and Auriel Macfie has been named magazine editor. Bishop was formerly magazine editor. He will report now directly to Frank Young in the department. He succeeds Allan H. Kalmus, who resigned recently to join Lever Brothers.

Joseph Goodfellow Appointed

Joseph Goodfellow has been appointed to the position of Eastern Division Radio Spot Sales Manager. Mr. Goodfellow will report to the National Manager for Radio Spot Sales.

For Sale or Rent —

For Sale: One bird cage—used only one night—silver color. It's durable, strong and fairly attractive. Can be used for any type small bird. Can be seen if I am called. Price \$3.50. A real bargain. J. Harmady, Central Personnel.

For Sale: Crib and mattress (Edison, brand new, never used in cartons). Cost at Bloomingdale's \$99.75. Will sacrifice for \$50.00. Wife of G.I. must return immediately to England to go to North Africa Air Base. Cartons are over allowable shipping size. Contact Bob McNichols, Room 521, PBX.

For Sale: Six-cubic-foot GE refrigerator, perfect condition, automatic defrosting switch, porcelain enamel finish. Asking \$100. Call ext. 8590.

For Sale: A Webster-Chicago photograph, 1951 model, portable, three-speed. This photograph is in excellent condition. The price is \$50. Call Ext. 8698, or contact Doug Johnstone.

People and Places

San Francisco, KNBC

KNBC's manager of News and Public Affairs, *John Thompson*, is doing an on-the-air stint as a vacation replacement for *Bob Letts* on the San Francisco commentator's nightly "California Commentary". Although it was his first mike work in years, Thompson responded like a veteran.

Dorothy Rankin (Jane Lee of KNBC's "Woman's Magazine of the Air") is back from a four-month tour of Europe. She reported back to her listeners via tape recording while overseas. *Ray Scherer*, NBC Washington commentator, was an overnight visitor to San Francisco in early September. Scherer was accompanied by a gent named *Adlai Stevenson*. Hollywood Veep *John West* came to the city for the opening of *Danny Kaye's* latest show.

The KNBC Newsroom is even more noisy than usual. Construction is well underway on a vest-pocket broadcast studio smack in the heart of the San Francisco news suite. Following its recent elevation (from 2nd floor to 4th) the news operation has been two floors removed from studio facilities. Completion of the new studio will provide the most efficient physical setup in SFSE history.

NBC, New York

Merchandising head, *Fred N. Dodge*, has other talents aside from selling . . . he surprised his guests at Chappaqua Lodge by preparing and serving his own culinary selection of molasses baked beans. Messrs. *Hellwell*, *Keeling*, *Mantz*, and *Lane* were present with their wives. . . . *Jane Cuff* in the same department took time out to write a different kind of fan letter to *Art Scanlon*, who carries on "The Commuter's Hour" in early a.m. . . . Seems his new heiress and her sister's were born the same morning, and Janie thought the event called for special congratulations. Scanlon very nicely responded with a reply and his favorite recording for the day, "What is a Girl?"

New secretaries in O&O's Spot Sales are *Joan Berrigan*, *Ellen Lurie*, *Marjorie Conover*, and *Joan Levinson*. *Luella Beers*, Spot Sales receptionist, makes very attractive silver costume jewelry, and did you know that *Jane Bowser* over there is an accomplished amateur organist? *H. Norman "Red" Neuber* has left the Company. . . over to *Lever Brothers* on Park.

Traffic's boss man, *Harry A. Woodman*, a grandpappy for first time. The new father, *Harry Jr.*, is in the Navy and at the time of his son's arrival was somewhere in the Mediterranean. *Joe Kennedy* of Communications enlisted in the Navy, and *Marilyn Kolodny* resigned Company to go to business college.

At O&O Administration office, *Don Richards* and *Judy Rivkin* joined staff, replacing *Joan Hollister* and *Frank Kahl*. New cost accountant is *Bob Ciasca*. *Ann Winters* joined group from TV Sales Planning and Research. *Tom Rowe's* new secretary is *Sarah Decktar*. *Henry T. Sjogren* has re-



At the outing from Continuity: **Joan Giorgi, Kay Henderson, Jane Crowley, and Ellen Koss.**

cently been appointed Controller of the O&O Division. *Ruth Gilombardo* recently departed, but her husband *Tony* has just been selected as a member of the first violin section of the Minneapolis Symphony Orchestra. O&O group are looking for them at Carnegie Hall some night soon.

Ed Morenoff and *Joe Maggi*, Duplicating, have left Company. Ed was a scholarship in physics at Columbia and Joe is returning to college. In the mailroom, *Howie Eldot*, on leave from Scott AFB, dropped in to say "hello" the other day. *Howie* has just completed an electronics course, and now will be shipped to advanced training base.

Marie Redling in Research and Planning had her blond tresses clipped and now sports a real shorty hair-do. You might call it a delightful cross between a feather bob and poodle cut . . . people there also had to look twice before recognizing *Fran Zabel* in her new hair cut. *Dorothy Brock* dresses up her garden with beautiful flowers from her home garden . . . her mother's pride and joy. For the benefit of those who don't know



Engineering the lights at the outing were: **Joe Sternioli, Bill Ahern, C. Westover, and Hans Sieburg.**

yet, *Emmie Hill* became the proud grandmother of a bouncing baby boy on July 21. "*Mimi*" *Hofmeier* had charge of costumes for "Our Hearts Were Young and Gay" up in Wilton, Connecticut . . . so if NBC be in need? Program Analysis represented at outing by *Jane DiLeo*, *Sheila Maroney* and *Ann Westerstrom*. Jane upheld dignity of the department by winning first prize in egg-and-spoon race. Some girls at outing tried to convince strayers from Navy Supply outing that they were from National Biscuit Company. *Betty Hoffman* fast becoming an avid fan of tennis over at Forest Hills.

Impersonations in General Service

In General Service, a twin daughter, *Grace*, dazzled *Al LaSalle's* vision with a blazing sparkler on the third finger, left hand. *Bill Schmidt* mentored, thru Co. C., in the N. Y. Telegram. . . "Special feminine interest in Pittsburgh, Pa?" Clever impersonations of *Aldo Ray* by *Ellen Coughlin* and *Joan Johnston* since viewing movie "Pat and Mike" . . . fellows in 553 lead for interpreters. Wanted a window. So, boys in Supply and Receiving contact *Mario*, scenic artist, and presto, a window, curtains, shade and even flower pots were created. Not to be outdone, *Charlie Zucker* competitively displays his "modern art" which he maintains is price-less.

Who beat who in TV Technical Operations? Messrs. *Close*, *Iorio*, *Rosar*, *Rose*, *Symonovich* and, of course, *Musselman* all became bouncing fathers this month. *Paul Frank* next to be married. *Priscilla Gaylord* replaces *Mary Jane Eggleston* in 501. Hats off to *Helen Kall Fowler*, the girl reporter from this section who has made the Chimes columns successful. At the outing *Florence Herrlich* spent her time looking for things she had misplaced. *Joan Mooney* is one of the many girls in TV Tech who has a fiancé in Korea. Remember to send your Christmas packages early. They're remembering us.

Back From Honeymoon

In Stenographic, *Joann Walsh* and husband, *Jimmy* have returned from their honeymoon in Canada; set up housekeeping in Kew Gardens. *Patricia Kirk* of night staff, who has been married ten years, received an electric broiler from her fellow night workers on her anniversary. Recent outing brought out the sportsman in the husbands of *Jo Walsh* and *Irene Sniffen*. But *Jimmy Walsh* and *Arthur Sniffen* had a little difficulty manipulating their wives around the dance floor after an afternoon of baseball.

Joan Bacco in Controller to be hospitalized for an operation; may be out a month . . . a broken bone in her foot . . . fellow workers hope single internes are on duty. In TV Program Department . . . *Claire Tuthill* recently left for Virgin Islands to join husband. *John Utley*, formerly with Guest Relations, The Utleys will travel also to Europe. Hawaii etc. *Joe Cultizan* newly added to staff of "Today". *Marilyn Evans*, *Bill Corrigan*, are California-bound to head up new Monday night dramatic half-hour.

At the outing from Continuity Acceptance were *Stockton Helfrich* and his wife; *Percy Smith* and wife, and *Joan Battaglia*. Outing must have been too much for Joan, as she was out sick with flu the following week.

Susan Lanci is new girl in Engineering. The girls of 612 stepped out to see hit show "Wish You Were Here" . . . were lucky enough to get autograph of the handsome trombonist *Bill Cranzon*. NBC bid farewell to *John Mitchell*, who is now on his way to Ireland. *Granville C. Peers* has celebrated his 25 years of service and is anxiously awaiting the Bulova watch.

Trouble in Jersey

Kathryn Cole, Information Department's roving public speaker, visited the American Association of University Women of Plainfield. New Jersey in mid-September, and was greeted, unforgettably by one of the town's largest birds. The AAUW graciously offered to foot the cleaning bill. On Christmas Day, Mr. and Mrs. Nicholas Luciere (*Pat Denham*) are expecting addition. Pat left to make preparations. *Melba Thomas* from Personnel replaces her as *Anita Barnard's* secretary. *Rosemary Pfaff* is still traveling up and down coast of California. She wrote about Hollywood studios and *Dennis Day* show she attended. *Rosemary's* plane was forced down in New Mexico. That was only a golden opportunity to see some of New Mexico, and *Eileen Tobin's* nieces received an exciting folder of pictures from that state.

Swicker to Army

In Personnel, Trinee *Dick Swicker* received "greetings", and is now on the Army payroll. Best of luck to him and to *John Steeves* who moved across the street to *McCann-Erickson*. *Rita Marczak* a new member of the staff. *Hilda* and *Bill Roden* always summered at Trout Lake, New York, but now have left us for all-year-round living in this beautiful unhurried vacationland. Friends from all departments in the Company farewell *Bill* at the Hotel Dorset and presented him with a 20-gauge shotgun to help supply him with venison for the times when we are all visiting *Bill* and *Hilda*.

In Guest Relations, President of the U. S. has extended greetings to *Don MacFarlane*, *Dan Anderson*, *Jack Tweedie*, while *Gene Listi* returns to his reactivated reserve unit in late September. We hate to see him go, but *Conrad Spohnholz*, *Ronny Spana*, *Diane Farrell*, *Herb Edgar*, *Suzanne Lawrence*, and *Paul Sikert* are all leaving the guide staff soon to return to school. Newlywed in the ticket department, *Joan Kohn*, says she plans to leave soon to make home in Miami, Florida. New faces: *Joe Fagin*, *Jim Moran*, *Charles Bornstein* on the page staff. *Ann Von Wening* and *Harold Morris* join guides. Special welcome to *Eleanor Bauman*, who is back. Playing characters round pool at outing, trying to act out "Birth of a Nation" were: *Kelly Light*, *John Beckel*, *Marty Beisch*, *Charley Hillier*, *Dave Hendry*, *Phil Kaljus*, *Larry Owen*, *Gregg Eaton*, *Al Manners* and *Al Landsbury*.

Merger in A & P

In Advertising and Promotion after separation of many months, the radio and TV groups have been reunited to the joy of most, but to the sorrow of a few. New titles for most everyone was one result, with the big improvement being the concentration



Here's Terry (Zuchetto) Garcia and husband after wedding. Terry was with Traffic Dept.

of activities from many points. Visions of the A&P gang at the outing: Footballers *Joe Wells*, *Mel Schlessel*, *Tom Dater*, and *Clyde Clem* romping for 10 minutes and limping for the rest of the day. . . . *Hope Shinkoff* putting everything into her two-inning stint as a softball pitcher. . . . big *Jack Halloran* ducking anyone he could find in the pool, particularly his writing cohort, *Pat Gabany*. *Frank Macauley* zipped up in his M-G after missing the bon-voyage party for Bermuda-bound vacationers. *Muriel Smith* and *Joan Culette*. A big fishing party took place on Sunday, the 14th, as *Ed Antonoli*, *Walter Van Bellen*, "Col" Clem, ex-NBC adman *Lorin Myers*, and others floated off Montauk, pulling in tuna. Understand at least 20 were hauled aboard. *John Hurlbut* is getting that worried look as he contemplates the house-warming coming up when he moves into new home. *Pat Steel*, famous writer of "Advice to Copywriters", received a note from England that laid it on a bit thick by saying, that his literary masterpiece was the best written thing from America since the dollar bill.

She Cooks Too

Muriel Kishkill from Music Department, and one of recent brides, proved her abilities as chef and housekeeper at a dinner she gave for girls. Picnic was relaxing and full of fund and good food—according to *Edwin Durham*, *John Plummer* and *Frank Heffer*, Music's only reps there. In new jobs: *Joyce Steger* in record library WOR; *Barbara Halbert* as assistant to a vp at BMI; *Phyllis Nelson* (Frawley) as show-girl at the Copacabana, and *Ara Porter* as secretary in the Sloane House.

Treasurer's Department well represented at the outing. Girls were charmed by *Joel Stivers'* pleasant company. *Bill Williams* steadily drove up to Hanover, New Hampshire with his son, who is beginning his senior year at Dartmouth. *Herb Schumm's* pipe has been smelling sweetly lately . . .

must be filling with marshmallows. With their fine talent for singing, *Henrietta Grice* and *Bill Williams* have been hiding their candles under a bushel. Should be in front of mikes, instead of behind scenes, *Ernestine Thomas* becoming quite a decorator using postcards from friends to create a new wallpaper design.

Over at Scenic Production, "Lippy" *Ohrynowicz* is hoping to pilot the "5/9 Flats" into clinching this year's bowling pennant. *Walt Giebelhaus* sprained his ankle playing fire engine? Warmest congrats to *Joe Rothenberger* on his new job . . . also a mention for our four charming student designers . . . *Alan Summers*, *Frank Schneider*, *Frank "Scotty" Piscioti* and *Harry Miller* . . . fame has come to the make-up department in the form of *Jo Trehey* for her work on General Eisenhower, among others . . . the sudden noise emanating from our Design Section is caused by the arrival from RCA of *Ann Higgins*, secretary to *Cliff Stiegelbauer*.

PROMOTIONS

Robert Garber, to Supervisor Tour Opers.
Thomas Henry, to Watch Engineer
Maria Crafa, to Eastern Sales, Radio Trainee
Richard J. Hayes, to National Sales Traffic Supv.
Robert Ciasca, to Cost Acct. Supervisor
Seymour W. Zelkind, to Desk Clerk
William M. Morris, to Alternate Supv.
Rec. Staff
Ernest White, to Scenery, Painting Evaluator
Julia Cohan, to Secretary III
Marilyn Bradshaw, to Senior Statistician
Martin Meaney, to Radio Facilities Grp. Engr. 3
Michael Ase, to Floor Manager
Doris Taylor, to Secretary III
Arthur J. Burke, to Billing Supervisor
Helen Galanis, to Billing Clerk
Mary Ann Winters, to Secretary I
William McCauley, to Property Evaluator
Monica Christenson, to Traffic Supervisor
Jane Shortway, to National Sales Traffic Supv. TV
Ann R. Becker, to Secretary III
Henry Knap, to Cutting Room Assistant
Grace Baker, to Secretary III
Robert MacDonald, to Junior Writer
Joan M. Hayes, to Executive Secretary
Dickson F. Ward, to Director, Color TV
Robert Butterfield, to Cameraman's Assistant

NBC Marriages:

Margo Robbins, KNBH, to Michael P. Risk.

Alice Goldberg, KNBH, to Allan Gardner.

Bill McCauley, Scenic Production, N.Y., to Laurie Callahan.

Otis Riggs, staff designer, N.Y. to Joan Peterson.

Pat Craig, KNBC-San Francisco, to Jim Covell. Pat is secretary to George Greaves.

Carole Becker, Guest Relations, to Robert House on October 11.

Betty Stewart, New York Central Personnel, to Walter Farnham.

Addie Schubert, Engineering, to Lee Taylor.

Terry Zuchetto, New York Traffic Department, to Kenneth Garcia.

Bill McMurray, Engineering, to Theresa Bruhalo on October 4.

Red Donohue, TV Technical Operations, married last month.

George Iseda, Engineering, to Ruth Kawakami.

Joanne Clancy, Guest Relations, to Vance Cheek on October 18.

NBC Engagements:

Joan Duggan, New York Traffic Department, engaged last month.

Carol Goldberg, New York Stenographic Department, to Paul Blau.

Irene Molivar, TV Technical Operations, engaged last month.

Ethel Pont, New York Controllers, to Rene Perry of Paris.

Jack Landis, New York Research and Planning, to Sandy Penton.

Elvira Polesi, New York Merchandising, to Norman Hansen.

NBC Births:

To Tom Rowes, New York O&O, twin girls, July 2.

To Dave Waters, WNBO, a daughter, Kimberly Marie, August 10.

To Dick Templetons, New York O&O, son, Howard, July 8.

To Steve Woznicas, Treasurer's daughter, 7 lbs. 9 ozs.

To Martin Percivals, Spot Sales, girl.

To Bob Wilbors, TV Program, boy.

To Greg Garrisons, TV Program, girl.

To Joe Petits, Engineering, boy.

Robert.

NBC Vacations:

Steve Matthew, traffic, and wife, to Vermont.

Russ Strebel, Traffic, and family to Maryland.

Ed Wilbur, TV Technical Operations, and wife, to British Columbia.

Anne Pacurar, TV Technical Operations, to Grey Lock, Canada.

Noah Sprecher, TV Technical Operations, to Nova Scotia.

Charles Townsend, TV Technical Operations, "up north".

Ann Kramer, TV Program, to Hidden Valley Ranch, Lake Luzerne.

Warren Simmons, New York Personnel, to Puerto Rico.

Liz Bernard, Research and Planning, flew to California.

Donald Bartsch, Duplicating, to upper New York State.

Helen Gonzalez, Duplicating, to White Sands, S. I.

Charlie Atlee, Duplicating, to Jersey Shore.

Bill Lynch, Mailroom, to "wilds of Huntingdon Beach."

Walter Einsel, Adv. & Prom., to Nova Scotia.

Marge Wilcox, Adv. & Prom., to Minnesota.

Ray Johnston, Adv. & Prom., to Block Island.

Tom O'Connell, Treasurer's, to Beach Haven, New Jersey.

Adrienne Sellitto, Treasurer's, to Catskill Mountains.

Muriel Reimers, Treasurer's, to Catskill Mountains.

Phil McEneny, Scenic Production, to Bermuda.

Jim McCann, Scenic Production, to Nantucket.

Jim Russell, Scenic Production, to Mexico.

Pete Bonardi, Scenic Production, to Florida.

Dick French, Scenic Production, to New England.

Peggy Herzog, Mary E. Raine, Scenic Production, to Canada.

Rapid Film Processing

A rapid processing of 16mm kinescope recordings is now available in New York, according to Frank C. Lepore. A 16mm composite print (single system) is available approximately five minutes after the completion of the recording. Any editing required on the print naturally increases this time.

Notes from NBC Chicago-WMAQ

New Faces

A couple of new staffers have reported out here — one, Dan Curtis, a transferee from New York Syndication Sales, has joined our Sales Reps. Bill Yonan, former ABC (you should pardon the expression) network sales executive, will fill the newly-created post of coordinator of sales service. The purty title means that Bill handles sales promotion, research, merchandising and exploitation for NBC radio net clients.

Familiar Faces

Lt. Reinald Werrenrath, Jr., has returned to his TV directing chores after two years aboard aircraft carrier. After three-month leave, another TV director, Frank Pacelli, is back; he spent summer directing Chevy Chase Summer Theater, Wheeling, Ill. Harry Kopf, v.p., back from Bermuda looking healthy. Staffers here weren't sure whether to salute or say "hello" when attorney Tom Compere and TV program manager George Heinemann got back from vacations. Compere, with permanent rank of Lt. Colonel, spent his on active duty with reservists, and Heinemann, a Lt. Commander in Navy Reserve, spent his two weeks as operations manager with Navy Air Squadron, Glenview, Calif.

Get Out and Vote

If every one of NBC-Chicago's 470 employees doesn't cast a ballot on November 4, it won't be the fault of Hal Smith, NBC-TV network promotion manager. Hal originated and now heads the "Get Out and Vote Campaign for NBC-Chicago Employees." Committee has had special stamp made to mark all pay envelopes with reminders to vote. In addition, Harry Kopf has sent a personal letter to all employees telling exactly how, where, and when to register. Besides Smith, committee members include Glenn Uhles, personnel manager, Marion Denniston, assistant to Smith, and Junious Zolp, NBC-TV network salesman and president of NBC-AA.

Members of the Press Department are snugly ensconced in their newly refurbished suite of offices on the 19th floor of the Merchandise Mart.

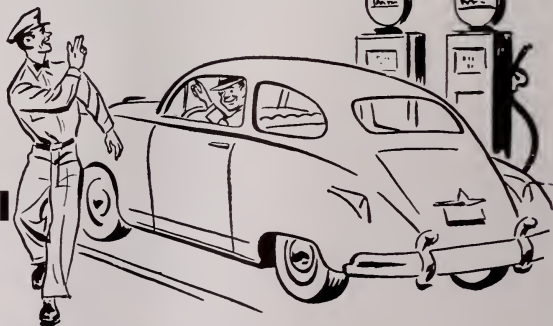
"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



Nobody knows for sure how it started—this line about "See you at the Polls!" we're hearing all over these days.

Best explanation seems to be that it came from that state candidate out west. . . . His opponent in a debate got all riled up and challenged him to fight it out in the alley.

But he said—"I'll settle this the AMERICAN way—I'll see you at the polls!" And the audience picked up the chant.

Now everybody's saying it—and on Nov. 4 everybody will be *doing* it!

"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"

