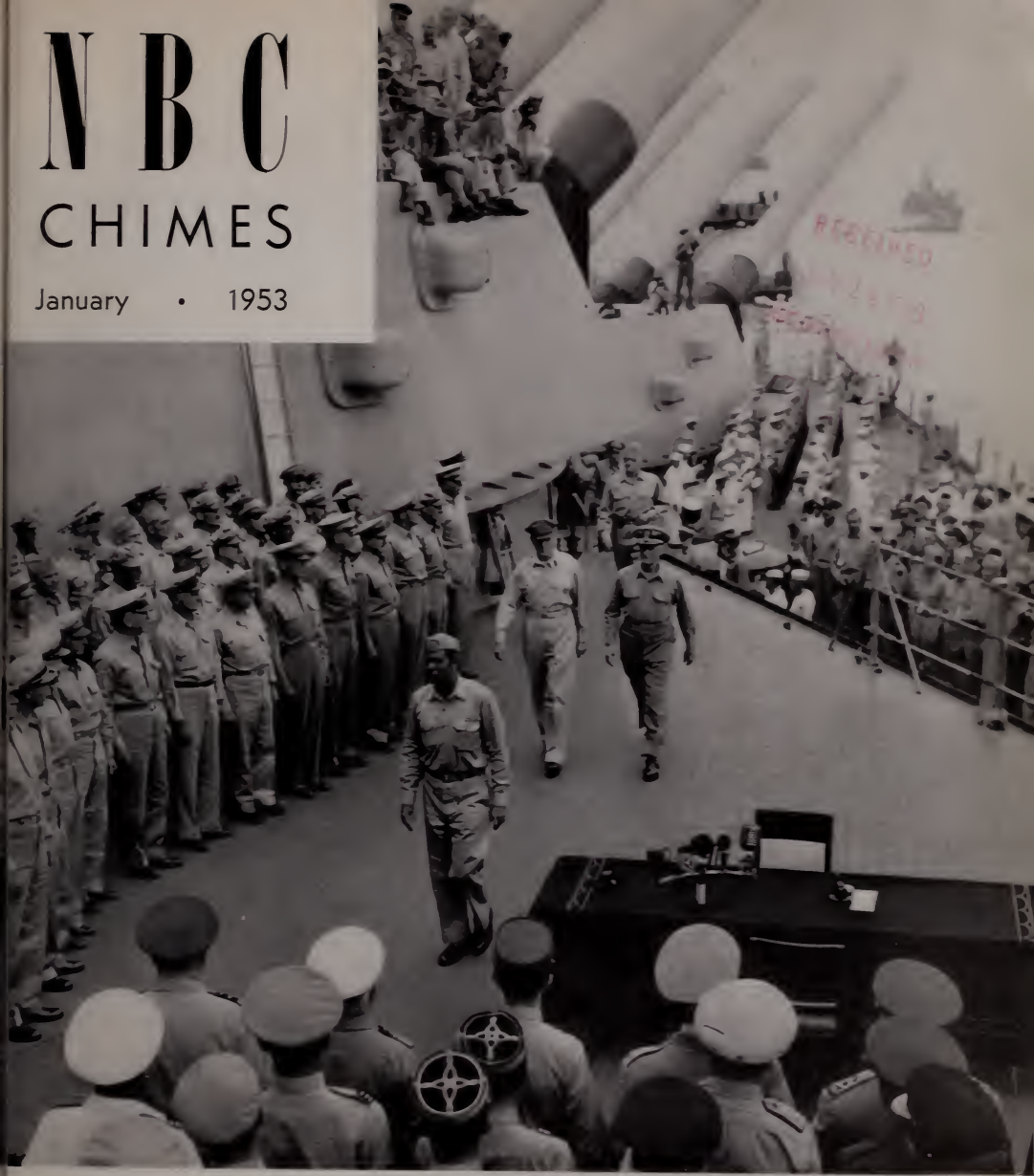
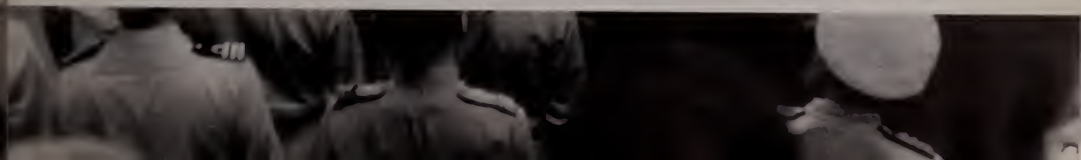


NBC CHIMES

January • 1953



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





CHIMES

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The Covers

"... The greatest program on television ..."

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

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

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

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

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

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

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

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

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

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

Other Sylvania Awards were:

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

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

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

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

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

New NBC President



White Named President As McConnell Resigns

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

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

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

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

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

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

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

"Good morning to you all.

I have an important announcement to make to you.

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

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

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

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

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

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

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

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

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

"Thank you, Joe, for your generous remarks.

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

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

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

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

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

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

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

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

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

General Sarnoff concluded with the following statement:

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

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

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

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

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

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

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

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

Carleton Smith Takes Over In Washington, D.C.

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

NBC News Roundup..

"Life of Riley" On Television

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

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

WNBT Grant to Princeton University

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

NBC to Cover Pro-Bowl Game Jan. 10

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

TV Sets Now 19,751,200

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

NBC Stars Chairmen March of Dimes

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



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

NBC Marshals Staff for Inauguration

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

GM to Sponsor Coronation on NBC

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

AMA Honors NBC's Judith Waller

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

Film Division in Chicago Enlarging

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

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

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

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

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

Dave Camerer with NCAA

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

Obituaries

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

At the Opening of Holy Land Panorama



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

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

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

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

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

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

Hank has been with NBC for three

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



Hank Allard
His first serious try worked.

Niles Trammell Resigns as NBC Chairman

Also Resigns from RCA Board to Head Up New TV Station

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

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

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

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

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

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



Niles Trammell

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

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

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

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

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

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

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

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

(Continued on Page 20)

Third in a series

NBC Sponsors:

GM General Motors

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

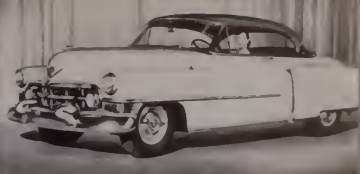
Not only concerned with manufac-

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

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

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

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



Cadillac



Buick



Pontiac



Chevrolet

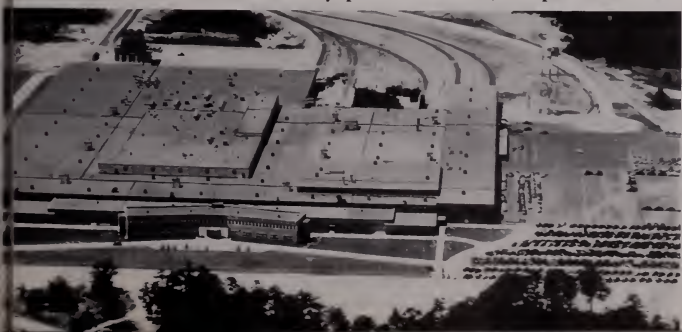


Oldsmobile



GMC Truck

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



Jackie Robinson to Direct New Community Project:

WNBC-WNBT Music Foundation

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

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

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

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

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

Non-Profit Organization Will Aid Hospitals And Community Service Clubs



Jackie Robinson
Director of Community Activities

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

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

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

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

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

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

NBC Reserve Unit Coming Back from Overseas

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

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

Ferdinand Wankel Named

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

Warren Scofield Dies

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

Bourgholtzer - Fast Work

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

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



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

"Joe"

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

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

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

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

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

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



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



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



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

The Picture Story



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



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

at NBC

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



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



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



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

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



NBC NEWS

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

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

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

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

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

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

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

NBC Network Commentators, Newscasters And Correspondents Around the World

NEW YORK

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

WASHINGTON

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

CHICAGO

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

SAN FRANCISCO

Bobb Letts

HOLLYWOOD

David Anderson
Edwin Haaker
Elmer Peterson
John Storm

CLEVELAND

Edward Wallace

LONDON

Romney Wheeler
Edwin Newman
Pierre Myers
Jon Farrell

PARIS

Paul Archinard
William Frye

ROME

Jack Begon

FRANKFURT

Robert McCormick

VIENNA

Josef Israels II

MADRID

Richard Mowrer

MEXICO CITY

John Wilhelm

STOCKHOLM

Sven Norberg

HELSINKI

Paul Sjoebloom

ANKARA

Osman Ferda

TEL AVIV

Dan Kurzman

CAIRO

Mark Seodon

BEIRUT

A. C. B. Squire

TOKYO

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

MANILA

William Dunn

MALAYA

Jerome P. Newmark

HONOLULU

Marion Mulroney

PANAMA

Len Worcester

OTTAWA

Robert McKeown

FAIRBANKS, ALASKA

A. D. Bramstedt

ANCHORAGE, ALASKA

A. G. Hiebert

PUERTO RICO

Fred Wilhelm

HAVANA

Ed Scott

SÃO PAULO, BRAZIL

Henry W. Bagley

RIO DE JANEIRO

James Christie

BUENOS AIRES

George Natanson

HONGKONG.

FORMOSA

Robert Elegant

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

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

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

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

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

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

Robert E. Sherwood Signs With NBC-TV

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

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

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

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

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

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

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



Robert E. Sherwood
Distinguished American playwright

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

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

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

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

"Victory at Sea" Preview



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



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

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

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

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

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

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

Nelson, Stan Parlan, and many others.

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

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

New Year's Eve at Marquette Prison

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

NBC—Columbia Courses Now in Their Ninth Year

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

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

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

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

The Tree

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

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

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

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

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



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

carefully placed on supports to distribute its great weight evenly.

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

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

(Continued on page 20)



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



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

Military-Businessmen's Conference:

NBC's Edward Madden Covers Joint Meeting for Communications Field

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

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

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

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



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

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

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

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

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

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

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

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

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

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

Thomas Phelan Appointed

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

Charles Phelps Named

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



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

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

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

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

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

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



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

NBC Basketball Team

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

"Jolly Girls" in Washington Help Needy Children

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

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

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

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

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

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

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

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

(Ann Evans)



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

NATIONAL BROADCASTING COMPANY, INC.

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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



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

Trammell Resigns

(Continued from page 7)

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

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

The Tree

(Continued from Page 17)

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

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

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

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

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

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

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



Hugh Downs

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

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

Blue Cross, Blue Shield Re-Opening This Month

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

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

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

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

People and Places

Hollywood, KNBH

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

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

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

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

New York, NBC

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

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

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

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

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

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

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

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

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

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

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

Welcome to Paul Barnwell, another new Duplicator.

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

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

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

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

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

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

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

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

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

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

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

So I rack my brain wondering just what I can say

Must be something exciting besides getting our pay.

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

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

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

HAPPY NEW YEAR FROM NETWORK CONTROLLERS TO ALL.

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

Justice Is Served

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

Needs Shoes For '53

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

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



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



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

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

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

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

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

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

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

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

NEWS FROM AIR-CONDITIONING:

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

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

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

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

Place Bets Early

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

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

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

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

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

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

For Sale or Rent —

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

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

OFF TO THE ARMY



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

NBC Marriages

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

NBC Engagements

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

NBC Births

To John Gramms, a boy, Bruce Ayrey
on Dec. 3
To Ken Sullivan, a girl, Kathleen Mary
To Bill Conboys, a girl, Laura Patricia
To Hank Scotts, a girl, Virginia
To Arthur Dahms, boy, Brien

Tunisia to Stenographic

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

Fleming Compiles "Mr. President" Record Album for RCA

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

Nighttime Radio Truth

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

Correction

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

25-Year Members

Virginia P. Birgfeld
Frank Fuguzzi
William Scott

20-Year Members

Clyde "Speed" Clark

10-Year Members

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

NBC's Spot Salesmen



Martin Percival

"... a birdland devotee"

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

• “VICTORY AT SEA” •



This Week on NBC • January 18

Eleventh Episode: “Magnetic North”