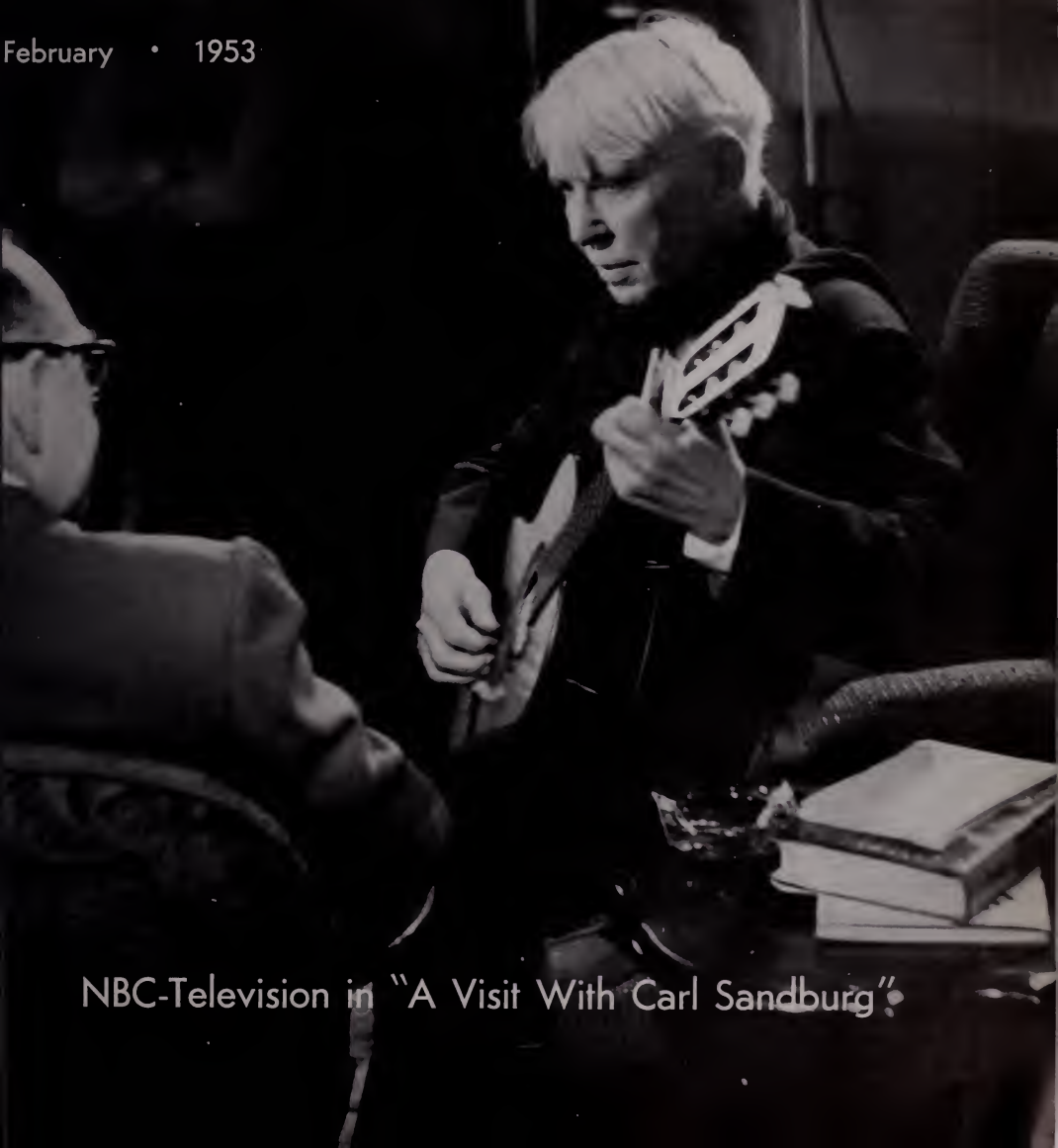


NBC

CHIMES

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NBC-Television in "A Visit With Carl Sandburg"



CHIMES

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The Cover

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

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

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

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

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

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

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

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

The NBC Blood Drive

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

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

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

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

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

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

Fineshriber, Adams Named Vice-Presidents

Fineshriber General Manager; Adams is Administrative V. P.

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

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

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

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

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

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

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

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

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



William H. Fineshriber, Jr.

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

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

Adams is presently Director of Special Projects for the NBC networks. He left the Federal Communications Commission to join NBC as assistant general counsel in December, 1947. He was named vice-president and general attorney of RCA Communications, Inc. in July 1943, but returned to NBC in January 1949, as assistant to the executive vice-president.

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



David C. Adams

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

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

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

NBC News Roundup..

NBC Cops Top Poll Honors

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

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

Burr Tillstrom at Teachers' Conference

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

NBC Sales Presentation Wins Award

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

Perry Como on "All Star Revue"

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

C-P-P Sponsors "Lorenzo Jones"

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



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

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

Toscanini Presents Program for Vets

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

Corporation Note

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

NBC Talent-Development Contracts

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

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

The Inauguration

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

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

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

NBC	24.1
CBS	18.4
ABC	4.6
All others	1.9

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

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

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

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

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

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



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

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

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

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

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

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



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

the control center at the Wardman Park.

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

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

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

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

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

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

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

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

George Washington, 46 West 111th



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



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

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

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

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

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

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

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

'Meet the Veep'

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

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

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

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

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

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

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

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

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

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

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

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

KNBH Receives Awards

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

Victor Bertha Retires From NBC

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

Charles Colledge Named

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



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

Madden Explains Network's Plan Of Integration at Chicago Forum

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

25-Year Employee Dies In Washington

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

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

Cott Named Chairman of Easter Seal Appeal

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

Edmund Beloin Signs With NBC

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

'Ding Dong School'

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

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

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

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

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

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

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

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

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

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



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



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

Faye Emerson Pulled the Switch



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

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

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

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

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

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

Facsimile Receiver for "Today"

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

President Frank White On Washington TV Coverage

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

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

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

At KNBH Hollywood

'The Little Theatre'

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

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



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

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

appropriately enough with the longest legs in that department.

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

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

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

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

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



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



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



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



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

The Picture Story



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



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

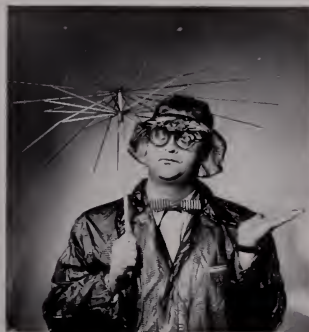
NBC



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



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



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



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

Retires



Carl E. Wieninger

KNBC's Wieninger Retires after 20 Years' Service

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

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

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

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

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

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

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

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

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

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

Jules Herbuveaux Appointment

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

Charles Batters Dies

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

Goodfellow Appointed

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

TV Producer Dies



Douglas Coulter

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

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

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

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

Reported to the Army

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

NBC-TV Opera

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

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

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

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

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

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

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

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



Peter Herman Adler
Director of TV Opera Theater

which had a successful production in New York last season.

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

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



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

In This Corner



H. Weeland Rissler

By

Mary Karr

"Got any hobbies, Wee?"

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

"What?"

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Continued on page 23)

'TODAY'

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

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

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

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

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

even farther, adding salesmen to its staff.

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

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

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

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

plaudits of almost every major publication.

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

John Hargreaves Dies

John Hargreaves, 30, NBC-TV night program supervisor, was killed last month when he fell to his death from his blazing apartment at 400 East 53th Street on the corner of First Avenue. The fire started about 4 a.m. after the Hargreaves had gone to bed. Hargreaves' wife, Arlene, and their 20-month-old baby, Kevin, were rescued by firemen. Hargreaves lost his balance on a windowsill and fell 150 feet to the street.

Now Hear This!

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



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



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

KNBH Enrolls 100 Percent in Retirement

Chicago Second with 97 Percent Employees Participating

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

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

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

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

Hamish McIntosh Named

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

New Business Series on WTAM

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

Gold Star Father Recognizes Son on "Victory at Sea"

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

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

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

State Income Tax! Important!

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

Phelan on Safety Committee

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

In Important NBC Transfers



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

From the NBC Album



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

Central Division Unifies Network Promotion

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

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

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

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

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

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

Radio-Dramatic Workshop to Get Hypo Here in 1953

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

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

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

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

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

For Sale or Rent —

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

For Sale: 1911 Station Wagon. Excellent condition. Must Sacrifice! \$125, but any offer considered. GEdney 5-1441.

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

People and Places

Hollywood, KNBH

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

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

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

San Francisco, KNBC

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

Comings and Goings . . .

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

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

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

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

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

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

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

Cleveland, WTAM, WNBK

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A new addition to the PBX roster is MARY GALVIN.

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

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

Chicago, WMAQ, WNBC

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

New York, NBC

News from the Flagships, WNBC-WNBT

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

Counting Calories

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

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



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

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

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

Waiting On Uncle Sam

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

Victor Bertha becomes another retiree 1/31/53.

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

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

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

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

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

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

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

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

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

Terry Gerbes Married

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

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

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

Everything is peaceful in A&P these days

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

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

Sugar Is Out

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

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

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

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

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

Unheralded Butler

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

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



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

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

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

Phoo! Paint!

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

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

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

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

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

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

Press Changes

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

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

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

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

Other personality items have remained constant.

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

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

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

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

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

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

In This Corner

(Continued from page 16)

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

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

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

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

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

Chicago Radio and TV Staffs Merged

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

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

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

NBC Engagements

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

NBC Marriages

Howard Reig to *June Youmans*, WNBC.
WNBT
Doris Taylor, N.Y., to *Thomas Chester Anderson*
Pat Galligan, N.Y., to *Walter Schoeck*
Joan Dimiceli, N.Y., to *Harry Ilandi*
Christine Casserly, Press, Jan. 24th
Dorothy Winard, KNBH, to *Lt. Paul Davis*
Claire Hillmeyer to *Arthur Gress*

NBC Births

To *Ken Colemans*, WTAM, a baby girl, *Kerry Ruth*
To *Peter Robinsons*, WMAQ, a son, *David*
To *Charles Standards*, NBC-Chicago, a daughter, *Patricia*
To *Arnold Johnsons*, NBC-Chicago, a baby girl (adoption)
To *Jay Heitens*, WNBC-WNBT, a girl, *Hillary Sue*
To *Jack Heywoods*, N.Y., a son, *William Michael*
To *Jacob Evanses*, N.Y., a boy, *Stephen Parker*
To *Jim Hacketts*, N.Y., a baby girl
To *Joel Friedmans*, N.Y., a girl, *Jessica Diane Ruth*
To *Gerald Lewises*, a daughter, *Darlene*
To *Tony Rokoszes*, a girl, *Deborah*
To *Charles Tohlars*, a girl
To *Boh Warings*, a boy
To *James Wilsons*, a boy

NBC Spot Salesmen



George Parental
". . . has sung professionally"

Introducing—

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

**Please Remember To
Donate Blood!**

You Can't Bank on the Other Guy!

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

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

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

NBC Blood Bank Statement-1952

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

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

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

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

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

NBC BLOOD DRIVE • FEBRUARY 25, 26 • CENTER THEATER

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