

NBC ARCHIVES

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CLEVELAND SECRETARIES LEARN
ABOUT MICROWAVE

See Page 2



CHIMES

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The Cover

On the roof of the NBC Building in Cleveland, five employees of WTAM-WNKB learn about the micro-wave link there (bubble-like housing in background) from television engineer Steve Dombady. This took place as part of one of the "station education" classes recently established by Hamilton Shea, general manager of the NBC outlets in

Cleveland. The girls are, left to right: Peggy Amsden, Jean McArthur, Joan Illingworth, Joan Murar and Kay Durbin, all of the NBC Cleveland office staff.

For more news about doings in NBC's Owned and Operated Stations in Cleveland, see the feature story on pages 14 and 15 of this issue.

'Variety' and Ohio State Awards

NBC's chairman of the Board, two NBC stations, two NBC programs and NBC as a whole were given awards in *Variety's* 1952-53 Showmanagement Review, published in April.

Brig. General David Sarnoff was dubbed "General Video" in *Variety's* tribute, which declared that if there's a new excitement hovering over TV these days, he should be held accountable.

"The saga of the RCA Board chairman," continued the *Variety* award. "spans the life story of world communications itself, but if the past year has witnessed new and even more challenging portents of an electronics future, if an electrifying tenseness permeates a TV industry alerted to still new worlds to conquer it's been evident that somewhere around the corner these past few months the General has been lurking."

For "Outstanding AM-TV Operation," NBC's flagship stations in New York, WNBC and WNBT, were named to *Variety's* honor roll of Radio-TV stations.

WNBT, NBC's television outlet in Chicago, was given a plaque award for "TV Station Showmanship."

Special Citations were given to two NBC-TV shows. "Victory at Sea," and "Meet the Press."

The National Broadcasting Company, itself, was given a special citation, because, in the words of *Variety*:

"Any forthright appraisal of industry responsibility in terms of translating programming into a social force without losing sight of the entertainment or the educational values, and as a strictly out-of-pocket venture without benefit of sponsorship aid, must inevitably spotlight the multi-faceted contributions of NBC — both in radio and television."

In a virtual sweep of the television field NBC-TV won four out of five first awards to network programs, and its stations took four out of six first awards to local stations, in the 17th annual American Exhibition of Educational Programs conducted by the Institute for Education by Radio-Television at Ohio State University.

The four NBC-TV programs winning First Awards were:

"Meet the Press," winner in the public affairs category;

"Watch Mr. Wizard," winner in the children and youth class;

"National Farm and Home Hour," one of two winners in the special interest group category;

"It's a Problem," one of the two winners in the special interest group category;

A special mention was accorded "Medicine and the Mighty Atom" a one-time program produced by NBC-TV in association with the American Medical Association.

Two NBC O&O stations also were honored. WNBQ, Chicago, received a first award in the children and youth category for its show "Jet Pilot," and WNBT, New York, was given honorable mention in the children and youth category for "Through the Enchanted Gate."

NBC affiliates, whose programs took first awards, were: WOI-TV, Ames, Iowa; WBAL-TV, Baltimore, Md., and WPTZ, Philadelphia.

The Ohio State Institute gave a first award for radio to the NBC pioneer agricultural show, the "National Farm and Home Hour," for "presenting a long-time, significant and important series of programs which appeals to a wide audience."

Two first awards went to NBC affiliates KGW, Portland, Ore., and WTIC, Hartford, Conn.

NBC News Roundup..

NBC Anniversaries

Important milestones in the histories of several top NBC shows are being marked these days. Three are long-time NBC radio favorites, and the fourth is a veteran in the comparatively young field of television.

"Fibber McGee and Molly" started their 19th year as residents of radio's best-known street address, 79 Wistful Vista last month. Jim and Marian Jordan first were heard in their roles as Fibber and Molly on April 16, 1935.

The 14th year of the "Telephone Hour" started on NBC radio last month, with bass Ezio Pinza as soloist. Donald Voorhees, who has been music director of the series since its inception, directed the Bell Symphonic Orchestra. In its 13 consecutive years of uninterrupted broadcasting, the "Telephone Hour" has offered an impressive galaxy of musical stars.

On April 29, "One Man's Family" completed 21 consecutive years on NBC radio. The popular series, created and written by Carleton E. Morse, first appeared on NBC in 1932. Except for a few months when it was heard on another network, "One Man's Family" has been an NBC presentation since it began.

The "Kraft Television Theatre" celebrates its sixth anniversary May 6. In honor of the occasion, the four scenes selected as having been the most outstanding in its eminently successful history will be presented. "Kraft Television Theatre" is television's longest running dramatic program.

Carmichael to Star in Saturday Summer Series

"Saturday Night Revue," a 90-minute variety program starring Hoagy Carmichael, will occupy the Saturday night time spot which has been made a nation-wide viewing habit by "Your Show of Shows." The summer series will be on the air 13 weeks, beginning June 6.

NBC and Affiliates to Present 2-Hour AM Show

A vast new two-hour weekly program to discover and highlight talent new to network radio will be launched by NBC in collaboration with its affiliated stations beginning June 13. Four stations will participate in each broadcast, which is called "New Talent, U.S.A."

Bob and Ray on New TV Series

Bob and Ray, the two deadpan wits who have been regaling radio and television audiences on NBC for the past two years, now have a new television series on Monday evenings from 7:30 to 7:45 p.m., EDT. They are assisted by TV and musical comedy star Audrey Meadows.



Fibber and Molly are in their 19th year of contending with their famous closet.

N. Y. Mayor Honors Evans For NBC-TV 'Hamlet'

In an official proclamation, Mayor Vincent R. Inpeltteri of New York City, commended actor-producer Maurice Evans as "the foremost interpreter of Shakespeare in our time." Evans made his television drama debut in the history-making presentation of "Hamlet" on NBC-TV's "Hallmark Hall of Fame" on April 26.

'Dragnet' Films Shot For Months Ahead

An announcement sure to cause some hard swallowing among those of us who continually strive to get ahead of schedule in our work was made recently by the producers of "Dragnet." Seems they have completed filming of "Dragnet" shows to cover scheduling of the series on NBC-TV through Nov. 15. This high-rated show probably has won more awards than any other program in the history of broadcasting. Jack Webb stars as Sgt. Joe Friday.

General Foods to Sponsor Bob Hope in 1953-1954

General Foods will sponsor Bob Hope on the NBC-TV network for the 1953-1954 season and will continue sponsorship through the same period of his five-a-week morning radio show. The NBC star has been signed to make ten appearances on NBC Television on Tuesday nights from 8:00 to 9:00 p.m., EST, sharing the time made famous by Milton Berle.

NBC Wins 7 of 11 Peabody Awards

Presentations Made for Distinguished Radio and Television Achievement During 1952

Seven out of the total of 11 George Foster Peabody Awards for distinguished achievement by radio and television during 1952 were made to the National Broadcasting Company at a luncheon meeting of the Radio and Television Executives Society of New York in the Hotel Roosevelt on April 24. The remaining four awards were divided among other networks and stations.

NBC-TV winners were "Ding Dong School," as the outstanding children's program, "Meet the Press," as the out-

standing news program, "Mister Peepers" and "Your Hit Parade," for outstanding entertainment, and "Victory at Sea," which received a special award. NBC radio winners were "The Standard Symphony," for outstanding entertainment through music, and Station WIS, NBC affiliate in Columbia, S. C., for regional public service and promotion of international understanding.

This was the 13th successive year that Peabody Awards have been made, and the seventh consecutive year that

the presentations have been made at a luncheon meeting of the Radio and Television Executives Society of New York, and one of its predecessor organizations, the Radio Executives Club.

The awards are designed to recognize the most distinguished and meritorious public service rendered each year by radio and television, and to perpetuate the memory of the late George Foster Peabody, a native of Columbus, Ga., who became a successful New York banker and philanthropist and, by special legislative act, a life trustee of the University of Georgia.

Following are the texts of the citations to the NBC winners:

"Ding Dong School" (NBC) as the Outstanding 1952 Children's Program—Simple, sincere, and unpretentious, this unusual example of the Chicago brand of television has achieved amazing acceptance by the nation's pre-schoolers and their busy mothers. The rapid justification of Judith Waller's faith in the television possibilities of straightforward teaching by child study expert "Miss Frances" Horwich has not only amazed the industry, but also has raised doubts about accepted notions of "what the public wants."

"Meet the Press" (NBC) as the Outstanding News Program of 1952—Co-produced by Martha Rountree and Lawrence E. Spivak, the television version of "Meet the Press" is an adaptation of a radio program begun in 1945 and awarded a Peabody Citation in 1946. Adding the visual to the auditory, this television version extends and strengthens the values of "Meet the Press" in public enlightenment. Subjecting the great and the near-great to expert questioning by the best reporters, this excellent program makes news as well as reports it. It is in the best tradition of a basic relationship between a free press and democracy.

"Mister Peepers" (NBC) for Outstanding Entertainment in 1952—The portrayal by Wally Cox, a de-



Winners of the 13th Annual Peabody Awards were announced at the luncheon of the Radio and Television Executives Society at the Hotel Roosevelt Friday, April 24. The awards are for distinguished achievement in radio and television for 1952. Left to right: Standing: Robert W. Sarnoff, V.P. of NBC, President of the Radio and Television Executives Club; John E. Drewry, Dean, Henry W. Grady School of Journalism, University of Georgia, who announced the winners; Richard Shaffo, general manager of WIS, Columbia, S.C. which won award for promotion of international understanding; Wally Cox, for NBC's "Mr. Peepers"; Martin Agronsky, of ABC, who won an award for radio news; Edward Weeks, Editor "The Atlantic Monthly", Chairman, Peabody Advisory Board, who presented the awards; Henry Salomon, producer-writer, for "Victory at Sea" on NBC; Jerry E. Lyons, V.P. of Willys-Overland, for the N.Y. Philharmonic, CBS; Seated: Dorothy Collins, for the "Hit Parade" on NBC; Lawrence Spivak and Martha Rountree, for "Meet the Press"; NBC; Dr. Frances Horwich, for "Ding Dong School" on NBC; T. L. Lenzen, V.P., Standard Oil of California, for the Standard Symphony on NBC; Lynn Poole, director of public relations, Johns Hopkins University for the Johns Hopkins Science Review on DuMont.



"Victory at Sea"

lightful comic spirit. of "Mister Peepers," has brought genuine pleasure to millions of viewers. Mr. Cox achieves his comic effects not through bombast and commotion, but quietly and subtly. He is a genuinely funny man. His comedy springs from within himself, and it is infectious.

"Your Hit Parade" (NBC) for Outstanding Entertainment in 1952 — A long merited award for consistent good taste, technical perfection and unerring choice of performers. When a hit song must be used for as often as 16 consecutive weeks, unusual ingenuity is required to keep the program fresh and original. This is a challenge which has never once defeated "Your Hit Parade," a model of charm and good taste, appealing to every age group. A credit to producers, sponsors, and the entire television industry.

"Victory at Sea" (NBC) — The Peabody Committee takes particular pride this year in making a Special Award in honor of "Victory at Sea," a series dramatizing the heroism and sacrifice in the great Naval engagements of World War II. In terms of primacy, credit should be divided between Robert W. Sarnoff, vice-president of NBC Film Division, for his unflagging support of such a costly project, and Henry Salomon, who originated the idea and for two years dedicated himself

to the writing and production of the script. The skill in selecting and editing these 26 superb programs shown on NBC-TV calls for tribute to the editor, Isaac Kleinerman, and to the director, M. Clay Adams; and to Captain Walter Karig for steering the production through Naval channels; to Richard Rodgers, who composed the original and magnificent musical score of 13 hours; and to Robert Russell Bennett, who converted Mr. Rodgers' score to a full symphony orchestration and who conducted the NBC Orchestra through the performance. To all of these our heartfelt gratitude. This is one of those lasting achievements which I hope we shall be permitted to see again in years to come.

"The Standard Symphony" (NBC) for Outstanding Entertainment through Music, Radio and Television — First, outstanding once-a-week symphonic broadcasts over 11 Western states, since Oct. 24, 1926, through which Standard Oil of California achieved a priceless public service; secondly, a radio series of highly effective education features for school children; and, latterly, a schedule of brilliant television presentations over Pacific Coast and Intermountain facilities, known as the Standard Hour, which also maintained the highest levels of production excellence.

(Continued on page 23)



"Meet the Press"



"Ding Dong School"



Top "Hit Parade"; below "Mr. Peepers"



Report on Color Television

Compatible System Proves Superiority in Field Tests Conducted by RCA-NBC

A subject much in the limelight these days is color television. And right in the center of all the discussion are RCA and NBC. With good reason, too. The parent company and the subsidiary have for a number of years been exerting tremendous efforts and expending great sums of money to develop a color television system which would give the American public the finest possible TV programs in color and at the same time permit present owners of television sets to continue enjoying programs in black-and-white, if they choose.

Perhaps the primary reasons for the present excitement about color TV were the hearings on the subject by the House Committee on Interstate and Foreign Commerce, and, coincidental with that, the demonstration of color television by RCA. Comments by the press and committee members on the demonstration were extremely favorable, both on the quality of the color and on the compatibility of the system.

The aspect of compatibility is one of the key points of the entire subject of color television. Simply stated, a compatible system is one which will give color TV sets color pictures, but which will also permit black-and-white sets to continue to receive black-and-white pictures when tuned to the color transmission, without changes in the black-and-white receiver.

The attitude of RCA on this matter is very clear. For a long time, the corporation has concentrated its efforts on the development of a compatible color television system. Before the House Committee on Interstate and Foreign Commerce recently, Dr. Elmer W. Engstrom, vice-president in charge of RCA Laboratories Division, strongly recommended that the FCC immediately authorize commercial broadcasts of compatible color television signals. He went on to say that RCA is ready to begin the production of color sets for sale to the public and that NBC is prepared to inaugurate color broadcasts.

Dr. Engstrom stated that RCA does not believe that the present FCC standards for incompatible color are satis-

factory, because: "First, the more than 22 million black-and-white television receivers now in the hands of the American public, representing an investment by the public of billions of dollars, are 'blind' to incompatible color broadcasts. Second, the present incompatible standards are, in our opinion, unsatisfactory from a technical, engineering and commercial standpoint for broadcast use.

"We knew from our own experience that the authorization of an incompatible system would be a mistake. Today, we are convinced more than ever that we were correct in our earlier conclusion that the only system which would succeed is a compatible all-electronic system."

Dr. Engstrom emphasized that broadcasting of compatible color television by RCA-NBC would not interfere in any way with the present service being rendered to black-and-white set owners. Nor would there be any interference with the broadcasting of incompatible color television by any other station.

"RCA engineers are now working with the National Television System Committee to complete field tests of technical signal standards for compatible color television," Dr. Engstrom continued. "Rulings of the FCC require that field tests be completed before any new petition for new color television standards will be granted by the commission."

Briefly, here is the way one field test, recently presented for the House Committee, worked:

Pictures in full color were broadcast through the air from NBC's television transmitter atop the Empire State Building in New York and received at the David Sarnoff Research Center at Princeton, N. J. The transmitter, regularly used by WNBC (Channel 4), operates under an experimental license, using call letters KE2NJV, when color television is being field-tested.

The RCA color television receivers in use at Princeton were the result of many years of research and experimentation. They employed the remarkable RCA tri-color tube, which in

addition to reproducing color transmissions in full color, also reproduces standard monochrome transmissions in shades of grey. The receiver also incorporated the latest refinements in circuitry.

The signal established under proposed specifications recommended for field testing by the National Television System Committee carries three streams of information — black-and-white elements of the picture, color details, and the accompanying voice or audible sounds — all of which are transmitted simultaneously in one channel, six megacycles in width.

Reproduced on the screens of the experimental color television receivers are pictures in full color, while pictures from the same transmission appear in black-and-white upon the screens of standard black-and-white television receivers, thus demonstrating the complete compatibility of the RCA system.

Field tests have originated from RCA-NBC's newest color television studio in the Colonial Theatre in New York City. Equipment there enables program versatility impossible in color television tests two years ago. Improved cameras and control apparatus are used.

Tri-color tubes of several sizes and types have been developed. One type employs three electron guns in the base. Each gun provides a stream of electrons, one for each primary color of red, green and blue. These guns are controlled by circuitry to "paint" a full color picture on the face of the tube. The viewing face of the tube is coated with tiny phosphor dots arranged in clusters of three, one for each primary color. Each dot consists of a substance which glows in its particular color when struck by its scanning electron beam. Between the electron guns and the viewing screen is a shadow mask. This mask has tiny perforations so arranged that each of the three electron beams falls only on its corresponding phosphor dots.

RCA tri-color tubes of two sizes were demonstrated to the House Committee. One had a viewing face of about nine

by twelve inches; the other about twelve by sixteen inches. The smaller tube had approximately 600,000 phosphor dots on its face and the larger tube approximately 1,000,000.

RCA has invested substantial sums in the establishment of a pilot operation for tri-color tube production in its Lancaster, Pa., tube factory. This manufacturing unit, which eventually will have a production capacity of 2000 color tubes a month, is expected to serve as the prototype for the establishment of factory facilities for large-scale, high-speed production.

The new RCA-NBC color television studio which was opened in March at the Colonial Theatre in New York incorporates advances based on field testing and experimental operations at the RCA-NBC color studio in Washington, D. C., and at NBC's studio 3H in Radio City. The Colonial is designed to handle virtually any kind of color television show. Its enlarged stage, ample facilities for lighting and scenery, and its complete electronic equipment provide not only a hub for potential color television network programs, but also a versatile setup for further experimentation and refinement of the new color art.

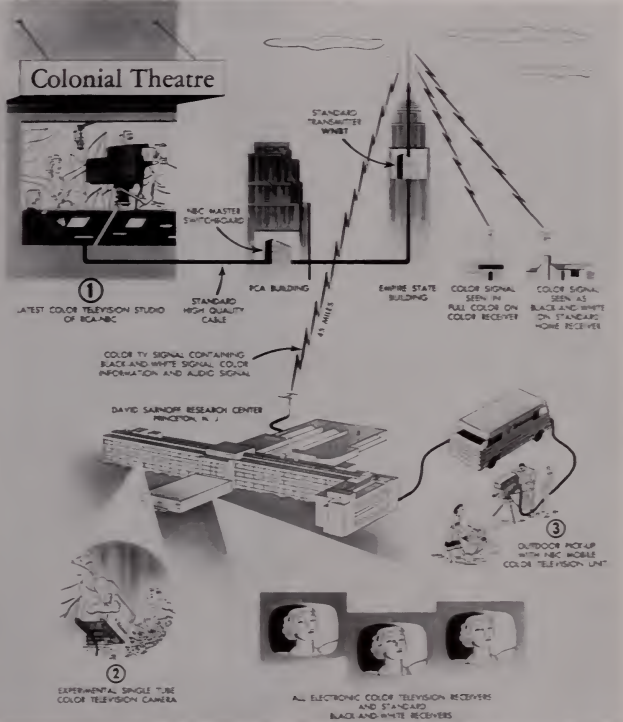
The control room at the Colonial has three sections. One is the color TV control room, with monitor position for four cameras and all the electronic equipment for processing the color signals for transmission. The second section is a standard black-and-white control room making this studio available for black-and-white as well as color work. The third section is the audio control booth, a standard requirement for both types of transmissions.

Since early in 1951, a special group recruited from the regular NBC staff has devoted its full-time efforts to the development of color television broadcasting. O. B. Hanson, NBC vice-president and chief engineer, has overall responsibility for the project. Reporting to Mr. Hanson is the director of the Color Television Systems Development Project, Robert E. Shelby; the assistant director is Andrew L. Hammerschmidt. Reid R. Davis is Technical Operations supervisor for the color project and Vance Hallack is production manager.

In addition to the full-time color staff, other NBC personnel have been



NBC-TV star Dolores Gray appearing before color television cameras in field-test of RCA system.



Representation of path of color TV signals during tests arranged for House Committee.

(Continued on page 23)

Firestone Tire & Rubber Company



Headquarters of the Firestone Tire & Rubber Company in Akron, Ohio.

Twenty-five years ago this year, one of the nation's great industrial enterprises, The Firestone Tire & Rubber Company, decided to use the new facilities of network radio to bring to the American public a musical program of the highest calibre. Happily, Firestone chose the National Broadcasting Company, which just the year before had established the country's first coast-to-coast radio network. Thus was begun a relationship which has continued for almost a quarter-century, making it the oldest program offered by the same sponsor for a continuous period over the same network.

The original resolve was to present the finest music, played and sung by outstanding musical artists, and the program has never deviated from this course. A review of the guest lists for the past two and a half decades reveals the names of many of the very greatest personalities in music—Scipa, Crooks, Martinelli, Melchior, Pinza, Traubel, and scores more.

The program has, however, changed somewhat over the years. During the first ten years, there was an orchestra of about 35 pieces, but since then it has been expanded to its present symphonic size. The first broadcast of "The Voice of Firestone," on Dec. 3, 1928, featured Hugo Mariani as conductor. He was followed by a noteworthy group of conductors, including William Daly,

Rosario Bourdon, Gustave Haenschen, Nathaniel Shilkret, Wilfred Pelletier and Alfred Wallenstein. The incumbent, Howard Barlow, took over musical direction of the show Oct. 11, 1943.

Perhaps the most familiar aspect of the program is the theme music, "If I Could Tell You" has opened the program since 1941 and "In My Garden," the closing song, was introduced in 1932. Both selections were composed by Mrs. Idabelle Firestone, widow of Harvey S. Firestone, the company's founder.

The long and cordial relationship between NBC and Firestone is indicated by the fact that the radio director of the show, Edwin Dunham of NBC, has been in that position for 16 years, and Walter Myers, of the NBC Sales Department, has been handling the Firestone account for 17 years.

A program that can retain basically the same format for almost 25 years and still remain one of America's most beloved shows surely must have found a near-perfect formula. This, however, has not meant that Firestone has stood pat. In fact, "The Voice of Firestone" has a well-deserved reputation as a leader in new ventures. On March 22, 1943, it became the first commercial musical program to be televised, and set another record on September 5, 1949, when it became the first sponsored musical simulcast. Since then

Firestone has continued to use the facilities of both NBC radio and television, a combination which several other major sponsors have recently found highly successful. Moreover, Firestone became the first sponsor of a television network show when it presented a series of educational films on NBC in 1943.

The company that has set these broadcasting precedents is one of the most fabulous industrial organizations in the world. The story of the founder, Harvey S. Firestone, Sr., is the perfect representation of the American success story, and the growth and development of his company is a vivid example of the workings of the free enterprise system.

What is today the world leader in the rubber industry — an organization with factories and plantations all over the globe, employing more than 70,000 people, was, in 1900, a venture with a working force of 12 men, set up in an abandoned foundry building in South Akron, Ohio.

In 1900 Harvey S. Firestone arrived in Akron from Chicago, where he had been local manager of the Consolidated Rubber Tire Company. Although eminently successful in Chicago, he was restless. He had capital and ideas and wanted to go in business for himself as a tire manufacturer. The opportunity came to him that year, when he joined

with four other men to form a company to produce a "sidewire tire," which was a new means of keeping solid tires from tearing away from their anchorage on carriage wheels.

On August 3, 1900, a charter was issued to The Firestone Tire & Rubber Company, of which Harvey S. Firestone was vice-president and general manager. Then, the horseless buggy was a novelty, and the primary market for solid tires was the horse-drawn vehicle. As the automobile became popular, along with it came a need for better cushioning, which the solid tire could not give. This was when the pneumatic, or air-filled tire came into its own. During the first years, so-called clincher rims were used to hold the tire onto the wheel, but with that method, tires would slip on the rim and tubes would be pinched. Harvey S. Firestone perfected a new type of mounting, the first mechanically fastened straight side tire.

Another problem of the early pneumatic tire was the matter of skidding. The early casings were made with smooth, round treads. Firestone was the first to produce an angular rubber non-skid tread, upon which the words "Firestone Non-Skid" were molded. Another important development by Firestone was the first balloon tire, which was developed into the present-day super-balloon.

The age of motorization was under way. One of the few useful by-products of the first World War was the rapid development of the truck, and the expansion of its use, made possible by pneumatic tires, continued after the conflict.

In the twenties, Firestone balloon tires were the sensation of the automotive field and the demand for Firestone tires was tremendous. However, restrictive arrangements on price and supply made by foreign controllers of the raw rubber supply were seriously hampering American manufacturers. Harvey S. Firestone waged an almost single-handed battle to have those restrictions removed and launched a campaign crystallized in the slogan, "Americans Should Produce Their Own Rubber." As a means to that end, Firestone developed rubber plantations in the little republic of Liberia, on the African Gold Coast, which is today a great source of high quality raw rubber. The search for, and the establishment of, the Liberia operations, were carried out under the personal direction of Harvey S. Firestone, Jr., son of the founder, who had joined the company in 1920, after his graduation from Princeton. This young man, who in later years was to take over the reins of the organization had his first contact with the business when, at the age of five, his father lifted him up in his



Harvey S. Firestone, Jr., Chairman of the Board of Firestone Tire & Rubber Company.

arms so he could pull the switch that set the first Firestone factory in operation. This life-long relationship came to a climax in 1941 when Harvey S. Firestone, Jr., took over as president, and in 1948, when he was elected chairman of the Board of Directors.

Thanks to efficient management, Firestone not only weathered the depression, but even managed to make a profit of over five million dollars in 1932. One of the major new developments of the thirties was a greatly improved farm tractor tire. Firestone also was opening new plants at home and abroad.

A sad day for the Firestone organization and for all American industry was Feb. 6, 1938, when Harvey S. Firestone, the founder and builder of the company, passed away.

The following year, war clouds were on the horizon and Firestone moved ahead with the development of synthetic rubber. The foresight of this was seen when war cut off imports from rubber-producing Southeast Asia. As America's industry converted first to defense and then to war production, Firestone devoted all its facilities to military tires, self-sealing fuel tanks, bullet-proof tires, Bofors guns, de-icer strips for planes, and scores of other vitally-needed products for the prosecution of the war.

In the years after the war, Firestone reconverted for the needs of the nation and the world at peace. New and improved products were developed, with increasing emphasis on the field of plastics. However, with the outbreak of the Korean conflict and the increas-

(Continued on page 22)



Howard Barlow has conducted the Firestone orchestra since 1943.

First Blakeslee Award to Wade Arnold

NBC Executive Producer is Recipient of Heart Association Honor for his Radio Documentary

Wade Arnold, an executive producer for the National Broadcasting Company, was named as the first winner of the American Heart Association's annual Howard W. Blakeslee Award of \$1,000 for outstanding scientific reporting in the field of heart and blood vessel diseases.

Dr. H. M. Marvin, chairman of the American Heart Association's Awards Committee, said in his announcement that Arnold had been selected to receive the award "for his creative achievement" in writing and producing "Only One to a Customer," a documentary radio program on heart disease broadcast over the NBC network last year.

The Blakeslee Award was formally presented to Arnold Friday evening, April 10, at the annual dinner of the American Heart Association in Atlantic City, New Jersey.

The Award was established last year in memory of Howard W. Blakeslee, the late science editor of the Associated

Press and founder of the National Association of Science Writers, who died of heart disease. It is to be presented annually "to the individual whose creative efforts in any medium of mass communication are judged to have contributed most to public understanding of progress in research, and in the prevention, care and treatment of heart and circulatory diseases." Arnold's radio program was selected as the best among many entries from all media.

"Only One to a Customer" was one of a series of programs on medical research presented jointly by NBC and the Health Information Foundation under the general title, "The Endless Frontier." It was originally broadcast nationally over the NBC coast-to-coast network and subsequently over 625 independent stations.

Selecting Cleveland as the locale for his broadcast, Arnold set up a tape recorder at various centers associated with research, treatment and rehabilitation, and interviewed distinguished

workers and investigators in the cardiovascular field. The program dealt with the employment problems of cardiacs as handled by the Work Classification Clinic of the Cleveland Area Heart Society, an affiliate of the American Heart Association, and it brought the listener into an industrial plant to learn at first hand some of the factors of rehabilitation. The broadcast also traced progress in heart surgery, including the artificial heart in action, advances in high blood pressure research, the development of diagnostic equipment, and rheumatic fever prevention through the use of penicillin.

Arnold pioneered in the documentary radio technique when he first joined the NBC Script Division in 1930. Three years later he returned to Knox College in Galesburg, Ill., his alma mater, as assistant to the president. During World War II, Arnold served for a time as director of radio for the National Office of Civilian Defense in Washington, D.C. He returned to NBC in 1944 as assistant manager of the Script Division. Today he is an executive producer at NBC, working chiefly in the field of public affairs and education. He has been associated with several other documentary programs which have won awards and citations, including the weekly series titled "Living," from 1943-1951, a period that is believed to represent a record run for a documentary series. He was producer of the "NBC Theatre" when it received the Peabody Award in 1950.

Establishment of the \$1,400 Blakeslee Award was made possible by the Industrial Publishing Company of Cleveland and the Robert Z. Greene Foundation of New York City.



Dr. H. M. Marvin, Chairman of the Awards Committee of the American Heart Association, presents the first annual Howard W. Blakeslee Award to Wade Arnold, executive producer of NBC.

To Podium Nov. 7 Toscanini to Return

Frank White, president of NBC, announced that Arturo Toscanini has accepted the invitation of NBC to return to the podium of the NBC Symphony Orchestra for the 1953-54 season. This will be the 16th complete season for the 86-year old conductor.



President of NBC giving historic microphones to President of the United States at White House.

TV Fellowship Competition Open

The second annual competition for the WAAM Television Fellowship for graduate study at Johns Hopkins University for '53-'54 has been announced. Open to anyone now actively engaged in television, it carries a stipend of from \$4500 to \$6000, with no tuition charges. Deadline for entries is May 15.

It was set up so that one mature person of high standing may have nine months free from professional duties to pursue special studies of his own choosing which will add to his effectiveness upon return to his regular work. In the event that an NBC employee won, he would be granted a leave without pay for the duration of the Fellowship. Application forms may be secured from D. A. Rutledge, NBC Employee Relations Manager.

White Presents 'Ike Mikes' To President Eisenhower

Two RCA uniaxial microphones that President Eisenhower used during the election campaign were presented to him by Frank White, NBC president. Mr. White also gave him two reels of kinescopes showing the inauguration ceremonies and parade as well as the inaugural balls. Mr. White discussed proposals for telecasting White House news conferences with the President and his news secretary, James Hagerty.

Accompanying Mr. White during his 9:15 a.m. call were Frank Bourgholtzer, recently named to head the NBC Paris bureau and Ray Scherer, who succeeds Mr. Bourgholtzer as White House correspondent for NBC. The

President wished Mr. Bourgholtzer good luck on his three-year mission and welcomed Mr. Scherer.

The two tiny microphones used by the President in his campaign are known as "Ike Mikes" by NBC engineers. They were mounted on a plaque bearing the inscription: "The Eisenhower victory microphones. A memento of a 50,000 mile campaign tour beginning Sept. 4, 1952, to Nov. 4, 1952. National Broadcasting Company."

The model 823 microphones were the only ones used for radio-TV-news-reel-public address pickups on much of the campaign.

KNBC Show Meets Emergency Call

KNBC's Public Service "Voice in the Night" program met with almost immediate response to its first airing of an emergency call. In cooperation with the Highway Patrol, the program features a service whereby emergency calls are broadcast to Bay Area residents who are away from their homes.

First test of the unique service came early in the morning of Monday,

March 23. An East Bay couple had left home by auto on a vacation trip to Missouri when the wife's mother suffered a stroke and was pronounced in critical condition. The local sheriff's office asked assistance from the Highway Patrol, which in turn called on KNBC. An emergency call was immediately broadcast by John "The Voice" Bowles. The call was heard by the vacationing man and wife and, within 15 minutes of Bowles' announcement were in touch with their home.

Gano Dunn

Gano Dunn, a member of the Board of Directors of NBC and RCA, and president of the J. G. White Engineering Corporation, died on April 10 after a brief illness. He was 82 years old.

President of the White firm since 1913, Mr. Dunn directed many outstanding engineering and construction projects, including the U. S. Naval Oil Base at Pearl Harbor and 13 trans-oceanic radio stations. He had the unique distinction of receiving from Columbia University in 1891 the first degree in electrical engineering awarded in this country. He later attended RCA Institutes and held a first-class commercial radio operator's license.

He was the former president of the American Institute of Electrical Engineers and a member of the late President Roosevelt's Science Advisory Board. He was a fellow of the IRE, New York Academy of Sciences, the Royal Microscopy Society and was honorary secretary for the U. S. for the IEE of Great Britain. He received many honors, including the Thomas A. Edison Medal, Hoover Medal of the National Engineering Societies and others.

The Picture Story



Chicago's new team of Athletic Association officers: standing, Herbert Lateau, president; seated, left to right: are Dic Steele, 1st vice-president; Polly Schlimmer, 2nd vice-president; Ann Eybel, secretary, and Eric Danielson, treasurer. They were inducted at the Chicago employees' annual Spring Spree dinner dance and party, which was held April 9 at Henrici's restaurant in the Merchandise Mart.



On May 3, "Kukla, Fran and Ollie" presented their annual circus show. Roustabout Oliver J. Dragon is seen here stepping back to watch the raising of the "Big Top." He also was induced into singing one of his starring roles.



Jack McElroy, of KNBH Hollywood, is seen here with his first day's catch of marlin and bonita, in Mazatlan, Mexico, on a recent fishing trip.



Dick Connell, center, Employee Services supervisor in N. Y., presents trophies to Dolores Blye and Tom Nolan, top players in the AA Tennis Tournament.

At NBC New York:

New York Spring Dance Set for June 5

The biggest dance in the history of NBC New York will be held on Friday, June 5, in the Grand Ballroom of the Hotel Roosevelt, 45th Street and Madison Ave., in New York City. The affair starts at 9:00 p.m. and will last until about 1:00 a.m.

NBC New York regularly has a spring hop, but this year's edition is slated to outdo anything previously held. The Dance Committee and Employee Services are shooting for a record attendance and to this end have contracted for a top-notch twelve piece orchestra and have scheduled a program of entertainment by some of our greatest stars. A stack of valuable door prizes will await some lucky ticket-holders.

The cost of the tickets will be \$1.75 for employees of NBC. The same prices will apply for guests of employees.

Tickets will be on sale at the Employee Services office, Room 729, RCA Bldg., or they may be obtained from a member of the Ticket Committee, one of whom will be in every major department in the New York office.

Greater N.Y. Fund Drive Starts in May

NBC New York is now preparing to launch the 1953 Greater New York Fund drive, which will run from May 15 to May 29. Drive captains in each department will visit each employee to remind them of the tremendous work the Greater New York Fund does for the metropolitan area and to ask their help in the drive.

The Greater New York Fund gets money only from fund drives among employees of companies and therefore there is no opportunity to contribute at home. The Fund Campaign is perhaps New York's most important appeal because the Greater New York Fund represents virtually all of the city's local charities, combining 423 separate appeals into one, once a year.

Have you given your pint of blood to the Red Cross yet this year? It's needed — desperately. Make your appointment with the Red Cross to donate now.



Judges reluctantly rejected the entry of J. Fred Muggs, animal news editor on "Today," for the NBC New York beauty contest on a technicality, but old Muggs is bearing up pretty well in spite of the turn-down. He's seen here with his pal, Dave Garroway, admiring his first birthday cake.

Contest Under Way to Select 'New York's Miss NBC'

The contest to select New York's Miss NBC of 1953 is now on. Announced in April, the competition is already vigorous to determine who will win and receive a slew of valuable prizes and appearances on "Today," the Tex and Jinx TV shows, the Herb Sheldon show, the Richard Willis show, the Morey Amsterdam show, and Gene Rayburn's radio show on WNBC.

Here's the way the contest works: Entry blanks were distributed to all New York employees, inviting everyone to "sponsor" their own choice. A photograph then is taken of each contestant and a distinguished panel of judges, including John Robert Powers, Jinx Falkenburg McCrary, Dave Garroway, Gene Rayburn, and the well-known illustrator, who was for ten years selection committee chairman of the Miss America contest, Russell Patterson, will select the five outstanding contestants.

Pictures of the selected five will then be posted on all bulletin boards in the New York office and ballots will be distributed to all employees. The name of the girl receiving the most votes will be announced at the New York Spring Dance at the Hotel Roosevelt on June 5,

at which time she will be crowned "New York's Miss NBC of 1953."

The rules of the contest are:

1. Contestants must have been on NBC's regular payroll on April 1, 1953.

2. Each contestant must be sponsored by a member of the National Broadcasting Company. A contestant may not sponsor herself.

'53 Red Cross Drive In N.Y. Breaks Records

The annual Red Cross drive in the New York office was a smashing success this year. NBC employees really came across and rolled up a total of more than \$2000, which is over \$600 more than 1952 and breaks all previous NBC New York records. The drive ran from March 30 to April 10 and 61 percent of the employees participated, in contrast to last year, when just 36 percent donated.

Major credit for the success of the drive goes to the drive captains from each department, who did a great job of actually going out and seeing their people and selling them on the needs of the Red Cross.



Scattered cars indicate the force with which two speeding passenger trains collided with a derailed freight train near Conneaut, Ohio, killing 21 persons and injuring 49. (United Press photo)

WTAM-WNBK Scores 'Beat' on RR Wreck

NBC Cleveland First on Scene of Conneaut Tragedy;
Staff Works 'Round Clock to Present News

By Neil Flanagan

Quick action and long hours without sleep on the part of the WTAM-WNBK news staff in Cleveland enabled NBC locally and nationally to get a real "beat" on the March 27th weekend wreck of three New York Central trains near Conneaut, Ohio.

First news of the wreck came to news editor Edward Killeen shortly before eleven p.m. After first alerting NBC's Cleveland-based television newsreel cameraman Bob Blair, Killeen wrote a bulletin for Cleveland NBC radio and television listeners. At the same time, Killeen informed Edward Wallace, director of News and Special Events for WTAM-WNBK, who called in staffers Sanford Markey and Neil Flanagan, both of whom had already put in eight-hour shifts on Friday. Another call was placed to WTAM engineer Wilbur Kost at his home in Mentor. Kost was alerted to be ready for a flying trip to Conneaut, scene of the wreck. Markey, in his own car and equipped with the self-powered "Minitape," and Flanagan and Kost, in the

NBC mobile unit, raced to the scene to give Cleveland and the nation the first on-the-spot reports from the tragedy. Serving as runners for Markey and Flanagan were television station WNBK's staffers Charles Dargan and James Bell.

In less than two hours, Cleveland NBC—both radio and television—was at the wreck, more than 70 miles from Cleveland. Cameraman Blair was the first arrival and shot several hundred feet of night film that became the first shown to any television audience anywhere. Difficult technical problems stood in the way of getting Blair's film on NBC television's Channel Four early Saturday afternoon. Wallace back in Cleveland called in laboratory personnel to process the Blair film when it arrived. Again this required rousing someone from bed. WNBK's film director Albert O'Deal also was routed from bed to handle the tedious

and exacting job of cutting and splicing the Blair film when it had been processed. This done, a four-minute special telecast was written by news editor Windsor Smith and sent to the full NBC television network through the voice of announcer Joe Finan.

On the radio side, Markey with his portable "minitape" and Bell, serving as a runner, covered the wreck scene itself, about a mile and a half from any paved road and a quarter to half a mile from either of two mud roads that were completely impassable by an almost steady rain throughout the night.

Flanagan, engineer Kost and Dargan took their recording equipment to the Brown Memorial Hospital in Conneaut, closest hospital to the wreck. There, in hallways, emergency rooms and wherever there was room, recordings of nurses, survivors, Red Cross officials and volunteer rescue workers were taped. Between them, Flanagan and Markey taped enough on-the-spot material to provide the network with a two-minute feed at eight Saturday

morning, a similar on-the-spot feed for a locally produced radio news show at the same time, and a full half-hour of taped material was fed the network in New York via a closed circuit broadcast. That material was for use on NBC's "Today" and local radio news shows in New York. While Flanagan and Markey had spent the night at the scene, Wallace, Killeen and Smith manned beeper phones, getting recorded conversations from survivors and eye-witnesses to the tragedy. These, too, were the first eye-witness reports to hit radio. Killeen, from Friday afternoon at four, until Saturday morning at eight, never letting the wreck story, nor the other radio and television news shows he was writing, get ahead of him.

(Continued on page 22)



Neil Flanagan, of WTAM News Staff



Edward Wallace, left, WTAM-FNBK News Director, and Sanford Markey, WTAM-WNBK News Editor

West Elected Member of NBC Board of Directors

Election of John K. West as a member of the Board of Directors of the National Broadcasting Company was announced last month by Brig. General David Sarnoff, Chairman of the Board of RCA and NBC.

Mr. West is vice president in charge of the Western Division of the National Broadcasting Company with headquarters in Hollywood, a post he has held since 1950. General Sarnoff said that Mr. West's election to the NBC Board of Directors was not only in recognition of fine performance of his duties, but also of the growing importance of the West Coast in radio and television broadcasting.

Mr. West has long been associated with RCA, having been engaged in sales, advertising and public relations for the RCA Victor Division beginning in 1930. He was named vice president in charge of Public Relations for the RCA Victor Division in 1947. Prior to this, Mr. West served as district manager of RCA Victor in Philadelphia, New York, Pittsburgh, Cleveland and San Francisco.

Mr. West is 45 years old. He is a native of Charleston, W. Va., and attended the local schools and Wesleyan University, Middletown, Conn.



John K. West

NBC Reactivates Tuition Payment Plan

As a supplement to its over-all employee development and training program, NBC is reinstating its practice of assisting employees in payment of tuition for courses taken in connection with their assignments in the company.

Effective May 1, NBC will pay tuition fees to an employee up to a maximum of \$50 a semester, and not to exceed \$150 in a calendar year. This payment will be for such courses as in the judgment of the department head or station manager and the director of Personnel will result in immediate benefit to an employee by making him better able to perform his present assignments, or by qualifying him for transfer or promotion to a position, when such would be in a logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

When it is recommended that an employee take advantage of this policy, the department head or station manager will forward to Personnel full details

on the proposed course. If it meets the requirements of the plan, the employee will receive an advance equaling the cost of the course up to \$50. That amount will be repaid by the employee through five equal payroll deductions beginning with the pay period following the advance. These deductions will be refunded to the employee six months after completion of the course, as long as he received a passing grade or better in the course for which he enrolled, and is still employed by NBC.

New Saturday Night TV Lineup

Here's our new lineup of top television shows for Saturday night, which went into effect April 25:

7:30 to 8:00 p.m., EDT: "Ethel and Albert."

8:00 to 8:30 p.m., EDT: "My Hero."

8:30 to 9:00 p.m., EDT: "The Original Amateur Hour."

In This Corner

Kay Hardesty

In introducing this month's "NBC West Coast Personality of the Month," we have reversed a procedure that has been going on for several years. It was our pleasure to interview Mrs. Kathryn Brandon Hardesty, who handles personnel work in Hollywood under Lew Frost, director of Public Relations. In this capacity it's usually Mrs. Hardesty who conducts the interviews. But for the nonce, at least, the shoe is on the other foot and we present our interview of the lovely lady known to all as "Kay."

Kay is a native of California, where she was born on Dec. 3, 1899, in the coastal city of Ventura. She attended elementary and high school in Ventura where she excelled in everything she tried. From sports to music she was tops. As a member of the school tennis team for four years she entered many tournaments and even teamed with her instructor for prominent mixed doubles matches. She was staff pianist for the school orchestra for four years; starred for three years in the school's annual play; and shared honors with another girl as the class valedictorian.

She continued her education at the University of California, where she studied economics for two years. She also took courses in secretarial work from two prominent business schools in the bay area of San Francisco. And only recently she attended evening classes at the Los Angeles City College where she studied business, semantics, personnel management, and supervisory training for women.

Her business career really began in 1922 when she was named to the political post of Deputy Auditor and Recorder for Ventura County at the tender age of 22. She held this position until 1925.

From 1925 to 1938 she held clerical and secretarial positions with a federal land bank and oriental import firm in San Francisco.



Then on Jan. 5, 1928, only nine months after the opening of NBC's Western Division in San Francisco, she began a career with the company that has lasted for over 25 years. She joined the then small staff of approximately 30 people as secretary to the auditor and chief bookkeeper. Eleven years later, she was transferred to the new Hollywood headquarters for NBC as payroll supervisor under F. V. Dellett. From 1942 to 1944 she served as cashier and then was promoted to the personnel office in August of that year.

Kay is a former vice-president of NBC's Athletic Association and currently is a member of the Executive Management Committee of the Hollywood Studio Club, under auspices of the YWCA. She is also a member of the Los Angeles Urban League and as such participates in educational and vocational conferences with local high school groups.

She is married and resides in Burbank, California, the site of NBC's new, mammoth TV studios.

She loves to dance and considers her study of the Latin-American rhythms and dances as a favorite hobby. As an ex-tennis star, she continues her racket work on the badminton court. She likes all tennis, swimming and skating competition, though now as a spectator.

Her hobbies consist of gardening, music and her job — her job, because she takes great pride in watching and helping the young people, whom she has brought into the organization, as they develop and progress with the company.

On Jan. 5 of this year she was honored by the company for 25 years of continued service. Thus, "Kay" Har-

Ray Scherer's Fish Story

Ray Scherer, NBC's newly-assigned White House correspondent, ordinarily writes and airs the five-minute "White House Correspondent" series over WRC. However, while Scherer was covering President Eisenhower's Augusta vacation, news editor Jack Connolly prepared and broadcast the following script:

"The newsmen who go along with the President are generally busy trying to keep up with the Chief Executive. Once in a while they get a break—like, when Mister Eisenhower is on the golf course, newsmen have to wait till he's finished. That means several hours to while away playing cards—urging the home office to send more money—and perhaps re-hashing campaign stories.

"The Augusta Chamber of Commerce—and some of the civic leaders of that city—realized spare time would hang heavy on the hands of the newsmen—they also realized that stories going back to newspapers and radio stations had been pretty generous in acclaiming the sunshine and recreational facilities of Augusta. So they treated newsmen, photographers and members of the White House staff to a 'day on the town.' Lady members were taken sight-seeing. The men had a choice of golf or fishing and it was about equally split.

"Your White House reporter Ray Scherer does *not* play golf—and though he's a former Navy Man—he's never wet a line in quest of a fish. Tennis and basketball are the games of the rangy Scherer. He thought he would look less conspicuous fishing than playing golf—so he went along with the fishing experts. Power boats took the reporters and staff members out on the huge reservoir at Clark Hill Dam near Augusta. From noon to five yesterday, the group enticed fish in the well-stocked reservoir. The experts talked about lures and spinners

(Continued on page 23)

esty ranks only behind Mr. A. H. Saxton, manager of Technical Operations, as the longest employed person in the Western Division.

People and Places

WMAQ, WNBQ, Chicago

New arrivals here in Chicago are *Lynn Koykar*, secretary in the network Advertising and Promotion office; *Beverly Boyd*, billing and collections clerk; *Jean Paxson*, chief accounting clerk, and *Dorothy Cornell*, secretary in the General Office. Staffers hired for the daylight savings time operation include announcers *Lee Bennett* and *Jim Hamilton*, assistant booking supervisor *Ron Edwards*, and engineers *Augustine Spano*, *James Thornton*, *Albert Fueyo*, *Albert Steinbach*, *Paul Fallon*, and *James Mulqueny*.

Steward Carr has taken over as Merchandising supervisor of the Midwest Division, replacing *Matt Barnett*, who left to join WWJ, Detroit. TV director *Alan Beaumont* has left NBC Chicago to manage a new television station, WMTV, in Madison, Wisconsin.

WTAM, WNBK, Cleveland

Fred Foard, an assistant director, taking an early vacation in and around Chicago. Gone in the same direction for a few days is *Charles Kent Dargan* — he'll be spending nine days in Pontiac, Michigan.

Alan Southam takes a new position as film director at WFMJ, Youngstown, Ohio. *Agnes Michnay*, who was secretary in the Film Department, takes over his old job as film editor. *Jack Beatty* of the same department saved his pennies and bought an Oldsmobile. Then he found out he had inherited a Mercury. If it rains it pours.

Carol Williams cutting a mean figure at the Company square dance. Carol is being kept busy these days with a new duplicating machine called "Suzie" in the mailroom.

The new social chairmen, *George Jr.* and *Rosemary Bartlett*, started their term with a wallop. About 100 members of WTAM-WNBK ate panakes and sausages and square danced afterward. We are all for more Saturday Night Jamborees.

"Wild Bill" *McGaw* resuming his position as assistant director in Cleveland after a seven months leave of absence to attend the Royal Academy of Dramatic Arts in London. The

transportation system in England and Bill's ideas on dating didn't jibe.

"Ace Deckman" *Gene Harrison* getting ready for the sailing season along with *Erv Palmer* in the Accounting Department.

Jeann Vokoun in the TV Program Department excited about an oncoming trip to Washington, D.C. the end of the month.

John Ziegler, director-producer, having a ball fixing up his darling home.

Ruth Arnold reports she is enjoying her full time house duties very much. She was formerly secretary to *Mr. Shea*, general manager here. *Peg Amsden* succeeded *Ruth*.

Marquita Spencer, formerly a secretary at U. S. Steel, joins the WNBK staff as secretary in the TV Engineering Department.

Charlie Philips, TV sales director, is the man to see on "Hot Tips" in the racing line. All kinds of forms prominently displayed on his desk. *Ken Shaw* of the same department breaking grounds for his new home.

Joe Bova doing a nice job as Banion in "Mister Roberts" at Cleveland's Playhouse.

NBC Cleveland glad to see *Jern (Bertko) Barr* back at the studios. *Jean* is helping *Joe Bova* with his paper work.

Caroljean Velotta from NBC, N. Y., an Easter visitor here. "CJ" formerly worked on the switchboard here in Cleveland.

KNBH, Hollywood

Joan Gowanlock, production department assistant, may soon start a new career. Overheard while singing by an NBC radio network executive, she was given an audition recording session with *Robert Arnbruster* who has great hopes for her future. More auditions are scheduled soon.

Dorothy Seltzer plans to leave her job as secretary to *Don Norman* soon, much to everyone's regret. Dotty will go into partnership with her brother in Bucks County, Penn.

Pat Jones is taking a short vacation before the birth of her first baby. . . . Director *Marc Breslow* has joined the station's sport car club by acquiring a snappy new MG speedster. . . . *Harmon*

Velson taking Spanish lessons in preparation for his vacation to Mexico this summer.

Frances O'Farrell, film department secretary, married director-producer *Robert Eley*. They will spend their honeymoon on a trip that includes Las Vegas, Lake Tahoe, Yosemite and San Francisco.

Jack McElroy made all the KNBH fishermen envious by taking a week off from his TV program, flying to Mazatlan, Mexico, and landing 17 marlin in 4 days of fishing. His catch averaged 170 pounds per fish.

An extensive remodeling job on KNBH's receptionist's room starts soon under the direction of *Ted Rich*. *Leila Turner* has taken duties of receptionist.

A recent discovery revealed that *Gene Terrell* is a third generation Californian — a real rarity. Both her grand parents came West on a sailing vessel around the Horn.

Secretary *Joan Grabowski* announced her engagement to cameraman *Allen Farnum*. They will spend their honeymoon in New Orleans after their marriage in May.

KNBC, San Francisco

Welcome to new San Francisco employees *Barbara Turner*, of the KNBC Record Library, *Muriel Jocz*, of Television Spot Sales, and *Billee Short*, of AM Spot Sales.

WRC, WNBW, Washington

Helen Adams, promotion department, visited The White House on March 24 to see a personal friend, *Philip Young*, at his swearing in ceremonies. Mr. Young was appointed new head of the Civil Service in Washington. Miss Adams was quite thrilled to shake hands with President Eisenhower.

Marion Davis, general accountant, has her head buried deep in the books these nights. And we don't mean the accounting ledgers. She's "boning up" for the CPA examination in May.

Irishman-pianist *Eddie McIntyre* was greeted on St. Patrick's Day with a sight that turned him green. When he arrived at the studio on the 17th he was greeted with his Steinway—painted a bright orange. He took one look and declared the piano was "unplayable." Turned out it was just the first undercoat of paint.

Just before March 15, WRC had a couple of income tax experts on a spe-

cial program explaining the income tax laws to listeners. The program ended shortly before schedule and a music "fill" was necessary. The music turned out to be: "Nobody Knows the Trouble I've Seen," "Lost in a Fog," "Life Is Just a Bowl of Cherries," and "I've Got Five Dollars." *Fritz Balzer*, music librarian, swears it was just a coincidence!

Congressman Francis Walter's daughter, *Barbara*, was recently transferred to the WRC-WNBW newsroom. She formerly was a receptionist for the stations.

WRC's morning man, *Bob Reed*, is not only getting established in Washington with morning radio audiences. He's also getting well established at his home on Rosemary St. in Chevy Chase. Bob, his wife, Dorothy, and their 4 year old son, David, moved into their home on March 26.

Several of the girls are finding an unusual way to keep those bulges in the right places. *Nancy Osgood* recently had a judo expert, Maj. Donn Draeger, on her show. He explained the gentle art to the listeners. Several of the NBC girls were so intrigued that they are now taking up judo at the Pentagon. They said it does wonders for the waist-line. For the boys' information they include *Dana Arnold*, *Miss Osgood's* assistant; *Beverly Fayman* in operations; *Pat Winn*, *Bob Reed's* secretary; and *Mary Lou Harnsberger*, radio sales.

Page *Gerald Ross* entered the U. S. Air Force as a 2nd Lieut. on March 30. He's been with the stations for a year. He reported for duty to Baltimore, Md.

Speaker of the House *Joseph Martin* requested that his favorite singer, WRC's *Gene Archer*, sing a few ballads at *Ray Henle's* recent "3 Star Extra" party and also at the Irish legation. *Gene's* been running from one party to the other between a recent engagement at Washington's swank Shoreham Hotel.

The highways and skyways were certainly busy between Washington and sunny Florida. Here's the line-up of recent WRC-WNBW staffers to Florida: *Bill Grayson*, sales department; *Mary Osmann*, TV sales department; *Carlton Smith*, general manager; *Arthur "Dutch" Bergman*, WRC sportscaster; and *Bertha Quinn*, secretary to the general manager. *Frank Slingland*, TV director, went there one better — he's been to California.

NEW EMPLOYEES: *Beverly Fayman* returned to Washington's operations department after almost a year in the New York News and Special Events Department. She previously worked for five years in the Washington Engineering Department. She's now *Mr. McClelland's* secretary and is simply awed by the drapes in her new office.

Patricia May joined the TV Sales Department. She formerly worked for the Reuben Donnelly agency. A graduate of Rollins College in Florida. Pat attended Bethesda-Chevy Chase High just outside Washington.

Mary Lois Harnsberger replaced *Peggy Ernest* in the radio sales department. *Peggy* was married to *Capt. James Toomey* on February 12. *Mary Lois* had her own program of poetry and stories on WEPM in Martinsburg, W. Virginia. She also worked for the "Welcome Wagon" before joining WRC. She is a native Chicagoan and a graduate of Northwestern Univ.

Another addition to the radio sales department is *Gloria Patterson Washburn*. *Gloria* replaced *Martha Cosgriff* who is now secretary to the director of Radio and Television sales. *Joe Goodfellow*. *Gloria* was formerly on the Denver staff of "Youth for Eisenhower." She was also with the Kudner Agency in New York.

Leona Culbert joined the Operations Department. This is *Leona's* first regular job. Although she's a native Virginian. *Leona* recently was graduated from the University of North Carolina. And what a wonderful graduation gift she received: a tour of Europe last summer.

Dee Silvernale, operations department, brought her recent arrival to the studios and offices the other day. She and new baby, Victoria, look swell. *Vicky* was born on January 25. Daddy, David, a former Marine, reports proudly that *Vicky* is tipping the scales at 10 lbs., 2 oz.

New summer relief engineers are *Charles Barndt*, *Dino A. Tessari*, *Kyle Buttle*, *Charles Arneson*, *Bernard Terrien*, and *William Walker*.

NBC, Hollywood

Robert Jensen of the Hollywood TV Engineering Department has turned his photography hobby into a paying proposition with the help of his wife, Jan. The April Popular Mechanics carries Bob and Jan's second article

for that magazine. Their third PM assignment will be published in the near future. Bob takes the pictures and Jan writes the articles which they illustrate. Maintaining the trans-continental microwave relay is the subject of their article currently on the newsstands. . . . *Wally Hutchinson* leaves the Network Sales Department April 24 to become publicity and promotion manager of Los Angeles' eighth TV station, KPIK. . . . *Muriel Hile*, supervisor of payroll, leaves to manage a motel which she and her husband have purchased in June Lake. . . . good luck!!!

WE WELCOME:—*Robert Mitchell*, Plant Maintenance, prior to enlisting services to NBC was an individual building contractor. . . . *Sarah Strange*, new secretary to Plant Operations, hails from Paramount Studios, and occasionally gets a plug in for "fight on for ole S C" but is continually drowned out by LA CC and Kansas State rooters from the department. *Gloria Andrus* and *Betty Etkin* to the night crew of Central Stenographic. *Gordin Troughton*, our new payroll supervisor. *Jack Russell*, Plant Operations. *Robert Blackmore*, Film Division. *Lila Turner*, Program Department, and *Ben Shaffer* and *Fay Thomas*, Production Services Department. *Maxine Overton* and *Claire Salome* promoted to the Press Department from Central Steno. . . .

VITAL STATISTICS:—*Betsy Worthy* presented Central Stenographic with a future mimeograph operator on April 1st . . . *Eric's* the name and he weighed in at 7 lbs. 2 oz. On April 11 *Ted Endicott* welcomed his son and heir. Likewise *Tom Mancini*, *Arlene Babigian*, formerly of Production Services, presented us with a little girl on March 18. *Daisy Marazano* married her veterinary student on March 28th and *Rose Thomas* married *Larry Abrams* on March 21st. *Karle Pearson* has become a country square, having purchased a new home in Tarzana.

Leon NuTall, Purchasing Department, lecturing for the Watchtower Bible & Tracts Society. We are all envying *Betty Frazer* of Sales Services these days. She left last Friday for a three week trip to the West Indies. Flying to Cuba, Jamaica, Puerto Rico, etc., etc. *Joe Morhaim*, publicist, will soon see his name on the screen. He collaborated on the screen play of "Egypt by Three", featuring *Joseph Cotten*, which will shortly be released.

WNBC, WNBC, New York

This news hound has bayed almost hopelessly this month. Everyone has been so busy setting WNBC-WNBT records that no one has had time to make personal news. Except, of course, *Jim Barry*, who must have felt like he was back in his childhood when he caught chicken pox from his children and was out for two weeks with rash and aches and pains. We also missed *Dorothy Cunningham* who tells us that a Riley is almost as good as accident insurance. She and her husband were in an automobile crash which kept her out for two weeks. But for the small size and sturdy construction of the British car, it might have been much more serious and we were all glad to have her back.

We were not too busy, however, to welcome *Joan Levinson*, who came from National Spot Sales to be *Peter Afe's* secretary. We congratulate Pete on this and also on becoming, this month, an NBC 10-year man.

Our sports enthusiasts have switched from winter to spring with *Bob Leder* and *Phil Dean* concentrating on golf and others learning or renewing their prowess in tennis. Bob is waiting and getting in shape for his golfing partners, *Jackie Robinson* and *Herb Shelton*, to return. *Syd Rubin*, a veteran tennis player, is coaching *Barbara Walters*, *Pat Richer*, and *Pete Afe*, who will soon be able to take on all comers — they hope.

The winter vacation tans are beginning to fade, but *Steve Krantz* liked his first one so much he went back, on a long weekend, to get another.

Getting ready for the lovely Spring weather, which we hope will arrive before this goes to press, *Ted Cott* and *John Hurlbut* are proud owners of new convertibles. Mr. Cott's Oldsmobile is light blue, with navy blue top, and John's Ford will probably be followed by people under the impression that he's going to a fire—"It's red," he says, "bright but not gaudy."

Ralph Ginzberg is to be congratulated on his two-page picture spread in the current *American Photography Annual*. It's a study of the contorted positions GIs get into when they sleep on trains.

Want to buy, sell, rent, or barter something? Looking for a roommate, or want to become one? Send in your ads for CHIMES to Ed Starr, Room 289, RCA Bldg., N. Y.

NBC, New York

Networks Division

Advertising and Promotion — *Marie Ruppe* seems to have picked up an enthusiastic interest in the sunnies again — if she were older, we'd think she's in her second childhood; however, since her favorite seems to be Etta Kett — or the cartoonist — we'll chalk it up to research.

Mel Schlessel is now suffering with the usual — how to make the same old thing sound different — copywriter's ague as he steps into *Tom Dater's* recently vacated post in Network On-the-Air Promotion.

Walt Einsel appears to be working overtime as the self-appointed public relations emissary between NBC and that other network over on Madison Avenue.

Broadcast Operations — Assistant Film Editor *Perry Massey* is the proud father of a baby boy, Craig Laurence, born February 7. Congratulations, Perry! Also from 1600 Broadway comes the news that *Bob Schulein* returned early from his Colorado skiing vacation — seems that the snow melted after the first three days. *Bill Dealtry* is hoping that NBC New York will run a "Mr. NBC" contest.

Merchandising — A new addition to the Merchandising Department is *Roy N. James*, who will be the Merchandising District Supervisor for a six-state area with headquarters in Minneapolis-St. Paul. James brings to his new post a wide and varied background that will serve him well in his new position. His sales experience ranges from that of a retail grocery salesman to a divisional sales managership in the house furnishings field; his promotional experience ranges from work in an advertising agency to the writing of a syndicated newspaper feature.

Elvira Polisi, secretary to *Murray Heilweil*, manager of the Merchandising Department, is resigning effective May 15th. She plans to be married come May 23rd. She and her new husband, *Ensign Norman Hansen*, will then reside in Long Beach, California, where Ensign Hansen is stationed.

Music — We almost accused *Al Miller*, of our arranging and copying staff, of shaving in the office only to trace the noise to an electric eraser. He is working on the score of "Victory at Sea."

Spring has made *Joan De Hart's* "fancies turn to" a young man in the Air Force.

Benny Baer's seventeen-year-old daughter is tall, slim and pretty — she paid dad a visit in the office.

Tommy Cannon is suffering the first hardships of golf — stiff joints. He won't mention his score either! *Muriel Kishkill* and husband *Eddie* have also become golf players.

News and Special Events — Our Most-Traveled Man of the Month surely must be *Chet Hagan* — returning from a trip with the *Alka-Seltzer* show to Hollywood and to Las Vegas for the atomic bomb tests at Yucca Flats, he's now clicking up more mileage by shuttling back and forth between his about-to-be-moved-out-of house in Bayside, L.I., and his about-to-be-moved-into house in Westfield, N.J.

Red Mueller's having house difficulties of another sort — he's trying to build one in Greenwich, and with the weatherman's flagrant non-cooperation, he figures he's at least a month behind schedule. There's nothing wrong with *Red's* TODAY schedule, though — he hasn't overslept once! His daily appearances on the TV show have been warmly greeted by enthusiastic viewers. . . . They'll be deprived of that pleasure for a short time this month, though, when *Red, Henry Cassidy* and *George Hicks*, together with *Joseph O. Meyers* take a trip to London to cover the coronation news for NBC. . . . Mr. Meyers, incidentally, has a new home address in Tuckahoe, N. Y. . . . April 15 was a day which is sure to rival the coronation in excitement in the newsroom. That day marked the opening at the Royale Theatre of *Ken Banghart's* first Broadway production, "A Date With April", starring Constance Bennett. Some of the most fervent crossed-fingers in town that night belonged to newsmen *Jim Boozer* and *Chet Hagan*, two of the show's financial backers. . . . Incidentally, April 15 was also the day *George Hicks* gave the major address at the Pittsburgh gathering of the United Conference of Christians and Jews. . . . We've a charming new addition to our staff — *Treva Davis*, who joins the ranks of TV writers. *Treva* will be covering the Camel Caravan fashion assignments formerly handled by *Mary Jo Todd*, who left us to get married. . . . The welcome sign is out, too, for *Art Holch*, TV writer, who's back with us after a "vacation" arranged by the U. S. Army. . . . Congratulations are in order for *Leo Seligsohn*, who moves up into the ranks of

radio writers. . . . And we're all very, very proud of *Paul Archinard*, business manager of the Paris Bureau of NBC News. *Paul's* just been made a member of the French Legion of Honor. His title is now "Chevalier" of that legion. Congratulations, *Paul*!

Plant Operations—*Gordon Wiles* has returned from his military leave and is again with us, looking tanned and healthy after a few weeks in the Florida sunshine.

Press—If you come to the Press Department, Room 400, and do not see anyone you know, don't be surprised. It's still Press, but we have more new people. *John McTigue* will handle all publicity for our shows from Hollywood and *Robert Graham* will work on publicity for the "Today" show. And at the copy desk, *Wilma Robinson* will answer all questions on network radio and television shows. *Fritz Jacobi* took a week's vacation and went to California, and says he had a "wail" of a time. From his postcards, we can believe him.

Production Services—*Bob Milford* is spending two weeks in sunny Florida . . . what some people won't do to avoid the April showers. *Dick McBride*, our contribution to the Coast Guard, is now guarding Pier 34 in South Philadelphia. *Meta Heiberger Wechsel* returned from her Florida honeymoon sporting a tropical tan. *Ben Tomkins* and *Alvin Cooperman* crossed their fingers April 9 when their play *MASQUERADE* opened in Springfield. *Sheila Hirschman*, our former CHIMES correspondent has resigned from NBC.

Research and Planning—Happy birthday and many returns go the way
Of our own *Carol Burton*, April 6 was her day.
That month may bring showers but the stork brought *Marie*
As *Miss Redding* turned 20 on April twenty-three.
And best birthday wishes on that day went to
Our gal named *Capetta* or "Jojo" to you.
Now *Janet Pugarelli* has succeeded *Dorothy Brock*
As ratings clerk in Ratings Section but she can't see the clock.
We welcome *Miss Figliola* to the staff of Circulation:
As *Mr. Greene's* new secretary, we offer congratulation.

Another desk in Ratings Section vacant for a time;
Now occupied by *Frank Sullivan*, we hope it suits him fine.
To play it safe I'd best stop here or find myself suspended.
I'd hate to think the fate to follow this blazing trail I've wended.

Set Up Operations—So many offers of acting jobs have come to *Sam Grotzky* as a result of last issue's brief mention of his histrionic past, he is seriously considering getting himself an agent. Our hats are off to *Joe Kall*, our own Sherlock Holmes, who retrieved our missing speaker's lectern from the RCA boardroom on the 53rd Floor. By methods of unorthodox sleuthing, telepathy, astrology and necromancy *Joe* divined the location of the missing article, and brought it back in triumph to the 6th floor prop-room. *Tom Longmore* boning up on *Debrett's Peerage* in preparation for his visit home to England during Coronation Week.

Station Relations—CHIMES came out a little early last month and gave away the secret of *Beverly Durfee's* luncheon. The only thing she didn't know was where or when it was. Oh well, at least it saved us the trouble of getting her out of the office.

Barbara Harlib is our new receptionist and ticket contact now that *Peggy Groover* is *Mr. Rittenhouse's* secretary.
Fond farewells were said to *Joan Hayes*, alias "Foggy," when she left to become the wife of Second Lieutenant *Edward Coggins*. The wedding is planned for the day after Ed graduates from West Point. We're taking her to lunch and I don't care if she does find out from reading this column! *Irene Dmoch* is taking over as *Mr. Knode's* secretary now that *Joan* is going.

Alan Courtney is away on a station trip and his stations are all on the west coast and in Hawaii. All the girls wanted to go along. We even volunteered to go along in a steamer trunk with no luggage only our bathing suits. No luck though.

Don Clancy got his new Buick the first of the month and handles it with kid gloves.

TV Program—*Voel Love* and *Bettina Dihworth* have left for extensive tour of Europe. Also European bound shortly will be *Marge Mullen* and *Helen Petretti*. Welcome to *Louise Bellagamba*, secretary to *Martin Cohen* of American Inventory.

Congratulations to *Mary Lou Healey*, secretary to *Tom Loeb*, and *Bill Brown*, who were married on April 11. Congratulations to the *Don Hillmans* . . . proud parents of *Peter Norman*, born on March nineteenth in Doctors Hospital.

TV Technical Operations—The shiny, bright-green paint covering the walls in Room 501 is cited as a marked improvement among the workers in these quarters. A picture or calendar here and there, and the rehabilitation will be complete. We like it.

We take pleasure in announcing that *Ernest "Silver Spoon" Thiel* won a consolation prize in the Sweepstakes. As luck usually provokes luck, we had better watch that boy when the baseball pools are under way again.

Two people left us during the past month. *Claire Hillmeyer Gress* decided that taking care of her new home was a job by itself and has thus ended her career at NBC. We'll all miss her. *George Rimmel* also left, but his reason was for that of a new career, and we certainly wish him the best of luck.

We're all thinking of *Marvin Gelman*, who is recovering in the hospital from his recent accident, and hope he will be able to join us soon.

It was bruited about that *Joe Doherty* suddenly had decided to fly to Florida for a weekend of sunshine for him and his wife. When he appeared with a sunburn the following Monday, and was being praised for his ready decisiveness, he admitted, much to our disappointment, that he and his wife had spent the two days in their own backyard with a sunlamp and beach blanket to help the atmosphere. This is one of the first vacations to be reported for the year. More legitimate ones will be announced next month.

Staff Administration

Air Conditioning—Now that the vacation season is rolling around, all the fishermen in the department are breaking out their fishing tackle. *Alec Chestnutt*, *Bill Conboy* and *Frank Otavio* have already been out deep sea fishing and *Frank* just missed winning the pool with an eighteen and a half pound codfish (how big?).

Jim Schlag and *Bill Conboy* are getting to be real expert on the subject of drapes, cornices and bank accounts. *Jim*, incidentally, was very happy to receive an "Oscar" from the boys in

the department as the best electrician.

George "Charles" Lindberg was really living up to tradition when he took over the controls of that plane on his recent trip to Syracuse.

Jack Lyons is recuperating very nicely from his recent bout with a buzz saw. **Gus Zelios** was up to see the boys a few days ago. Gus was recently retired from the company and the "Life of Reilly" seems to go well with him. He looks fine and has put on a good deal of weight. He sends everyone best regards.

Controllers—We welcome into our family this month **Janet Hurley**, and **Gloria Cricchio**. **Frank Sylvester's** middle name must be "Casanova", seems all the women here are agog over him. **Jim McCann** will be engaged to the Army for the next two years. Start calling **Beverly Newman** aunty. **Gwen Davis** is now engaged to a "Doll", a **William Doll**, wearing the U. S. Army uniform. Two more bachelors will lose their freedom this month, they are **Jack Lavan** and **Cal Wheeler**. Cal's bride will be **Grace Johnson**, formerly of Network Controllers. **Joe "Pancho" Andretta**, going to vacation in Mexico. "Pancho" plans to bust all speed records by driving to Mexico in four days. We warn all *Senoritas* to beware. **Bob Burholt**, back from a trip to Niagara. Was he hoping to find Marilyn Monroe there?

Congratulations are in order for **Rose Breglia**, Chief Clerk in the Payroll Dept. of Controllers. Rose just became engaged to **Joseph Montagna** of New York. The wedding will take place the first part of July. On April 15th, Rose was feted with a lovely luncheon at the Hickory House with 20 girls attending. She was presented with a gardenia corsage. All the luck in the world to you, honey! Incidentally, her ring is exquisite.

Congratulations to **Frank Donnelly**, supervisor in Artists Payroll Division, who just became a father for the second time. Wife and baby (girl) are doing nicely. Welcome back to **Lillian Jarziano** in the Television Weekly Payroll. Lillian was off from work with a terrific case of virus. Stay well, Lil.

General Service—Everything happens to **Charlie Zucker**: Having heard a radio broadcast on the morning of April 10th that a tornado of tremendous force had hit Muncie, Indiana, the night before, killing several persons, owning telephone lines and causing

untold property damage, Charlie raced for a telephone, dialed the operator and implored her to do everything possible to contact his brother who resides in that city. After a minute which seemed an eternity, a sleepy voice answered "hello". Charlie, recognizing his brother's voice, asked: "Are you all right? Is your home still standing?" to which his brother seemed amazed. Charlie relayed what he had heard on the radio in New York. "Just a minute I'll turn on my radio and see what happened last night. We did have a little storm last night." Apparently, Charlie's brother Eddie, a Radio Engineer in Muncie, had slept soundly thru it all.

Carol Bayer celebrated her birthday in fine style April 2 shortly after her return from the land of sunshine, Florida. Her friends gathered to surprise her with a beautiful huge cake and all the trimmings. Carol, sporting a lovely, healthy tan, received admiring glances from all the guests. Her gleeful laughter and surprise could be heard all over the RCA building and when she opened her many birthday presents, the gal was overwhelmed. A gay bottle of champagne, tied with a beautiful golden ribbon, was among the gifts which Carol took home to help her continue her celebration. All she was able to say was "It's just the grandest party ever!" and everyone present agreed—it simply was!

Pat Curley is home and endeavoring to maneuver himself about between crutches and wheelchair. Spoke to him the other day and he says he passes most of his time watching the boats in the Narrows go by.

Bill Lynch, paying a business call to room 553, accidentally (?) collided with a vase of water from which the old flowers had just been disposed. Unfortunately, the water met Bill's trousers with a head-on collision effect. A little later Bill, robed in a raincoat, returned stating he wasn't going out in the rain but merely dressing appropriately for a visit to our domicile.

Luba Lawrence's family surprised her the week of April 6th by coming in from way up north in the hills of Buffalo and Canada to visit her. An excited and happy Luba hurried to the station to meet the Lawrence clan on Good Friday.

Guest Relations—After filling *Toscanini* ticket requests all winter, **Dale Remington** went to Florida for a well deserved rest. Some of you may have

seen two GR members on the Robert Montgomery show last month, **Gloria Cromwell** and **Sig Foss** both had parts, and congratulations to them. **Jack Dousett** gave **Dusty Marx** a baby duck for Easter. This wasn't too popular with Dusty's landlady so the poor duck spent a couple of days in Protection and other NBC departments until Dusty found a home for it with NBC's **Bill Stern**. This is beginning to look like the animal corner, but, **Judy Dougherty** and **Charlie Dempsey** have each acquired parakeets for pets. **Steady HUGH Teaney** gave **Ed Vane** of ASP the devil for not consulting him on his prediction in last month's CHIMES. Hugh says the Yankees will win the pennant by mid-August. It's goodbye to **Bob Garber** and **Bill Morris**. Bob is off to California and Bill is going home to Atlanta. Back from military leave are, **Bill Feeney**, **Perry Pease**, **Bill Totten** and **Thomas Leonard**. Welcome to new guides, **Geraldine DeMayo**, **Frank Boehm**, **David Meyers**, **Dorothy Schandler** and **Jane Stump**. New pages are, **John Catoir**, **Frank A. Shaw**, **Charles Johnson** and **Arnold Kelly**.

Personnel—April brought two new members to the Personnel Department. **Mary Fitzgerald** and **JoAnn Jensen**. Our warmest welcome to both of them.

The Placement Section celebrated **Bill Craig's** promotion to Employee Relations Analyst with a gala luncheon at Susan Palmer's replete with raspberry sherbets with crème de menthe sauce. Former Placement staff members **Kit Tucker** and **Warren Simmons** also attended, and, needless to say, a good time was had by all.

Stenographic—We welcome a new script checker, **Sally Welch**. We're organizing a "syncoated fife and drum corps," headed by **Carole Sabatini**. **Marie Freda** and **Erika Lengholz**, of the night staff, took an early spring vacation—lucky girls. We'd like to inform **Hank Williams** of the Press Department that we appreciate his hourly visits, but we'd also like to inform him that we are not all "old married women" and spring is here. Will someone please teach **Simone Zeitoun** how to boil eggs so they don't leak all over the place?

Film Division

Film Administration, Sales and Production—After much ranting, raving and feeling neglected on the part of the Film Division, we finally

sent someone around to see what these good people had been up to . . . only to receive the stock answer of "absolutely nothing" . . . very discouraging. However, in the new faces department we have *David Savage* who came from CBS to be manager of Film Procurement, and who must, incidentally, be quite a nice person to work for because his secretary from CBS, *Kathleen Sullivan*, came right along with him. The publicity department, which has recently painted its walls a noteworthy turquoise blue straight out of Moulin Rouge, has *Sue Salter* as a newcomer, hired because she matches the walls. Also a belated welcome to *Joyce PraSisto* in Film Sales. One of the most recent of "the faces previously seen elsewhere in the company" is *Eleanore Bouman*, new assistant to *Beulah Jarvis* in Film Procurement, and formerly in Guest Relations. In the advertising end of the Film Division we have *Jay Smolin's* junk yard—a bit of chaos in one end of his office due to the preparation of a new press kit on "Victory at Sea," but as long as he has *Joyce Harvey* in there, who looks at the junk? Another attractive face, *Marilyn Richardson*, has several passes to an indoor pool and is looking for people to go swimming with her!!! Special request department . . . *Jack Kiermaier*, assistant production manager, who we understand has a very fine voice for song, has particularly requested that none of his activities be repeated in CHIMES . . . doesn't like to see his name in print. Recent travelers include *David Savage* who took a two week jaunt across the country stopping in to see NBC studios in Cleveland, Chicago and Hollywood.

Film and Kine Operations—Congratulations go out to *Marge McGlynn*, who celebrated her fifth year at NBC on April 9. On the same day, *Barbara Cole*, of Film Procurement, marked the end of her second year as an NBC secretary. *John Korbelak* and *George Kechner* at the Film Exchange were off to Florida on April 17 via the highways. We welcome aboard *Howard Schretter* at the Exchange. Hope you have a pleasant stay, Howard. *Stan Conley* in our Editing Department spent two balmy weeks in Fort Lauderdale and returned with a divine tan. What was the attraction, Stan??

Film Library—*Fred Lights* has been away from the Film Library for a few weeks, which he spent in hospital having an operation. We all read Fred's

play, someone has taken an option on it, and we all agree that it is excellent. *Edna Paul* recently purchased a house in Englewood, New Jersey and is all excited about moving in sometime during May.

Irving Traeger, supervisor, bought his wife a beautiful Oldsmobile as a wedding gift. Congratulations to *Betty McLoughlin*, secretary, who became an American Citizen on March 31st. Betty was born and raised in South Africa and is now making plans to bring her family to the States. *Bea Ehmann* comes in to work every Monday full of aches and pains—she goes horseback riding every weekend and is now trying to talk everyone else here to join her.

Firestone

(Continued from page 9)

ingly tense international situation, Firestone again girded for production for a war effort. This time the switch-over was not complete, and Firestone, along with the rest of American industry, demonstrated the great strength of the American economy by being able to produce for the nation's civilian needs as well as for the Armed Forces.

One of the remarkable aspects of the Firestone organization is that although the founder, Harvey S. Firestone, Sr., died in 1938, he has, in a sense, maintained a continuity on earth through his family. Four of his sons are now active in the management of the company. A fifth son, Russell, died in 1951. Harvey S. Firestone, Jr., is chairman of the Board of Directors. Raymond C. Firestone is vice-president in charge of Research and Development. Leonard K. Firestone is president of the Firestone Tire & Rubber Company of California, and Roger S. Firestone is president of the Firestone Plastics Company, and all are directors of the parent company.

Perhaps a key to the formula that has made America, and has made Firestone great, can be found in remarks made by the chairman of the Board of the company, Harvey S. Firestone, Jr., when he said: "An integral part of the American character is forever to seek improvements. That is one reason why we have been such a progressive and successful nation. . . . We Americans have always held that the only real security lies in liberty and opportunity."

One of the by-words of the Firestone organization has always been "Service." The Firestone approach to this is

shown by a statement by Harvey S. Firestone, Sr., founder of the company:

"Every useful occupation gives ample opportunity for service. The happiest men in the world are those who are making their jobs mean more than simply an endless routine of work and wages. The whole structure of business is based upon making useful things for others — this is service."

R R Wreck

(Continued from page 15)

Engineering-wise, the tedious business of preparing a comprehensive and chronological report fell to engineers Kost, Thomas Cox and John Hyatt, working with Flanagan and Markey. From the welter of tape, they put together a six-minute running story spiced with on-the-spot reports telling the full story for Karl Bates, WTAM's noon-time Tapco Reporter.

The result of all this, radio-wise:

WTAM, NBC radio in Cleveland, had the first report of the wreck: the first recorded phone report from eyewitnesses; the first on-the-spot tape reports with stories from survivors.

NBC radio in New York was provided with a full half hour's tape of on-the-spot reports, plus a two-minute tape "feed" that gave network news listeners their first on-the-spot report of the wreck early Saturday morning.

WTAM's noon-time Tapco Reporter, Karl Bates, on Saturday had a six-minute chronological and on-the-spot report of the wreck complete with statements from survivors, nurses, police officials, railway officials and spokesmen for the Red Cross.

The result of all this television-wise:

NBC network viewers throughout the nation were able to watch a specially produced four-minute show early Saturday afternoon (2 p.m.) showing night films, the first any television viewers anywhere saw of the wreck.

Blair's daylight shots of the wreck were provided the network for use on NBC's "Today" and the NBC Newsreel. These two were the first daylight shots to arrive in New York.

NBC Engagements

Mary Kaye O'Brien to Harry Beddingfield, both Chicago

Patricia Boylan, Chicago, to James Turgeon

Barbara Margolin, Chicago, to Martin

Kaiser

Jeannette Harmady, N.Y., to Lt. Michael

Capriano

Gwen Davis, N.Y., to Bill Doll

Helen Uihlein, N.Y., to Sgt. Frank Trainor

Peggy Keller, N.Y., to Herb Gaither

KNBC Hailed as 'Best in Vestry'

San Francisco radio columnists are referring to KNBC as the "Best in the Vestry", following *Life* magazine's recent publication of a survey listing the nation's twelve top preachers. Along with the rest of the NBC network, KNBC was proud of three men named in the top twelve: Dr. Ralph Sockman of "National Radio Pulpit"; Dr. Norman Vincent Peale of "Art of Living"; and Bishop Fulton Sheen, who for 22 years was featured on the "Catholic Hour". In addition, however, KNBC lays claim to a fourth member of the Big Twelve Preachers—Dr. Howard Thurman.

Dr. Thurman, the pastor of San Francisco's intercultural and interracial Fellowship Church, recently inaugurated a weekly program of spiritual "Meditations" on KNBC (Sundays, 10:00-10:15 a.m., PST).

Dr. Thurman, who founded "The Church for the Fellowship of All Peoples" at 2041 Larkin Street in San Francisco in 1946, also was named recently to the faculty of Boston University as Professor Spiritual Disciplines and Resources and as head of the University's six-man board of preachers. He is the first Negro to be appointed to a full-time teaching post in the institution's 114-year history. Dr. Thurman will take the Boston post in September, but will continue his connection with the San Francisco church.

Dr. Thurman was ordained a Baptist minister in 1925. He was professor of Christian Theology and Dean of the chapel at Howard University, Washington, D. C., for many years and has lectured at Harvard, Wellesley, Iowa and other universities. He is the author of *Deep Is the Hunger*, a book of meditative essays and philosophical poetry concerning spiritual matters.

Peabody Awards

(Continued from page 5)

Station WIS (NBC), Columbia, S. C., for Regional Public Service and Promotion of International Understanding—A pioneer effort in bringing to its community the remarkably well conceived and accurate series, "The United Nations Needs You," interpreting to and by its citizens the basic activities of the United Nations in understandable

terms, and thereby providing a pattern for similar radio projects throughout the United States and other U. N. member states.

Winners were announced by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards. Robert W. Sarnoff, vice president in charge of the NBC Film Division, presided at the luncheon in his capacity as president of the Radio and Television Executives Society of New York. Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody Board, read the citations and made the presentations to the winners. (The awards program was televised by NBC-TV from 1:30 to 2:00 p.m., EST.)

Bargain Counter

For Sale: Fully automatic VM-Triomatic Record Player. All speeds. Almost new. Ralph Ginzburg, Ext. 167, N.Y.

For Sale: 10 piece dark mahogany dining room set only a year old. Asking \$525. Shirley Fischer, Ext. 7077, N.Y.

For Sale: 1947 Dodge. Excellent condition except for paint. As is \$650. E. Tarshis. Ext. 205, N.Y.
For Sale: 1947 Packard 4-door sedan, fully equipped, including radio and heater. \$550. Herb Broer, Ext. 8855, N.Y.

For Sale: House in Stamford, Conn., 1½ story living room with beamed ceiling, 2 bedrooms, expansion space for 3 more same floor, custom kitchen, full cellar, 2 car garage. Approx. 2 acres in exclusive section near parkway. \$39,500. Call Bert O'Leary, ST 7-5000. Ext. 609. 4:00 p.m. to midnight.

For Rent: Brick and field-tone house at Point Lookout. L.I. Landscaped grounds, four bedrooms, modern throughout. Private beach. 50 minutes to Penn. Station. June to October \$2,000. Call Main 2-6525 after 6:00 p.m.

For Rent: 3-room furnished or unfurnished apartment in Mineola, L.I. Excellent location. Vacant around June 1. Shirley Fischer, Ext. 7077, N.Y.

For Rent: New 3½-room apartment in Far Rockaway, L.I., near ocean, shopping and transportation to city. Either for summer or year round. Call Shirley Fischer, Ext. 7077, N.Y.

Wanted: Unfurnished 3-room apartment with heat. Vicinity Nutley, Bloomfield and the Oranges, N.J. Immediate occupancy. Call F. A. Shaw, Ext. 180, N.Y.

NBC Births

To Don Hillmans, N.Y., a son, Peter Norman

To Frank Donnellys, N.Y., a daughter, Diane Karen

To Carl Degens, Washington, a daughter, Mariba Lee

To Bill Goodriches, Chicago, a daughter, Courtney Lynn

To Dave Grays, Chicago, a daughter, Allison Denham

To Perry Masseys, N.Y., a son, Craig Laurence

To Frank Cadens, N.Y., a daughter, Mary Teresa

To Warren Zitos, N.Y., a son
To Charles Hutaffs, Cleveland, a son, Charles Hamilton

NBC Marriages

Jeann Duhig, Wash., to Walter Mueller
Arthur Redfield to Margery Saunders, both Washington

Lynwood King to Joan Evans, both Chicago
Jack Lavan, N.Y., to Geraldine Doherty
Cal Wheeler, N.Y., to Grace Johnson

Color TV

(Continued from page 7)

assigned to color on a rotational basis in order to increase the number of people with experience in the field of color operations. RCA Victor Division has developed a nucleus of trained operators, supervisors and engineers for a tri-color-tube mass production unit.

During 1951, 1952, and continuing in 1953, RCA and NBC carried on field testing of color signal specifications and other technical phases of the system. Special color television shows have been produced which were used for equipment shakedown and for special demonstrations such as the recent one for the House Committee.

Since 1949, NBC has been conducting experimental color broadcasts over its stations in Washington and New York. During that time, compatible color signals have been on the air almost 2,000 hours. In addition to this, thousands of hours of closed circuit demonstrations and technical tests have been made.

Ray Scherer

(Continued from page 16)

while a professional guide baited Ray Scherer's hook for him. It's hardly fair to the other reporters—but Scherer landed a two-pound bass and a pound and a quarter trout.

"He says—and we quote—that he spent four of the five hours resting, so the others wouldn't be ashamed. Last night at a barbecue dinner in the Augusta Country Club, Scherer was presented a prize as the best fisherman in the group—a fine rod and reel. Ray Scherer will tell you when he returns to this microphone next week, that he was flabbergasted by his luck. I'll tell you right now that his colleagues in the newsroom are more than flabbergasted."

Have you taken every possible step to provide for your family in case something happens to you? Then that means you are a member of the NBC Group Life Insurance Plan. Don't pass up this low-cost, payroll-deducted, insurance bargain. If you are not a member, call your personnel representative now to see about joining.

DON'T mix with new groups



DON'T get overtired



DON'T get chilled



POLIO PRECAUTIONS

Gamma Globulin—obtained from human blood—gives protection for a few weeks. However, it is in **VERY SHORT SUPPLY**.

A vaccine is not ready for 1953. But there is hope for the future.

Meanwhile—when polio is around—follow these **PRECAUTIONS**.

BUT DO keep clean



RECOMMENDED BY THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

