

NBC CHIMES

August • 1953



THE STEVE ALLEN SHOW—
LATEST CHALLENGE FOR WNBC-WNBT OPERATIONS

See pages 2, 6, 7



CHIMES

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The Cover

The newest and biggest production to originate from the "all-purpose" 67th Street studio of WNBT, New York, is the Steve Allen Show. Presented Monday through Friday from 11:20 to midnight, it is a large scale variety show, with orchestra and vocalists, presided over by the easy-going Allen.

One of the remarkable features about

this is that nine other live shows originate from this same studio each day, including variety, cooking, children's, and news programs. For the story of how NBC's Flagship Stations have been able to compress so many operations into one studio, see the feature, "Flagship Operations," on pages six and seven of this issue of CHIMES.

Greater New York Fund Report

The Greater New York Fund has asked us to pass on to NBC New York employees their deep appreciation of the generous support given to their 1953 drive. In the Greater New York Fund's words, "Please accept our note of appreciation as only an echo of a great chorus of thanks from thousands of sick and afflicted and troubled people whom you helped all at once with your contributions."

The drive that was held among employees of the New York office in 1953

was a great success, both from the standpoint of amount of money contributed, and number of employees who participated in the drive.

This year the contributions totalled \$1711.90, compared to \$1122.00 in 1952. The number of contributors swelled from 587 last year to 1181 this year.

These figures make 1953 far and away the most successful year in the history of Greater New York Fund drives at NBC.

An Anniversary for Chimes

This month, CHIMES is celebrating an anniversary, of sorts. It was a year ago August that our magazine emerged, with engravings shining and columns carefully parted, in its present large, slick-paper format.

In that ground-breaking issue of CHIMES, the editor said, "Recently the editor of NBC CHIMES took a pica rule and measure in hand and gingerly approached a new format for the magazine. We hope that the new issue will meet with your approval."

Well, if we may be permitted a few dozen picas for another observation, we think we have at least moved in the right direction. Judging from letters and comments we have received, and especially from those invaluable eyes and ears, the CHIMES correspondents, NBC employees do approve of the present format.

Needless to say, this is extremely heartening. The format of a magazine is very important. It can make a publication more readable, set off photographs to more advantage, give it a cleaner and fresher look — if it is the right kind of format. We hope, based on reactions to date, that this format

is the right one for NBC.

However, an adequate format is a very superficial sugar coating indeed, if the content is inferior. In format you can attain a certain degree of excellence, when improvements will be noted only by artists and make-up and typography experts. Not so with content. In this more abstract category, our only aim can be that of constant improvement. This means constant planning, digging and screening to find the right kinds of articles — articles which will be valuable not because an individual feels good when he sees his name mentioned, but which will give members of the NBC organization better understanding of their company and their fellow-employees.

Happily, CHIMES has a very great source of assistance in this problem of achieving constant improvement — the suggestions, criticisms and praise of its readers. Fortunately, our readers have been quite generous in offering all types of comments. This has made the job much easier.

If CHIMES were to make one anniversary wish, let it be . . . keep it up! keep sending in your ideas!

SARNOFF NBC PRESIDENT AS WHITE RESIGNS

Earlier, Gen. Sarnoff Announces Plan for Separate TV, Radio Operating Divisions

The resignation of Frank White as president of NBC, effective August 7, was announced on July 27 by Brig. General David Sarnoff, chairman of the Board of NBC. The action was taken at Mr. White's request to be relieved of his duties so that he can take the rest which his doctor has ordered. Upon Mr. White's resignation, General Sarnoff personally assumed the presidency of NBC, in addition to his office as chairman, pending the election of a new president of the company.

In his message to members of the NBC organization, General Sarnoff stated: "It is with deep regret that I have granted Mr. White's request that he be relieved of his duties as president of the National Broadcasting Company.

"Since joining NBC, Mr. White has served the company conscientiously and faithfully and has given to it the utmost of his energies and his fine abilities. As many of you know, for the past several months, Mr. White has had to lighten his duties for reasons of health. He has now been advised by his doctor that he is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the president's office.



Frank White

"In accordance with his doctor's advice, Mr. White has asked me to relieve him from his duties as president as soon as possible. Under the circumstances, I have accepted his resignation as president of NBC, which will become effective at the next meeting of the NBC Board on August 7. At that time, and until a new president of NBC is elected, I will personally assume the presidency of the company, in addition to my office as chairman of the Board.

"I am sure that I speak for all of you in tendering to Mr. White our heartfelt gratitude for his unswerving devotion and loyalty to NBC and its staff. During the past year of his service, he has brought to the company a wisdom born of long experience in broadcasting, a deep understanding of the problems of our business, and qualities of heart and mind that have endeared him to all of us.

"On behalf of myself personally and on behalf of the RCA and NBC organizations, I wish him a speedy and complete recovery and the success and happiness he so well deserves. I am hopeful that after he has had the rest which he requires to recover his health, he can return to the RCA organization in a responsible executive capacity which will not overtax his strength."

In his address before a meeting of NBC radio affiliates in Chicago on July 27, Mr. White reviewed in detail the circumstances that led him to submit his resignation:

"Back in May, I found that I had been driving myself too hard, for almost a year, and that I had reached the point where there was no reserve strength on which I could draw. I consulted my doctor and he told me that I must slow down and do so immediately. He said that what I needed in order to get back in shape again was a good rest. So, I informed General Sarnoff of the situation and told him that unless I could regain my full vigor I doubted whether I would be able to carry on with the heavy duties of the presidency of NBC. Those of you who attended the Princeton meeting heard the complete story from General Sarnoff, who said on that occasion that upon my return from Europe I would decide whether my health had so improved as to permit me to resume the responsibilities of the presidency of NBC.



Brig. Gen. David Sarnoff

"When I explained my personal situation to the General, he was most understanding and considerate and urged me to take an ocean trip and a rest before reaching a final decision. He gave up his own plan to represent the company at the Coronation in London and sent me in his place. He insisted that in addition to the ocean voyage, I should also take several additional weeks while in Europe. Moreover, all of you know how busy General Sarnoff is with his duties as chairman of RCA. Nevertheless, he volunteered to take over, personally, my duties at NBC while I was absent seeking to regain my health.

"I accepted the General's kind offer and suggestions and sailed for Europe with my wife on May 20. We had a fine trip and a good rest abroad, returning to New York on June 16. I felt much refreshed and improved in health.

"Upon my return home I was welcomed back to my office as president of the Company. General Sarnoff offered to remain active in NBC until I felt certain I could resume my duties and responsibilities in full, and I have been given every opportunity and consideration to do so.

"Since my return, however, I have had a complete physical check-up and several earnest consultations with my doctor, who has been my good friend for many years. He has advised me that while there is nothing wrong with me organically, I am in need of a long and complete rest and must give up the heavy duties and responsibilities of the president's office. He has also suggested that I seek lighter work after I regain my health.

"Accordingly, I have asked General Sarnoff to release me from my contract and to relieve me of my duties as president of NBC as soon as possible."

(Continued on next page)

Prominent Figures in New NBC Organization:



John K. Herbert



William H. Fineshriber, Jr.



Ted Cott

Sarnoff Announces New NBC Structure

Following is the announcement made to NBC department heads by General Sarnoff on July 20:

"For your information and guidance, I quote below, in full, a statement released by me to the press today:

"Effective August 3, 1953, the National Broadcasting Company will separate the program, sales, and promotion activities of its Television and Radio Networks into independent operating divisions. The service departments of the National Broadcasting Company, such as research, engineering, accounting and station relations, will continue to serve the requirements of both the Television and Radio Networks.

"The Television Network will be headed by Mr. John K. Herbert, and the Radio Network will be headed by Mr. William H. Fineshriber, Jr. Each is now a vice president of NBC. The heads of these separate network divisions will report directly to the president of the National Broadcasting Company.

"Mr. Ted Cott, vice president, now in charge of the NBC television and radio station in New York City, has been appointed operating vice president of the NBC Radio Network and will report to Mr. Fineshriber.

"Additional personnel who will

function exclusively in the program, sales and promotion departments of the NBC Radio Network Division will be announced shortly."

"Mr. Charles C. Barry, vice president in charge of Programs for the Television Network, and Mr. George Frey, vice president and director of Sales of the Television Network, will henceforth report directly to Mr. John K. Herbert.

"All those who now report to Mr. Herbert, through Mr. Fineshriber, will continue to report to Mr. Fineshriber, through Mr. David Adams."

Cott Announces Radio Appointments

Three major appointments were announced July 23 by Ted Cott, operating vice president for the Radio Network, as NBC moved quickly to set up its expanded organization for the separated Radio Network activities.

Fred Horton, account executive in the Sales Department, who has been responsible for bringing many major accounts to NBC, was appointed director of Radio Network Sales.

John P. Cleary, who as Radio Network Program manager conceived numerous outstanding programs, was named director of Radio Network Programs.

Merrill Mueller, formerly news editor and commentator on the news and special events program, "Today," was appointed to the new position of radio news and features executive.

Shea To Manage N.Y. Stations

Hamilton Shea, general manager of NBC's Owned and Operated Stations in Cleveland, has been appointed general manager of WNBC, WNBC-FM and WNBT, the network's flagship stations in New York. This announcement was made on July 29 by NBC vice president Charles R. Denny.

Mr. Shea succeeds Ted Cott (see above) in that position, and will assume his new duties sometime this month. Ernest de la Ossa will continue in his position as station manager of the New York stations, reporting to Mr. Shea.



Hamilton Shea

NBC V. P. Hedges Reassumes Role As Newsmen to Give NBC a Scoop



NBC vice president in charge of Integrated Services William S. Hedges, who proved that "once a newspaperman, always a newspaperman" by covering Scarsdale building cave-in for NBC.

As a former newspaperman, NBC vice president William S. Hedges was just doing what comes naturally when he was the first to notify the NBC Newsroom of a building cave-in which killed three and injured twelve in Scarsdale, N. Y., on July 10. His quick action enabled NBC to present the news of the tragedy, on radio and television, way ahead of any other broadcaster.

In describing what happened, Mr. Hedges relates:

"That evening, a Friday, I had caught the 5:44 from Grand Central; first stop Scarsdale, where I live. As I walked up from the station to my home, I noticed a crowd suddenly gathering. Investigating, I saw that a large office building being constructed there had just collapsed, and learned that at least 12 workmen were still trapped in the debris.

"As soon as I had the basic facts about what had happened, I got to a phone and called the Newsdesk, gave them the story, and suggested a newsreel cameraman be dispatched immediately.

"Going back to the site of the

cave-in, I saw that they were already at work digging out the injured. I called the Newsdesk again, found that a cameraman had been dispatched from New Rochelle. He arrived a few minutes later."

At this writing, the cause of the collapse is still undetermined, and an investigation is being held.

This role of gathering news is not a new one for Mr. Hedges, since the vice president in charge of Integrated Services is a former reporter for the *Chicago Daily News*.

What Mr. Hedges did that evening gives a perfect illustration of what any NBC employee who finds himself at the scene of a fast-breaking news story can do.

"Every NBC employee, no matter where he is, should consider himself a pair of eyes and ears constantly on the alert for the unusual — for things that could be of interest to the NBC Newsroom," Mr. Hedges says. "As a matter of fact, every NBC employee is a potential salesman, as well as a reporter.

"An NBC employee with the best interests of the company at heart

Robinson to NBC Board

William E. Robinson, publisher, executive vice president and director of the *New York Herald Tribune*, has been elected a member of the Board of Directors of the National Broadcasting Company. Last April he was elected a member of the RCA Board of Directors.

Mr. Robinson has filled the vacancy on the NBC Board left by the resignation of Lewis L. Strauss, following his appointment by President Eisenhower as chairman of the Atomic Energy Commission.

On the RCA Board, Harry C. Hagerly was elected a director to fill the vacancy caused by Mr. Strauss' resignation. Mr. Hagerly is financial vice president and director of the Metropolitan Life Insurance Company.

From 1936 until 1945 Mr. Robinson was advertising director of the *Herald Tribune*. Prior to that he was associated with the Hearst Newspapers and the *N. Y. World Telegram*.



William E. Robinson, newly-elected member of the NBC Board of Directors.

realizes that there are all sorts of ways that he can help NBC while away from the job. He will remember to get the facts and call the Newsroom if he witnesses a sudden news event, and he will take advantage of opportunities in conversation to spread the word about NBC's leadership. Even chance conversations often can do more than we might ever know to build prestige and good will for NBC, and might even have favorable repercussions on sales."

Flagship Operations

Year's Experiment Of One Studio for Live Shows Success

A year ago this past July, an experiment was attempted at NBC's Flagship television station in New York, WNBC. One large studio, on 67th Street, was leased, and it was decided to make the local station autonomous from the network in the areas of production, technical and studio operations. Although WNBC and WNBT had operated its own program, sales, advertising and similar activities for some years, it always had depended upon the network to supply such personnel and facilities as stagehands, engineers, studios, sets and scenery. Now, it was to go it alone from those standpoints, also.

Within two weeks the new system was proved workable and within the

past year the merits of this arrangement have been demonstrated time and again by an increased efficiency and economy of operation. Moreover, this new autonomy helped programming as well, by providing facilities that were tailor-made for local use.

When Pete Affe, now manager of Operations for WNBT and WNBC, put the new studio into use last year, it was decided to start originating as many of WNBT's live programs from it as possible. This was no easy task. WNBT presents more live shows than any other local station in the country.

Now if this was to be done, it was clear that some revolutionary ideas in studio use would have to be found.

With one show following another from the same studio, it would be impossible to strike sets and raise new ones between station breaks.

From this problem came the 67th Street concept of "studio-in-the-round" — permanent sets placed around the walls of the studio, with lighting for each set that was kept essentially fixed. This tied in perfectly with the one-camera, one-performer programming scheme that WNBT was introducing.

However, not all the shows originating from this studio are one-man programs. In fact, the recently launched Steve Allen show is a five-a-week, 40-minute, major variety production. The daily hour-long Morey Amsterdam



Regular staff meetings of heads of WNBC-WNBT Operations include, left to Joe Kirby, designer; Shirley Burkhart, assistant studio supervisor; Alf Jac, supervisor of Technical Services and Equipment; Bruce Bassett, production coordinator; Pete Affe, manager of Operations; Duncan Mounsey, Supervisor Studio Operations; Sumner Glimcher, supervisor of Broadcast Service, and I Miller, designer. Operations assistant Barbara Horn, who regularly attends meetings, was not present for photo.



Here are most of the engineers, stagehands, studio supervisors, wardrobe and makeup people at WNBT's 67th St. studio.

morning show also is an elaborate affair. With eight other live shows there — Josephine McCarthy, Jinx Falkenburg, Richard Willis, Bill Stern, Tex Antoine's weather show, "Magic Horse-shoe," "Esso Reporter," and "Eleventh Hour News" — to have all sets permanently fixed, you would need a studio of phenomenal size, which this studio, though of generous proportions, is not. It has, however, plenty of height, which enables great use to be made of "flying sets" — scenery and props suspended in mid air, which can be dropped down into use when needed, like a circus trapeze.

Another ingenious invention mothered by this necessity of one studio is the development of a new stock of two-faced, multi-use scenery. Instead of the familiar canvas on wood framework scenery, flat, perforated masonite is



or of 11FN, WNB's live studio at St., are, left to right, Bruce Bassett, production coordinator; Ed Walker, engineering; Irving Silver, stagehand; Syd Ker, engineer; Walter Maher, stagehand, and Sal Benza, engineer.

used. This is about six inches thick, with one side that can be quickly made into a bookshelf. The masonite is perforated so that pictures, shelves and similar props can be hung on pegs inserted in the holes, giving the set an entirely different look.

This all-purpose studio has a balcony, with an audience capacity of 250, as well as a fully-equipped maintenance shop of its own. Another advantage is that it is situated on the ground floor, enabling the studio camera to go out on the street, as it often does for the Jinx Falkenburg show. Obviously, this avoids the need for calling in remote equipment for such coverage.

WNB's other television studio, at 105 East 106th Street in Manhattan, was initiated as a commercial cut-in studio for film shows. Although it is

still used for cut-ins on "Today," it is the site of other of WNB's one-camera, one-performer shows, such as Herb Sheldon's daily and Sunday programs, "Ask the Camera," "TV Museum," and Ray Forrest's "Children's Theatre."

When WNB's experience in television proved successful, its sister station in radio, WNBC, moved its operations into one studio. From studio 9C, on the ninth floor of the RCA Building, come all of WNBC's programs, except the Tex and Jinx show, which originates in their home on Long Island. The studio itself is divided into two separate sections, but there is just one control room for both halves.

The organization that handles all studio production, technical and broadcasting operations at WNBC-WNB is headed up by Pete Affe, manager of Operations. Reporting to him, in addition to his secretary, Joan Levinson, and operations assistant, Barbara Horn, are the major section chiefs in charge of the above-mentioned functions. Joe Kirby is scenic designer and has been primarily responsible for WNB's new scenery developments. Supervisor of Studio Operations is Duncan Mounsey, and the three studio supervisors, Richard Aiken, Bob Crozier and Richard French, report to him. Production coordinator is Bruce Bassett, one of whose major operations is supervising the stagehands who work for the local station.

Alf Jackson is manager of Technical Operations. He is in charge of the 35 engineers, including all the technical directors, video, audio, lighting, maintenance and studio engineers required for the completely independent operation of the stations. The station engineering staffs for WNB, under Thomas Buzalski, and WNBC, under John Flynn, operate the transmitters.

At the "bull pen" for WNB designers and studio supervisors are, left to right, Johnny Stearns, producer of Steve Allen show, Norman Cudlick, Dick French, Joe Kirby, Bob Crozier and Harry Miller.

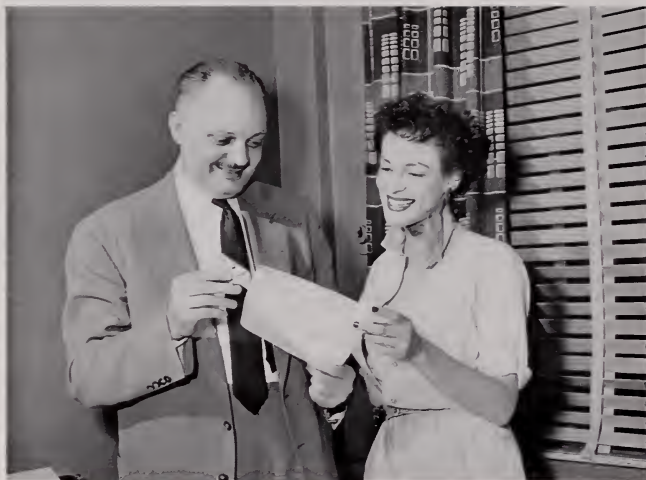


This WNB control room at 106th St. is for both 11F, the film studio, and for 11FN, the live studio. Seated there, left to right, are, Neil Holland, Dan O'Connor, Tony Romeo and Chester Smith. Standing are Jerry Valburn, left, and Bruce Bassett.

A new section of Operations is Broadcast Service, which is under supervisor Sumner Glimcher. This group operates at the stations from an overall standpoint, coordinating network feeds and remotes with Master Control, operating film shows, station breaks, telops, and arranging for copy to be presented on the air. This section also has the responsibility for carrying on programming in the event of a breakdown. The floor managers for WNB are Larry Owens, Don McDonough, Walt Garrity and George Hooper.

Far from trying to maintain a monopoly on new local station techniques, WNB has originated "Camera Clinics," which are held once a month to show agencies and clients what has been discovered in the all-important area of more effective programming and production.

In This Corner



Promotion writer Janice Kingslow examining copy with John Keys, manager of Advertising, Merchandising and Promotion at NBC Chicago.

Janice Kingslow

By
Mary Karr

Most girls, having tested the glamor, the applause, the excitement of stage stardom, would be hard put to settle down to the routine of a nine-to-five office job. But Janice Kingslow isn't like most girls.

The tall, strikingly beautiful brunet who set Chicago play-goers on their collective ears with her vibrant portrayal of the title role in the 1945 production of "Anna Lucasta," believes that versatility is the key to a happy and rewarding life.

At present her career has taken a sharp detour from the footlights, and she is devoting her energy and enthusiasm to writing TV promotion spots in NBC-Chicago's Promotion Department.

Janice's arrival at NBC a short time ago elicited much comment from her co-workers. They remembered the vivid gifted girl in her fabulously suc-

cessful role of "Anna." They remembered her, too, from more than a hundred radio roles.

Why, they wanted to know, had she given all that up for an office job?

When they asked Janice herself the answer was always the same.

"It's a very simple problem in economics," she would state with a smile, "last year about four per cent of the Actors Equity members made a living wage. There seems to be a pretty fragile future for the other 96%, and I like to eat."

Actually there's more to the story than that. Janice, despite her successes as an actress, has also amassed a solid background of education and experience in creative writing, simply because she enjoys it.

She supplemented her speech education at Chicago Teacher's College with courses in script writing and advertising at Columbia College. After a teaching stint at Columbia, she was employed as public relations director for Chicago's Provident Hospital. For

years she has written children's stories and books as a hobby.

While Janice believes that acting is a gratifying profession in many respects, she is also convinced that there is much to be gained in promotion writing.

Her green eyes sparkle when she speaks of her job, and she says, "There's so much to learn about this amazing new medium of TV. My work of promoting our programs is a very small part, that's true, but I believe it's an essential part, just as painting scenery is an essential part of stagecraft."

Aside from appearances in church and school plays, Janice didn't get a real taste of acting until she was almost ten. A group of her family's Evanston friends were touring a Chicago radio station. She broke away from the group and casually asked an impressive-looking man how one went about getting radio work.

He asked her solemnly if she could portray a little boy, and she replied, "Certainly."

She auditioned, and much to everyone's surprise, got the role. For the next four years she played a variety of children's parts on stations all over Chicago.

Through her years at Evanston Township High School, and later into college Janice continued to tackle as many professional radio roles, as well as parts in school plays, as possible.

While she was still a student at Chicago Teachers College, friends persuaded her to audition for the starring role in "Anna Lucasta," she agreed, and tried out — mainly for a lark.

"It was awful," she recalls ruefully, "I was trying to appear sophisticated so I wore very high heels and braided my hair into a coronet. Being five feet seven inches tall, I stuck out like a sore thumb."

The casting director said he liked her reading, but that she was just too tall to fit in with the rest of the cast.

Luckily she hadn't set her heart on getting the role, so being turned down didn't faze her a whit.

A few days after the audition, changed back into her usual saddle shoes, and with her long brown hair flowing to her shoulders, Janice returned to the theater to buy tickets. The stage manager spotted her, and said that the director had been trying to locate her for a second audition.

(Continued on page 19)

At NBC New York:

Riding Club

In Full Swing

Every Thursday down in Main Hall in the RCA Bldg. in New York, a small group of NBC employees gather with an assortment of luggage to take a ferry ride across the bay to Staten Island. They hang around a little while waiting for others to join them and then start off, some muttering dire threats under their breath as they are dragged along by a friend, others turning a little pale thinking of the experience that lies ahead. Only a few chatter gaily and amuse themselves with happy thoughts of fresh air, sunshine and a ride on the Staten Island ferry. You see, the brave souls are going horseback riding at Clove Lake out on the Island.

At the ferry slip they are met by a long limousine and driven to the Clove Lake Stables where they saddle up and ride into the park across the road for an hour of jogging, jumping, trotting, tugging, cantering and cutting up on horseback. There are three groups or categories of riders and each is taken into the park by one of the instructors from the stable. So far the inexperienced riders greatly outnumber the experienced ones, but they hope to graduate some of the beginners to an intermediate section soon.

The first time they went nothing much happened to anyone. Just one horse sat down suddenly and rolled over in a gay mood, tossing his legs high in the air and rubbing his rider all over the ground. The horse's name was Impetuous but he proved docile enough after getting up and eating a blade or two of grass, so even tempered that his rider remounted and the class continued.

The group continues to ride every Thursday, leaving NBC at 5:00 p.m. In fact, response has been so good that they are thinking of having the more experienced riders meet on Wednesday — and the others can join this group after graduating from the bouncing to the posting stage. With the same people going all the time, they've found that the time to prepare for the ride is cut down to a few minutes and that the horses requested by the individuals are saddled and

NBC New York to Hold Outing At Bear Mountain Sept. 12

The biggest social event of the year at NBC New York, the Annual Outing, will be held this year at Bear Mountain, New York, Saturday, September 12. This will be the second successive year that the Outing will be held at the famous playground on the Hudson River. Last year's Outing there was by all counts the most successful company picnic ever held by the network's New York office.

Unofficial polls taken by the Personnel Department's Employee Services Section, which runs the affair, showed that NBC employees were more than satisfied with the location, facilities and services at Bear Mountain last year, and so the decision was made to hold the Outing there again this year.

The Outing will last from about 12:00 Noon until midnight. Admission will be free for NBC employees and their husbands or wives. There will be a charge for guests.

Among the sports and activities that

will be featured at Bear Mountain are: volley ball, golf, swimming, trout fishing, horseback riding, softball, boating, and, of course, dancing from 3:00 p.m. until midnight.

A box lunch will be served at noon, and a full-course dinner will be offered in the Bear Mountain Inn in the evening. Both meals will be served free of charge to NBC-ites. It is suggested that everyone bring along a change of clothing; one for the day's play, and another for the dinner and dancing. Lockers and showers will be available at the Inn, without cost to NBC people and their guests.

According to Dick Connell, NBC Supervisor of Employee Services, "Our plans call for this to be an NBC Outing second to none. We are coordinating with Bear Mountain management in setting up all details. Although we all will be keeping a close watch on the weather forecasts, in case of rain the Outing will be held anyway, since there are facilities under roof."

KNBC GENERAL MANAGER IS MARRIED



Lloyd E. Yoder, general manager of KNBC, San Francisco, and Alma Cella, well-known concert singer, were married on June 30.

waiting when they arrive. The charge for riding is \$2.00, the horses are very good, and the owners make you feel right at home. So if you feel the

need of some exercise, fresh air, and want the thrill of controlling a four-legged animal that has a mind of its own, come on along!

30th Birthday for WRC

NBC's O&O Station in Washington Has Broadcast
Activities of Capital Continuously Since 1923

Station WRC, the National Broadcasting Company's radio station in Washington, observed its thirtieth full year of service on August 1st. As one of the oldest radio stations in the country, WRC has been serving the listeners in the Nation's Capital, Maryland and Virginia continuously since 1923. WRC has also brought the voices of Presidents and world leaders to radio listeners all over the nation. Every important happening in Washington is transmitted over the NBC radio network through the facilities of station WRC.

The NBC Owned and Operated radio station in the Nation's Capital is located at the Sheraton Park Hotel. Studios and administrative offices are combined with those of WNBW, our television station in Washington.

WRC's first program was broadcast on August 1, 1923: the three hour

program finished stronger than it started, because someone discovered that the announcer had been talking into the wrong side of the carbon microphone. In 1923, WRC shared its radio frequency with another local radio station, WCAP, which was operated by the Chesapeake and Potomac Telephone Company. The two stations divided air time, each using three nights and alternate afternoons. Occasionally, there would be confusion due to poor synchronization of clocks and schedules with the result that listeners were treated to two programs simultaneously broadcast on the one frequency. There were other technical difficulties too: a rare aurora borealis was credited with ruining an early Presidential broadcast.

WRC was a pioneer station in bringing political news to radio listeners. The Democratic and Republican con-

ventions of 1924 were broadcast as well as the elections of that year. In the same year, WRC received over 7000 letters following one of the nation's first radio political debates, a discussion of the Volstead Act. The station still receives thousands of letters each year written to such programs as "Meet the Press", "The American Forum of the Air", "Youth Wants to Know", "Meet the Veep" and other discussion-debate programs which are fed to the network from WRC's studios.

The station's first political speech was broadcast on December 7, 1923 by Senator Magnus Johnson. It was on a later occasion that Senator Johnson achieved fame by making an impassioned speech in which he urged his Senatorial colleagues to "grab the bull by the tail and look the situation squarely in the face". WRC continues to broadcast many Congressional Committee meetings.

One of the most popular musical features of radio in the early 1920's was a series by the United States Marine Band, which originated on station WRC. Among WRC's pioneers were David Lawrence, now publisher of *U. S. News and World Report*, who first stepped in front of a WRC microphone on May 1, 1926, and the distinguished journalist, the late Frederic William Wile, the father of Frederic W. Wile, Jr., NBC vice president in charge of production.

WRC's old log books are full of "firsts" including the first broadcast from the U. S. Capitol and the first radio address by a President, Calvin Coolidge. An early special events highlight was the dramatic description of the big welcome in the Nation's Capital for Charles A. Lindbergh, with Milton Cross and Graham MacNamee at the WRC microphones.

In 1924, WRC was at the south end of the nation's first radio network, using a direct telephone wire to station WJZ in New York. On this two station net, listeners heard a blow by blow account of the Wills-Firpo fight.

For listeners who preferred less excitement, there were regular broad-



On hand for WRC's first broadcast, on Aug. 1, 1923, were (L to R): Howard Angus, then assistant to the general manager, RCA; Fred Guthrie, first manager of WRC, now with RCA Frequency Bureau in Washington; Dr. Alfred N. Goldsmith, then RCA director of Research; C. B. Popponoe, then manager of Broadcasting, RCA; David Sarnoff, then vice president and general manager of RCA, now chairman of RCA and NBC Boards and president of NBC; M. K. Rice, then manager of Broadcasting for General Electric. Photo is from collection of Mr. Guthrie.

casts from Washington's leading hotels, including dance music by Vincent Lopez' orchestra, the Brunswick Hour of Music, and a complete performance of "H.M.S. Pinafore".

The 1930's marked many milestones for WRC, including the seven-hour broadcast of President Roosevelt's first inauguration and the parade, as well as the first "Fireside Chat". Throughout the 30's, WRC was the nation's listening post in Washington in the days preceding World War II. On December 8, WRC originated the broadcast of President Roosevelt as he asked Congress to declare war on Germany and Japan. During the war years there were many notable broadcasts, including Winston Churchill's dramatic address to Congress. After the war, there were homecoming ceremonies to broadcast, receptions and parades for General Eisenhower, General Wainwright and Admiral Nimitz.

Station WRC and its sister station, WNBW, now have a combined staff of over 180 people. When WRC opened in 1923, it had a staff of eight, including the porter. According to general manager Carleton D. Smith, WRC continues to serve in two capacities: as the origination point for important broadcasts of nation-wide interest, and as the leader in bringing the best in radio entertainment to the local community served by WRC. WRC has regular listeners on 930 kilocycles, not

only in Washington but in all areas of Virginia and Maryland and portions of Pennsylvania and West Virginia as well as Delaware. WRC programs are also duplicated on station WRC-FM on a frequency of 93.7 megacycles.

Among the nationally known news commentators who broadcast daily from station WRC's studios are Morgan Beatty, Leif Eid, Richard Harkness, Earl Godwin, Ray Scherer, David Brinkley, and the "Three Star Extra", reporters, Ray Henle, Ned Brooks and Albert Warner. Washington audiences have made it a habit to wake up in the morning to the piano and organ music of WRC's timekeeper, Bob Reed, and to enjoy such personalities as Nancy Osgood, WRC's Director of Women's Activities, and sports expert, "Dutch" Bergman. One former WRC announcer who is still quite popular in radio is Arthur Godfrey. In 1925 and 1926, WRC hired two young men who also became nationally known personalities—Norman Brokenshire and Ted Husing.

Thirty-six members of the NBC staff in Washington have been with the network for over ten years. The engineering department has top priority as far as veterans are concerned. Of the four employees who have had more than 25 years with NBC in Washington, all are members of the technical staff. They are Barton Stahl, Frank Fugazzi, Robert Terrell and Keith Williams.

Nine individuals have been with WRC and NBC for over 20 years. They are Frank M. Russell, NBC vice president in charge of the Washington office; Carleton D. Smith, NBC vice president and general manager of WRC and WNBW; Gladys M. Borrás, Assistant to Mr. Russell; Engineering staffers Clyde Clark, Samuel Newman and Ralph Hamill; WRC salesman Stanley Bell, Martha Cosgriff, Sales Department secretary, and Edgar Standard of the maintenance staff.

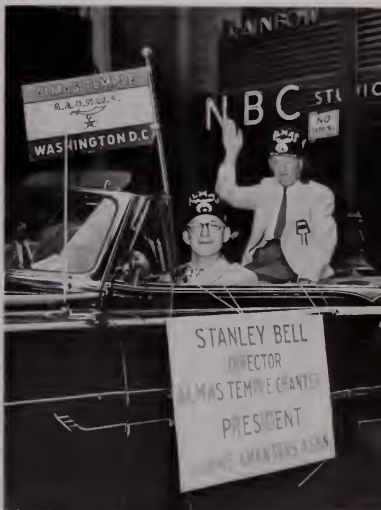
The twenty-six individuals who have been with WRC and NBC for over ten years are: George Y. Wheeler, R. C. Coldenstroth, Arthur Hamilton, Mildred Burger, Frances P. Childs, Ludwig F. Balzer, Robert E. Shenton, Paul Meyers, Paul Anderson, Nicholas Close, Walter Godwin, Edward McGinley, John G. Rogers, Harold Thomasson, Stuart Finley, Kennedy Ludlam, Jack Roney, Fred Stuart, Hollis C. Wright, Jr., Evelyn Griffith, Burton L. Bridgens, John McCollum, James N. Small, James M. Weaver and Jack Batchelder.



One of the best known figures in the long history of WRC, W. R. Beattie, at the age of 82 went on an extended leave of absence from active broadcasting. One of the country's leading gardening experts, Mr. Beattie has been broadcasting advice to amateur and professional gardeners over WRC since 1930. Prior to his last broadcast Mr. Beattie was presented with a scroll in recognition of his long and memorable career in radio. It was presented to him (above) by Carleton D. Smith, left, vice president and general manager of NBC's Washington stations.



ing an early carbon microphone are Guthrie, left, of RCA Frequency u, and Carleton D. Smith, V. P. and Mgr. of WRC-WNBW. The two veteran broadcasters met on the occasion of its 30th anniversary. Mr. Guthrie supervised the construction of WRC and was its first manager.



At big Shriners' convention in New York last month were two Nobles from NBC Washington: AM salesman Stanley Bell, perched on top of back seat, a 20-year NBC veteran who is president of the Shrine Chanters Assn., and Rudy Coldenstroth, chief accountant at WRC-WNBW, who has been with NBC 17 years.

Leaving for Formosa:



At farewell party at Johnny Victor Theatre in N. Y., Judy Dougherty was presented with RCA Victor short wave radio. Judy is seen holding radio. On her immediate right is Peter M. Tintle, manager of Guest Relations. On her immediate left is NBC vice president William S. Hedges, and next to him is Uncle Jim Harkins.

NBC-Columbia Announce Courses

NBC and Columbia University have announced their schedule of courses for the 1953-54 semesters. The winter session will begin on September 24 and will last until January 23, with the registration session extending from September 18 to 23.

Eleven courses will be offered during the winter session of the program, which is given by Columbia's School of General Studies in cooperation with the National Broadcasting Company. Grouped under the general heading of "Broadcasting Television and Radio," the courses are designed to train men and women of ability for effective work in the radio and television fields, in management, programming, production, performing and writing. They are open to qualified students not working for a degree as well as to those desiring academic credit. Some classes are held at NBC's Radio City studios and others are given at the University.

The courses offered this coming session are: "Basic Course in Television and Radio," by Arch Robb of NBC;

"Television Programming and Production," by William Hodapp, of NBC-Sloan Foundation; "Television and Radio Writing: Introductory Course," by Prof. Erik Barnouw of Columbia; "Television and Radio Writing: Advanced Seminar," Prof. Barnouw; "Radio Reporting," by William Weinstein of NBC; "Radio Drama Workshop," by Edward King of NBC; "Radio Documentary Workshop," by Prof. Barnouw; "Use of Television and Radio Technical Equipment," by F. A. Wankel of NBC; "Announcing," by Pat Kelly of NBC; "Television and Radio Sales," by Robert Button of NBC; and "Television and Radio Publicity," by Sydney H. Eiges of NBC.

Bargain Counter

Wanted: 3 room apartment in Central Queens, N. Y. Up to \$75. Contact Ralph Roennau, Ext. 8731, N.Y.

For Sale: "Defender" photo enlarger diffusion type: F/45 lens, new base board enlarges pictures up to size 3½ by 4½. Perfect condition. Must be seen. Will give with enlarger all photo equipment: trays, lamps, print frame, masks, print paper etc. Contact Al Davino, Ext. 8706, N.Y.

Wanted: Spinnet piano. Call Kathryn Cole, Ext. 7073, N.Y.

For Sale: 3 bedroom house in Metuchen, N.J., fully insulated, gas heated, garage attached. Chambers range and refrigerator, large corner lot, hard top driveway, on main line Penn. RR. 10 minutes walk from station. Call B. T. Rumpel, Ext. 266, N.Y.

Judy Dougherty of GR Leaves NBC

One of NBC New York's best-known employees, Judy Dougherty, office supervisor in the Guest Relations Department, left NBC on July 17, after almost 13 years of employment. A party was held at the Johnny Victor Theatre in Rockefeller Center in Judy's honor on her day of departure. Included among those who attended were William S. Hedges, vice president in charge of Integrated Services and Peter M. Tintle, manager of Guest Relations Department, as well as many others of her friends from GR and other departments at NBC.

Judy resigned from NBC to join the J. G. White Engineering Co. (of which the late Gano Dunn, for many years a director of NBC, was president for 40 years). In her new capacity with the White firm, Judy will go almost immediately to Formosa, where she will be for 18 months, doing general administrative work on projects there.

It seems a long way to go, but as Judy said, "I always knew that if I were ever to leave NBC, it would have to be for something half way around the world." Actually, in taking this new position, Judy is indulging in a long-felt desire to travel and work abroad. She's full of enthusiasm for her new globe-trotting role, with her only regrets being at leaving NBC and all her friends here.

Except for a very brief period, Judy had been with the Guest Relations Department ever since she came to NBC on October 21, 1940, progressing from secretary to office supervisor.

Mr. Tintle spoke for all of Judy's associates when he said, "We will never forget Judy Dougherty, and hope she will carry with her, on her long journey overseas, our sincere love and affection, and our very best wishes for a happy future."

For Sale: 1948 English Ford, good condition, over 30 miles to gallon. \$175. For further information contact Jim Mullen, Ext. 167, N.Y.

Wanted: 3 room apartment, unfurnished, in N.Y. area. Call Vincent Borrello, RCA Dept. of Information, N.Y.

For Sale: 2-family duplex house. One apartment with 3 rooms, 1½ bath; other with 6 rooms and bath. Separate cellars, separate oil steam heating system, 2-car garage, 100 by 150 plot in East Northport L.L. 1 mile from RR station and shipping center, 10 minutes from school newly decorated, fruit trees on property. Asking \$14,000. Call Alys Reese, Ext. 8211, N.Y.

Film Division Expanding

The NBC Film Division, which has increased its sales 290 per cent in 1953 as compared with the same date last year, has continued its rapid expansion with the formulation of a new sales policy and the addition of more key personnel.

Set up as a small section within the NBC Television Network a year ago, the division has grown rapidly since it was established as an independent operating division of NBC, with Robert W. Sarnoff as vice president in charge, this past March.

The new sales plan, evolved by Mr. Sarnoff and Carl M. Stanton, director of the division, calls for the division to offer its services as merchandising, promotion and advertising consultants to sponsors interested in buying local television film programs.

To cope with the quickened tempo of business, John B. Cron, national sales manager, has added six sales representatives to implement the staffs of the New York, Chicago and Los Angeles offices. The two new salesmen in New York are Robert Rodgers, formerly of NBC Spot Sales, and Jacques Liebguth, who recently joined NBC. Richard H. Baldwin and Edward A. Montanus have joined NBC in the Film Division's Chicago sales office, as has Frank S. Shaw, for the past year a member of NBC's Guest Relations staff. In the Western Division office in Los Angeles, James Strain has been added to the sales staff.

In the Film Division's New York headquarters, Jay H. Smolin, formerly supervisor of Advertising and Promotion, has been named manager of Advertising and Promotion, reporting directly to the director of the division. This office has been expanded to include two new members, James E. Swift, who is assistant to Mr. Smolin, and Jason Lane, who is specializing in research and marketing analysis.

In the production area, shooting started July 17 in New York on the brand-new "Inner Sanctum" series, which will be made available by the Film Division to local stations and to local and regional sponsors early in the fall. Himan Brown, creator of the famed radio series, is producing the 39-episode film series for syndication by NBC.

How to Impress a Client



Max Buck, director of Merchandising for the O&O Division, demonstrates the new portable podium used by the Merchandising Department of NBC's flagship stations in New York.

WNBC-T Merchandising's Portable Podium Features Lights, Bells

The device you see in the pictures above is not part of the instrument panel of a B-50; nor is it a piece of apparatus from TV Master Control. It is a new portable podium used by the Merchandising Department of WNBC-WNBT for sales presentations to agencies, trade groups and similar audiences.

This self-contained podium needs only to be plugged into a wall socket. A panel board of 11 switches provides excitement and drama to a talk as follows:

1. Record player sounds off the NBC chimes and goes into a brisk rendition of "Hail to the Chief."
2. The "NBC" on the front lights up and a series of colored lights dances behind it.
3. The top panel on the front lights up and reads "On the Air."
4. The lower panel lights up "Chain Lightning," which is the

name of the WNBC-WNBT merchandising plan.

5. A self-contained amplifier is hooked to the record player and the microphone so that it can be heard in a large ballroom.
6. Reading lamp lights up speaker's notes.
7. A loud bell can be rung.
8. A loud buzzer can be touched off.
9. Three control handles enable an adjustment of tone as well as volume.
10. A 50-foot cable hookup enables the speaker to operate the record player and the NBC lights by remote control and set it off as he is introduced but still is seated away from the podium.

In addition, the podium has handles on the side which make it easy to move, and it has a carrying and shipping case which already has transported it safely across the continent for use in a sales meeting.

People and Places

WMAQ, WNBQ, Chicago

WNBQ director *David Waters* will open his first one-man art show on July 18, at the Sidney Rafelson Galleries, Chicago.

Thirty paintings, among them water colors, gouaches and caseins, are included. Waters displayed his work previously in group showings at the Associated American Galleries.

Press Department manager *Chet Campbell* became a father for the second time on June 29, when his wife gave birth to a daughter, Patricia Carol.

Robert Woodburn, formerly a member of NBC's O & O Stations Division Controllers in New York, has been transferred to Chicago as chief accountant for stations WMAQ and WNBQ.

The new chief accountant joined the NBC New York staff in 1951, after serving as an accountant with a New York textile firm.

Woodburn was born in Massachusetts, and educated in New York schools, including Champlain College and Long Island University. He served in the U. S. Coast Guard during World War II.

Steward Carr, NBC Merchandising district supervisor, was married to Mary Prinz on June 27 in Chicago.

Alan Beaumont, formerly station director of WMTV, Madison, Wis., has rejoined the NBC-Chicago production staff as production manager of stations WMAQ and WNBQ. Beaumont was an associate director on the NBC-Chicago staff from October 1952 through April of 1953, when he resigned to accept the managerial post at WMTV. Prior to that he spent five years as producer-director at Milwaukee stations WTMJ and WTMJ-TV.

He was born in British Columbia, Canada, and attended Wauwatosa, Wis., public schools, and the University of Wisconsin. He served in World War II as an infantry captain.

Beaumont is married and the father of two children: a daughter, five, and a son, three.

The welcome mat is out for the following new NBC Chicago employees:

Doris Richardson, *Robert Jennings* and *Emily Carter*, of Accounting; *Louise DePaolo*, payroll clerk; *Richard Baldwin* and *Edward Montanus* of TV Film Sales; *Howard Cilke* and *Gordon Buck*, TV engineers; *Boyd Brown*, AM engineer; *Bradford Burkley*, assistant AM director; *Rita Fisher*, secretary; *Mitzi Haggard*, receptionist; *Stanley Gaulke*, guide; *Thomas Hoban*, Mailroom; and *Dorothy Thiel* and *Marion Bolin*, typists.

WTAM, WNBK, Cleveland

Hard to find people these days at NBC Cleveland. The Accounting Department has moved to the fourth floor in another building, the AM program department has taken over the space vacated by the Accounting Dept., the news room is expanding, the payroll office is on its way to becoming a coffee shoppe for the building, and the TV department is expanding in space to include two more offices.

People New Yorking it these days — *Joe Bova* spent the weekend of the Fourth there looking for "new tap shoes". In August, Joe has one of the leads in Cain Park's production of "Kiss Me Kate". *Marian Resch* of "Home Cooking" fame spent the weekend of the 17th in New York to see shows, productions and people. Others off for New York weekends are *Mort Fleishman*, NBC Cleve producer, *Johnny Andrews* and his wife *Betti*, *Joan Murar* of the promotion office, and *Alice Dutton Blain* who is spending her honeymoon in New York State. Alice was married July 11th.

Rita Bates in AM programming is taking driving lessons at the AAA. Hopes to be able to drive well enough to take off for Nebraska and North and South Dakota on her vacation this month.

WTAM carried the Soap Box Derby Sunday, July 12th, with *Tom Manning* covering same and *Johnny Wellman* producing. The "Idea Shop" had a pickup at the Zoo in Cleveland again with Wellman again producing. *Bud Ford* is vacationing on the East Coast. *Johnny Rose* is producing "Morning Bandwagon" in his absence.

More vacations — *Howard Cook* of the Staging Crew off to Geneva and a

cottage for two weeks the end of July. *Lauson Deming* — AM Operations Manager — is taking his family of four boys to Chippewa on the Lake. *Peggy Amsden*, secretary to *Hamilton Shea*, vacationing at home. *Mary Galvin*, switchboard operator and receptionist, playing in New Jersey, New York and Connecticut. *Anita* and *Alan Lefkort* finished a patio during their vacation and had a nice write-up in the Cleveland Press. *Anita* just transferred to the AM Engineering Department.

Brooke Taylor, program director AM & TV, is planning on spending a peaceful two weeks at Virginia Beach in August. *Roland Jones* back from a vacation in and around Cincinnati. WLW-T threw a party for the NBC boys and "Jonsey" won a 21" TV set.

Charles Dargan, TV director, leaves for Havana and Miami the end of this month. *Rosemary Bartlett* of Payroll and *Louise Tkacs* in the Newsroom will spend their vacations at a cottage they have rented for the summer. *Alice Soula* of Accounting and *Agnes Michnay* in Film will also spend their vacations at the cottage.

An unfortunate accident ended *Bertha Wolf's* vacation. Bertha was badly bruised on the Brunswick Pike near Princeton the first week of her vacation. *Harriet Weiss* leaves August 3rd for a boat cruise to Bermuda and Nassau. Harriet also expects to spend one week in New York.



Bill Andrews, of KNBC, San Francisco, who recently celebrated his silver anniversary with NBC. Bill is an account executive at our O&O radio station in California.

Henry "Hot Lips" Levine and Jackie Lynne of "Henry and Jackie" can be seen at the Skyway Lounge Bar at night.

Our people are having a lot of fun with the new show. "Ham 'n' Eggs"—four week summer replacement featuring Betti Pearson Andrews, Jay Milner and Joe Howard's trio. Joe Tanski has been director and producer on the show.

Charlie "Hit that Line — Sell that Time" Phillips, sales director of TV, looking forward to the opening of Randall Racetrack.

Fran Block, sales secretary to Bill Dix, marries Don Dougherty, ass't pro at Elyria Country Club, the 22nd of August.

KNBH, Hollywood

Ann Slater, of the KNBH Press Department, won a bout with the mumps, took her planned vacation, and two days later was rushed to the hospital with an emergency appendectomy. Ann's greatest relief is that the appendix didn't strike while she was enjoying the wilds of Idaho.

Welcome to Bill MacCrystall, newly added to the KNBH Sales Department. MacCrystall was with Metro-Goldwyn-Mayer for twenty-one years, handling the studio's FM station and radio transcriptions, among the latter the well known "Maisie" series.

Few Southern Californians actually complain as the heat wave moves into its twenty-third day. At least the KNBH employees sporting deep tans don't.

John Wehrheim, new controller for the station, is still buy with what is becoming an avocation . . . attempting to sell his Chicago home so that the rest of his family can move to Hollywood.

Grant Reckseick off to the East for his vacation, and will visit New York and Chicago.

Another series of company golf matches under way, and as usual, everyone complaining about his handicaps.

The Production Department's Joan Gowanlock attended a recent NBC company party, and after being featured with the orchestra in several numbers, was asked to become a permanent member of the group, which plays well-known local night clubs.

KNBH was the only TV station to



A unique party was one given by NBC executive producer Albert McCleery for all the "behind-the-scenes" personnel connected with his Hallmark "Hall of Fame," after the last telecast of the season. A boat of the variety that circle Manhattan Island was rented for the occasion.

receive more than one award at the recent Radio & TV Writers' Association banquet held at the Hollywood Plaza Hotel. The station received gold microphones for "Eleventh Hour News" (as the best news program) and for the Florence Chadwick Catalina Swim, voted Best Special Event of 1952. Station manager Don Norman accepted the awards on behalf of KNBH. "Eleventh Hour News" is seen Monday through Friday at 11:00 p.m., and features local, national and international news, both verbally and pictorially, by newscaster Don Rickles. Films are supplied by the NBC news department.

KNBC, San Francisco

Lloyd E. Yoder, General Manager of radio station KNBC, San Francisco, and Alma Cella, well-known concert singer and member of a prominent California wine family, were married in San Francisco Tuesday, June 30.

They were wed in the chambers of Justice Homer Spence, Associate Justice of the California Supreme Court.

The bride is the daughter of J. B. Cella of Fresno, California, founder of the Roma Wine firm. Cella attended the quiet ceremony. Mrs. Milo Rowell of Fresno was matron of honor and Louis Petri, the bride's brother-in-law, acted as best man. Following the ceremony, a reception was held in Petri's San Francisco home for members of the family.

Mr. Yoder has been an executive

with the National Broadcasting Company since 1927, except for three years spent as a lieutenant commander in the Navy during World War II. He began his career with NBC as manager of NBC's Western Division Press Department, San Francisco, in 1927. He moved from that job in 1937 to the post of General Manager of NBC's San Francisco stations, KPO (now KNBC) and KGO (now part of ABC). In 1939, he became General Manager of KOA-NBC in Denver, a post he held until he returned as General Manager of KNBC in 1951.

Miss Cella, 34, was a protégé of Beniamino Gigli and recently was featured on NBC radio's Standard Hour.

KNBC account executive Bill Andrews, whose voice was known to millions of Americans as the original announcer on "One Man's Family", celebrated his Silver Anniversary with NBC on June 15th. Forty-eight-year-old Andrews, a native of Oakland, California, joined NBC's San Francisco staff June 15, 1928, as the first regular staff announcer in the Western Division, under chief announcer Jennings Pierce. And except for two years military duty as a Sergeant-radio operator in the Air Transport Command during World War II, he has been with the company ever since.

A new slate of officers for the KNBC Athletic Association was announced July 3. Heading the new administration for the coming year is president Phil Ryder, of the Engineering Department. Other Athletic Association offi-

cers include: first vice president, *Hal Ashby*, Engineering; second vice president, *Lois McInerney*, Purchasing; secretary, *Jane Morrison*, Press; treasurer, *Jean Strobel*, executive secretary; membership chairman, *Mary Bland*, Network Sales; sergeant-at-arms, *Flurence Crowell*, Program; sports organizer, *Ed Arnou*, News.

Alice Chamberlain has joined the KNBC staff as a clerk-stenographer in the program department.

WRC, WNBW, Washington

Kennedy Ludlam, WRC's outdoor editor, had better look to his laurels. His attractive wife *Glenita* has been elected Treasurer of the Maryland State division of the Isaac Walton League of America. Not only is Mrs. Ludlam becoming a "big wheel" in the outdoor world . . . she can match Kennedy's skill with a fishing line fish-for-fish anytime they go on an outing. She's a skilled marksman too! Ludlam would be well advised to keep his Mrs. away from a microphone . . . she's coming along too fast!

New addition to the NBC Washington staff is *Joan C. King* of Verona, New Jersey, who reported July 13th as secretary to *Jay Royen*, WRC and WNBW publicity director. Joan has worked as a publicist for the "Save The Children" Campaign of the Carnegie Foundation and has done hotel publicity as well as promotion work. She's a graduate of Stevens College in Missouri and the University of North Carolina.

NBC, New York

Networks

Advertising and Promotion — *Hope Shinkoff* has returned all tan and smiles from her vacation in Bethesda Maryland. *Lucy Towle* enjoyed part of her vacation in Maine . . . and so far hasn't divulged where she's spending the rest of it . . . or even when. *Mary James* is the one who has us puzzled . . . in two weeks time she traveled from here to her home in Amory, Mississippi, visited her sister in Memphis, Tennessee, left there for Omaha, Nebraska, appeared back at her desk on schedule, and managed to get a tan . . . phenomenal!

Mr. and Mrs. Pat Steel have just returned from a wonderful two weeks of leisure in Cape Cod.

Marie Ruppe has followed the foot-

steps of *John Hurlbut* to WNBW-WNBC. Replacing her in Production is *Ann Raica* from Long Island. *Dee Festal* has moved over to Program Package Promotion . . . and everybody is happy to see *Vernon Lowell* back from Florida and in Sales Promotion! *Carl Dorese* is a newcomer to Sales Promotion and is turning out presentations en masse.

There are two new girls you should become acquainted with on the fifth floor — *Linda Schmidt*, *Ed Vane's*



Ann Church, of Staff Controllers in New York, who was chosen as a finalist in the "Miss Surf Maid" contest.

secretary, and *Mildred Brandon*, *Dave Hedley's* secretary.

Network TV and UHF-TV are keeping *Jim Nelson* hustling back and forth between New York and Norfolk, Virginia.

Bob Dolobowsky celebrated the Fourth with a five pound firecracker whom he calls Mena — she arrived on the third of July.

Dick Blake still looks so healthy from his June vacation in Vermont that *Bob Gill* headed the same direction for his two weeks with pay.

Broadcast Operations—*Elaine Pankopf* and *Sumner Glimcher* left to join the local station and we wish

them good luck in their new jobs. *Elaine* is joining *Harriet Fletcher* for a tour of Europe soon — they are both suffering from the pre-crossing shots and vaccinations. *Vince "Cecil K." Mitchell* and his wife are already vacationing on the Continent. Congratulations go to *Bob Garthwaite* on his appointment as supervisor of TV's assistant directors and floor managers. He has replaced *Al Stern* who moved on to Technical Operations. *Anthony Nedle* joins us as a film messenger and gets our best wishes along with his new job.

We are all glad to see *Stan Parlan* out of the hospital and feeling better. We all welcome *Virginia Smith* who has just joined *Ed "Commodore" Cosgrove's* office.

AM Set-Up—*Paul Hergenbahn* vacationing in South Carolina and Georgia. *John Welch*, who retires shortly, considering writing his memoirs of his long service in the radio business. *Bill Bergen* looking fit on his return from his vacation and honeymoon in Florida. We regret that a return of the gout has incapacitated *Tom Longmore*. He is now taking the waters at Saratoga Springs.

Music—Although we shall miss *Hal Venho* we are happy about his promotion to the Television Department. *Maude Brogan* was transferred from the Music Library to take his place in the Music Selection Group.

Jane Roane introduced her 4 months old nephew to us the other day and we noticed with what agility she handles him. Little Bobby is quite at ease with his aunt too.

News and Special Events — *Bob Priaux* and *Dennis Dalton* scored a "beat" on the 11th Hour News when *Laurenty Beria* was ousted by the Russians. They buttonholed *Henry Cassidy*, NBC's Soviet expert, and talked him into being on the show as a guest with *John McCaffery*. The sponsor (National City Bank) was delighted with the way Cassidy "experted" the story with McCaffery. The next morning sleepy-eyed Cassidy did a repeat performance on the "Today" show.

With *Bill McAndrew* touring Europe, *Frank McCall* in Spain. *Ad Schneider* in Florida. *Jack Dillon* in Cincinnati and *Bill Garden*, *Les Faughan*, and *Ralph Peterson* vacationing. Rm 403 is practically a

sorority house. But the girls manage to take vacations too, with *Pat Mulready* having returned from Florida and *Betty Aischul* flying down in early August.

We're very happy to welcome *Lucille Simmons*, joining us at 106th Street and wish *George Richardson* a very speedy recovery so that he'll be back uptown very shortly.

We all extend our deepest sympathy to *Walter Kravetz* on the loss of his father.

The dean of radio commentators, *H. V. Kaltenborn*, was honored by several hundred of his associates and friends on the occasion of his 75th birthday. In a game-filled, joy-packed party at *H. V.'s* Stony Brook, Long Island estate, "Point of View", on Saturday, July 11, the "dean" and his wife, Olga, were charming hosts to the biggest bunch of free-loaders this side of a publicity man's cocktail party. There was swimming in Long Island Sound, dozens of games, motor-boating, fishing, and, of course, tennis. And H.V. outlasted all the guests. Attending from the newsroom crew were: *Mr. and Mrs. Bill Bales*, *Mr. and Mrs. Bill Ryan*, *Mr. and Mrs. Art Wakelee*, *Mr. and Mrs. Chet Hagan*, *Miss Mary Brendle*, *Miss Edith Tanzer*, *Miss Pattie Bowers*, *Sumner Weener* and *Ben Grauer*. Many more happy birthday anniversaries, H.V.!

Irving R. Levine, NBC war correspondent in Korea during the early, dark days of that conflict, is now heard regularly on NBC on the 2:55 PM "MID-DAY NEWS". Mr. Levine has been heard on such top-flight NBC news shows as "News of the World," "World News Roundup" and "Pure Oil News Parade."



Press Dept. in N. Y. recently held a picnic near Hartsdale, N. Y. Among those attending were, left to right, Debbie Beaudouin, Wilma Robinson, Alex Mumford, Elaine Brodey, Marie Anderson and Barbara Mulligan.

Look for a cracker-jack Broadway success this fall called "A Dash of Bitters", which will be produced by NBC Newscaster, *Kenneth Banghart*.

Pauline Frederick, who holds the honor of being the only woman network news analyst and diplomatic correspondent in American radio, has joined the roster of NBC's star commentators and reporters. She's now heard regularly on NBC Mondays through Fridays at 1:30 PM, on "Home Edition of the News."

NBC News, mindful of the importance of properly briefing the American public on the background of the crucial international situations, is bringing to that public an entirely new and radical idea in radio journalism. "Transatlantic Briefing" will be an informal, but highly authoritative half-hour broadcast directly from the world capitals. Each Sunday NBC will use its far-flung broadcasting facilities for a "bull session" involving *Bill Sprague* (Commentator on "NBC's World News Roundup") in New York, *Romney Wheeler* in London, *Frank Bourgholtzer* in Paris, *Jack Begon* in Rome, and *Robert McCormick* in Frankfurt.

Because of the rapidly changing international picture, no attempt will be made to prerecord this program.

Leon Pearson, NBC News commentator, has been doing his regular Sunday broadcasts of "Critic At Large", from WBZ in Boston, and, using his Kittery Point, Maine, home as a base of operations, has been covering the summer theatre circuit.

Not everybody goes away from New York in summer! Proof of that fact is the many visitors we've been having, among them *Roy Neal*, TV news head



in Los Angeles; cameraman *Moe Levy*; *John Thompson*, former news chief, now program director of KNBC in San Francisco; *Gary Stindt*, who heads TV coverage in Germany; and *Robert McCormick*, NBC correspondent in Germany.

The welcome mat is out this month for "Red" *Rehfield*, who joins our newsroom staff as stenotypist, replacing *Mildred Bajundo*, now a court stenographer in New Jersey.

Research and Planning—We were all very happy to see *Carol Burton* when she returned from her wonderful four week vacation in the Canadian Rockies. *Sallie Melvin* left for two weeks there to pick up the views of this beautiful part of the country that Carol described so vividly.

We waved goodbye to *Bettye Hoffmann* as she left to spend two weeks in Massachusetts. *Laura Graham* (smart girl) made a long weekend out of the two holidays we got by saving them to spend on a trip to New Britain, Connecticut to visit her sister.

Alice Kane was back at her desk ready for work after spending a week in Canada, where in spite of being mighty cool, held lots of enjoyment for Alice. *Ken Greene* sporting a slight tan and looking quite rested returned from a week's stay in Worcester. G.B. wants to thank M.R. for submitting this copy.

Press—Welcome to new writers *Art Settel* and *Mike Horton*. *Steve Sulian* is the new copy boy. He is replacing *Johnny O'Keefe* who has gone to WNBT in *Phil Dean's* office. . . . Everyone wishes Johnny the best of luck.

Jack Sebastian has left, in order to do publicity work in Film Division with *Chuck Henderson*.

Congratulations to *Ellis Moore*, our new manager of Business Publicity. He replaces *Bill Lauten*, who resigned.

Plant Operations—Looking out of room 669 one is likely to see: *Barney Friedland* with a salami under his arm; *Anthony Hennig* with a healthy vacation complexion; *Thomas Ray* wearing a smile of sunshine; *Roy Hammerman* with swatches of carpeting in his hand; *Jack Geagan* balancing his watering-can; *Doris Phillips* holding the arm of her handsome new husband, Lt. Smith; *Vern Hammer* sporting a summer crew cut; and *Barbara Weiner* with coffee for all.

Staging Services — July certainly was a big month for vacations up here at the Central Shop — *Mr. Giebelhaus* spent three wonderful weeks in California. *Virginia Belviso* and *Mary Anne Ricciardone* of Drapes were up at Cape Cod for a week of sun and fun, and *Ed Rossi* took a week's car trip through up-state New York and New England. *Vince Mallardi* left our Cost Control section to serve Uncle Sam and the U. S. Army for two years and was replaced by *John Sullivan*, formerly of Trucking.

William Drake has joined us as a student designer to replace *Harry Miller* who has moved on up to 67th Street to assume full-fledged designer duties. Also hear that *Ted Cooper* of Design is now among the hordes of Jersey-to-New York commuters.

Well, that's all the news from up here in the "Shop" right now — bye for now, and as *Walter Haues* would say: "Keep Smiling".

Station Relations — *Joan Mooney Naylor* back from her Bermuda honeymoon, counting the days of the week till she sees her husband on weekends. He's in the Army, but not for long.

Everyone is on vacation, so nothing much is doing this month.

Technical Operations — Our most stirring news is that we are going to get AIR CONDITIONING!! They tell us it's on it's way, so we should have it by October — or possibly late September!

We've added 32 new engineers to the payroll as summer replacements. They're all such nice ones that I hope (with the others girls in the office) that they'll be kept on after the summer is gone. What with Color TV getting bigger 'n' bigger — who knows?

Welcome to *Joyce Christian*, *Thomas Phelan's* new secretary. *Joyce* took over the job when *Rosemary Schauble* transferred to Color as *Robert Shelby's* secretary. *Rita Rauneker* has left us to move to New Orleans. Her husband's company is opening a new office down there and his is one of 25 families relocating. *Priscilla Whalen* is leaving us to work nearer to home.

Rooms 590 and 591 (TV Maintenance) have a new look — fishbowl look. Those walls aren't going to be left wide open though. Tune in next month and we'll let you know the final results. The technical directors' office has gotten a new look, too. Believe it

or not — someone moved the door from one side of the room to the other. Almost a pity they opened one wall before they walled up the other.

Marvin Sheiness went and got himself married. Not on the spur of the moment, undoubtedly, but it might as well have been, as far as we were concerned — didn't tell us 'til a few days before it was to come off. As a result I did not get his wife's name, and, therefore, you will not find an announcement of the marriage under the "Marriages" column. Sorry.

Staff Administration

Continuity Acceptance Department — At *Alys Reese's* kind invitation, Continuity Acceptance took off for High Point, near *Alys's* home town of Port Jervis for a day of picnicking and swimming, arriving there through the kind chauffeuring of *Jane Crowley* and "*Wij*" *Smith*. *Alys* and her father fed the hungry mob lots of hamburgers, hot dogs, potato salad and special home-made baked beans. *Jane Readey*, *Stockton Helffrich's* former secretary, joined us and "a grand time was had by all."



At Continuity Acceptance picnic at *Alys Reese's* home are, left to right, "*Wij*" *Smith*, *Stockton Helffrich*, *Edna Turner*, *Jane Crowley*, *Jane Readey* and *Arden Hill*.

Controllers — Pride and joy of Staff Controllers is charming *Ann Church*. TV star *Eddie Fisher* selected *Ann* as one of the preliminary winners in the Miss Surf Maid contest. Congratulations and lots of luck to this beauty queen. *Rose Bentivegna* and *Barbara Collins* are the new faces in our department. *Jane Wall* is back with NBC. Mystery of the Month — Is it true that *Frank Zuick* is engaged? *Joan Illardi* has "retired." Congratulations to *Don O'Brien* on his promotion to the Internal Auditing Department.

Among the vacationers this month

were *Rose D'Amico*, visiting in the Catskills, and *Phil Crouch*, who flew to Utah. *Art Nelson* just returned from a week's vacation of fishing and rest.

General Service — We were saddened June 18th by the sudden and completely unexpected death of *Paul Klein*, guard at the International Theatre. Everyone who knew *Paul* since the day in April, 1949, when he joined our ranks, found him jovial, easy-going and as he so often put it "obliging". *Paul* never complained about anything, would listen to any and everyone's troubles rendering a warm heart-felt sympathy, and was equally generous to anyone in need of a "helping hand". *Paul's* death disclosed he had many problems of his own which thanks to his many NBC friends were somewhat solved. He was accorded a military funeral as a World War I veteran. Although he has left our midst, warm and cherished memories remain.

Europe will never be the same! *Dan Harrington*, that fellow with the ever-friendly Irish smile, has been con-



ducting bachelor quarters since his lovely wife *Marge*, recuperating from a serious operation, ventured across the Atlantic on the S.S. *United States* to England in time for the Coronation: visited Ireland to see the family coat-of-arms; saw gay *Parce* (says there's nothing like it); had an audience with the Pope (simply thrilled); rode the gondolas of old Venice; and now — guess what? she's lonesome for the boy (*Dan*) and is heading home! The boy has taken his vacation in order to glamorize their lovenest for the little lady's homecoming July 21st.

Every foot in 553 was beating to

the sweet music of the 6-man Shriners' Al Koran's, Cleveland, Ohio, band as they serenaded beneath our window, Monday, July 13th.

Sorry to relate *Dave Barry* is out ill. Don't worry Dave — plenty of rest, sunshine and good, old vitamins will make you good as new!

Personnel—The Personnel Department welcomes *Electra Slominsky* and *Jacquelyn Johnson*, new Records clerks. Vacation time found *Barbara Cheel* at a resort hotel in New Hampshire, while *Rita Marczak* and *Julie Hewitt* spent two weeks at local beaches where they acquired an envious tan. *Marilyn Carroll* visited old school chums in Malone, New York, where she spent her time doing everything from sailing and horseback riding to dancing on moonlit terraces.

Stenographic — We certainly miss the bright and sparkling personality of *Jo Whelan*. Joe had been with us for seven years until she left us for Florida in mid-July. The Southerners are sure to know which one our Jo is because at a farewell party, given for her here in the new lounge, she was presented with a gold identification bracelet and initialed earrings. We wish you the best of luck in your new home, Jo.

With the warm summer months go the vacation good times and we of Stenographic have had our share of the best.

After spending two glorious weeks on the Jersey shore at Chadwick, *Mrs. Thompson* came back with one of the season's most beautiful tans.

Thelma Braine and her family divided vacation time between the sea shore and the mountains. Her three cute little daughters can't decide which place they liked the best.

Carol Sabatini caught up on her studies while she played during her vacation stay at Schroon Lake, New York.

Upon arriving back from her wonderful vacation a week after her birthday *Louise Cobb* was surprised by a belated birthday present.

Film Division

Film Library—*Carole Beckman* left us at the end of June to return home to Kansas City. *Mildred Hyman* also left us to take a summer vacation.

Welcome to *Gloria Jones*, *Phyllis Albert*, *Marilyn Klein* and *Elliot*

Geisinger, who joined the Library last month. Glad to have you with us.

Edna Paul, *Joel Friedman*, *Julius North* and *John Christophel* all have been on vacation. *Charles Carrubba* has just returned from Florida where he had a wonderful time. *Bea Ehmann* also recently left for her vacation in Florida. *Edna Paul* is flying around town in her new Pontiac station wagon.

Film Administration, Production and Sales—It's fantastic!!! During the past year, the number of people in the Film Division has more than doubled! The most recent employees include, *Lucy Georges*, now working in Sales Traffic; *Pearl Sugul*, working in the business office; *Elen Simon*, secretary to *Jim Swift*, new assistant advertising manager; *Pat Hoppe*, new sales department secretary, and several others who are mentioned on other pages.

Marilyn Richardson almost missed out on her week at Lake Placid in July. Being a farsighted girl, she arranged to spend the night in Manhattan with friends so she wouldn't have to get up as early to catch a six a.m. plane. The alarm went off. *Marilyn* slept on, time passed . . . fortunately a light sleeper in the next room realized it was suspiciously quiet and awakened her.

Naturally a requisite for a good salesman is a gift of gab, but one of the sales secretaries doesn't seem to appreciate that fact . . . she complains that when all the salesmen are in the office at once her philodendrons wilt . . . hot air, anyone. *Jake Keever* took a busman's holiday and came to New York for his vacation, spending half his time in the Sales Department here.

Carolyn Granzow had a terrific reception when she moved into her new home. The poison ivy went out of its way to welcome her. Room 780 L-1 is expanding beyond moving walls . . . inner offices are being set up for a Gourmet Society with *Irene Fall* as chief cook (requirements: no experience) and *Iris Morelli* as the practicing theoretical physician for inter-office problems.

The best plans for a vacation are no plans, claims *John Bechtel* who is preparing for whatever might happen during his leisure time . . . (what sort of preparations is he making???)

Newsweek magazine has probably sold more magazines lately than any other to NBC female employees . . . *Anne De Rose* for one. She was one of

a group of secretaries taken by roving photographers during lunch. Another group was taken in an elevator on a very hot day . . . a process that took a half hour and was most uncomfortable . . . the price of fame.

NBC Births

To William McCauleys, N. Y., a son, William

To John Donahoes, N. Y., a daughter, Susan Anna

To Bill Goetzes, N. Y., a daughter, Donna Lynne

To Dorm Alberts, N. Y., a daughter

To Phillip Wyllyses, N. Y., a son, Christopher Spalding

To Bob Dolobowskys, N. Y., a daughter, Mena

To Chet Campbells, Chicago, a daughter, Patricia Carol

NBC Marriages

Steward Carr, Chicago, to Mary Prinz
Dick Feldman, N. Y., to Freda Packrose
Doris Phillips, N. Y., to Lt. Walter Smith

NBC Engagements

Everitt Beavers, N. Y., to Janet Freeman
Florence O'Grady, N. Y., to Frank Tummo
Mary Steuber, N. Y., to Harry Kohaut

Janice Kingslow

(Continued from page 8)

but she hadn't bothered to leave her phone number.

She walked onto the stage, and the director, a very British Britisher, shouted, "My word, what have you done to yourself — you're all flattened down!" He had already decided that height or no, he wanted Janice to play "Anna."

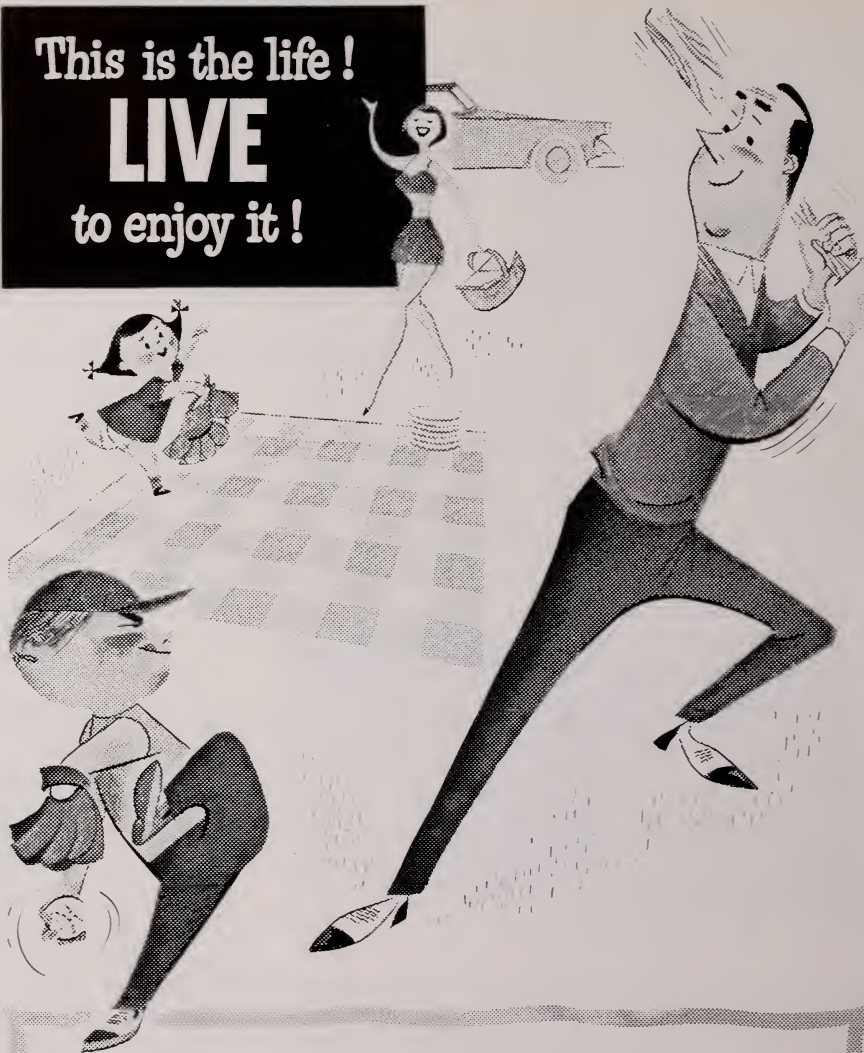
And play "Anna" she did, for a solid year — captivating audiences from coast to coast, earning the respect and admiration of her fellow actors, and winning over drama critics in droves.

Her mother's death and her own subsequent illness forced her to retire from the stage for a time. Radio jobs were available to her, of course, but she felt the need of more stable work, at least until her health was up to par.

Janice accepted a teaching post at Columbia, and stayed there for a year and a half. The PR job at Provident Hospital followed, and then she joined NBC.

Unusual story? Yes, and Miss Janice Kingslow is quite an unusual girl.

This is the life!
LIVE
to enjoy it!



A picnic is one of the nicest things that can happen to people.

We hope you'll enjoy many more of them, now that the weather's so nice.

As you drive to and from the fun, however, we hope you'll remember this—*bad* accidents happen in *good* weather, too.



BE CAREFUL- going and coming— the life you save may be your own!