

NBC CHIMES

September • 1953

KARL BRENNEMAN TOURS

MASSACHUSETTS

MINNESOTA

TENNESSEE

NEW JERSEY

RHODE ISLAND

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
20 ROCKEFELLER PLAZA, NEW YORK

KNBH

NBC

JACK McELROY'S DAILY KNBH SHOW
IS HOLLYWOOD FAVORITE

See pages 2 and 13



CHIMES

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The Cover

The large, jovial figure with microphone in hand who occupies a considerable portion of the cover of this month's CHIMES is Jack McElroy. His daily audience participation show on KNBH, NBC's Owned and Operated Station in Hollywood, has been a favorite with Southern California viewers for a year and a half. Judging from the state signs in his audience, his fans come from other areas, too.

Jack's show originates from NBC's

Studio E in Hollywood. This studio was the first on the West Coast to be transformed into an arena type theatre equipped for television. Jack does most of his show right from the audience, as evidenced on the cover.

NBC people seen on the cover, who work with Jack on the show, are cameraman Joe Williams, on left, cameraman George Meyer, on right, and floor manager Tom Foulkes, crouching on floor between cameras.

Payroll Savings Plan

Everyone has something to save for—for yourself, your family, a home, a car, education for your children, security in retirement. All of us make fine resolutions to save, frequently around the start of the new year, or when we receive a raise. Castles could be bought with all the money we intended to save. The only trouble is that most of us seem to find the paydays slipping by and the nest egg gets no larger.

The one consolation here is that this is no rare sensation: we resolution-breakers have plenty of company.

One of the best solutions for this ailment is being installed at NBC October 1—the payroll savings plan for United States Defense Bonds. At that time, employees in offices of NBC throughout the country will be able to take advantage of this convenient, safe, automatic and fast-growing method of saving. No need to worry about sparing yourself any month so you can put

something aside. No troublesome consciences to bother you when you don't. All you do is sign an application and the company will begin making the payroll deductions each payday. No question about who is making the contributions, but the advantages of having the money invested for you before you ever see it are very great. In time, you almost forget about the deductions and never miss them—at least you forget about them until the postman brings an envelope containing a crisp new savings bond and keeps bringing them at regular intervals.

Employees who have been buying bonds regularly know how vastly improved the new Series E bonds are, but those who haven't may be in for a bit of a surprise—the new series gives three per cent interest, matures earlier, and can be kept longer. Take a look at the chart and facts on pages six and seven of this issue of CHIMES, and get an idea of what it can do for you.

Blue Cross Re-opening in N. Y.

NBC employees in New York are reminded that during this month the semi-annual reopening of the Hospital-Surgical Plan is being held. Most New Yorkers are members, but there are some employees who missed the opportunity to join the plan during the first three months of their employment at NBC.

One of the stipulations of the Hospital-Surgical Plan is that if you do not join when you are first employed, you must wait for the twice-a-year reopenings of the plan. Now non-participants have their chance to join: if they miss this opportunity, they will have to wait until next spring for another reopening.

The reasons for belonging to the Blue Cross-Blue Shield Plan are legion. The value of participation can be verified by hundreds of NBC New York employees who have had to use it, and have found that by contributing a relatively small amount each month they spared themselves from back-breaking costs when illness struck. Of course, we all hope we won't ever have to use the plan, but even then it is an eminently valuable investment in peace of mind, knowing that the bulk of our hospital or surgical bills are paid.

All applications for membership must be submitted by September 20, and your contract will go into effect October 1.

NBC News Roundup..

"Farm and Home Hour" Marks 25th Anniversary

"The National Farm and Home Hour," NBC's pioneer agriculture service radio program, marks a quarter century of broadcasting with a full hour special show on September 12. The Silver Anniversary broadcast guest list will include U. S. Secretary of Agriculture Ezra Taft Benson; W. A. Roberts, president of the Allis-Chalmers Manufacturing Co., sponsor of the program since 1945; several veterans of the first broadcast of 1928 and radio celebrities who appeared on the show in its early days. The NBC personnel responsible for "The Farm and Home Hour" are Milton Bliss, our agricultural representative, and Herbert Lateau, producer-director.

Affiliates Respond to Radio Talent Plan

Last month NBC radio affiliates were invited to submit programs and personalities for possible network scheduling, in a cross-country idea and talent search.

Within 48 hours after the announcement was made to the affiliates in a telegram from Ted Cott, operating vice president of the NBC Radio Network, the stations sent in more than a score of nominations for evaluation.

John P. Cleary, director of Radio Network Programs, has been designated by Mr. Cott to head a program board which will screen the nominations of the affiliates.

"News of the World" Starts 15th Year

"News of the World," NBC's news show which in recent polls has outranked all other multi-weekly news programs on all networks, begins its 15th year of broadcasting on August 24.

This show, which features Morgan Beatty as commentator, has been on the air longer, consecutively, than any other program of its type. It was the first program to start using regular remote pickups of news from where the news was happening.

"News of the World" is heard 7:30 to 7:45 p.m., EDT, Monday through Friday. A repeat broadcast is made later in the evening for the West Coast. Miles Laboratories is the sponsor, for Alka-Seltzer.

Pinza to Star in New TV Show

Ezio Pinza will star in a new weekly television series titled "Bonino," to be seen Saturdays, 8:00 to 8:30 p.m., EDT, starting September 12.

The program will concern the life of concert singer Bonino, and his family of eight motherless children. It will be a situation comedy, using Pinza's acting and singing talents.

"Bonino" will be produced by the well-known producer of "Television Playhouse" and "Mr. Peepers," Fred Coe.



NBC's famous pioneer agriculture service program, "The National Farm and Home Hour," celebrates 25 years of broadcasting on Sept. 12. Seen above is Everitt Mitchell, who has been associated with the show since 1930 and is known all over the world for his "It's a beautiful day in Chicago!" He is farm commentator on the program.

NBC Multi-Weekly P.M. Shows Lead

Win, place and show.

That's the front-running record of NBC multi-weekly evening programs, both in radio and television, according to recent Nielsen figures.

In radio, the most listened-to multi-weekly evening program was "One Man's Family," followed closely by "News of the World," and "Coke Time Starring Eddie Fisher."

In television, the one-two-three programs were "Camel News Caravan," followed by "Coke Time Starring Eddie Fisher," and "The Dinah Shore Show."

Hayward, McCleery Honored by Christophers

Christopher Awards for the second quarter of 1953 have been awarded to Leland Hayward, NBC television producer and consultant, writer Frederick Lewis Allen and director Clark Jones, for the production of "The American Road," commemorating the 50th anniversary of the Ford Motor Company.

For NBC-TV's two-hour production of "Hamlet" on the "Hallmark Hall of Fame," the Christophers cited Maurice Evans, who appeared as Hamlet, director Albert McCleery and the script adaptors, Mildred Alberg and Tom Hughes Sand.

In July it was announced that Mr. Hayward, one of the country's outstanding theatrical producers, was joining NBC as a producer and consultant. Also in July, Mr. McCleery, a producer and director for NBC since 1949, was named an executive producer for the network.



NBC-TV news film correspondent Maurice Levy, covering Louisiana floods, remained at his post so long that he had to be rescued by a helicopter.



Koreans protesting against the signing of the truce. NBC-TV news cameraman Yung Su Kwon records the news development in Seoul on film for NBC viewer

3000 DAYS OF HISTORY

NBC TELEVISION NEWSREEL OBSERVES 8th ANNIVERSARY; OPERATION IS WORLD'S LARGEST, WITH 200 FILM REPORTERS ALL OVER GLOBE

By
Arthur Settell

Well over 200 reporter-cameramen, scattered throughout the world in key news spots, using jet planes, camel back, fast motor boats, helicopters, even barefoot native runners, and other fantastic means of transportation, are at work 24 hours a day gathering spot news on film for the millions of viewers who watch NBC-TV Newsfilm.

These cameramen cover their news beats, whether the location be in French Equatorial Africa or some Bavarian Alpine retreat, with the same devotion to duty-and-deadline that characterizes newspaper reporters who use the printed word as their principal medium. Their job is to get the story—and they get it, though very often at risk of life and limb.

It is this quality, backed by that best of all teachers, experience, which has given NBC Newsfilm for TV its standing of preeminence in the field. It is also the ingredient which has made practitioners of the trade—a fairly new one in modern journalism—fanatic believers in the importance of their mission.

Many of these reporter-cameramen have been plying their craft ever since August, 1945, when NBC TV Newsfilm got started—as pioneer in the field of instantaneous journalism.

It is a tribute to the National Broadcasting Company that its farsighted executives saw fit to pioneer in the development of this new means of communication which makes it possible for tens of millions of Americans to sit in their living rooms and watch the news while it actually happens.

On Sunday evening, August 23rd, between 7 and 8 p.m., NBC marked the eighth anniversary of the first production of newsfilm for television, with a special program, "Assignment: Tomorrow."

For "Assignment: Tomorrow," NBC's Jim Fleming devised a new reporting technique for television—a technique appropriate to the subject matter. Fleming called on famous persons who made news during the past historic eight years, to narrate the events in which they played a vital part.

Voices were heard which have long been familiar: those of Harry Truman; Lucius Clay; Ralph Bunche; Trygve Lie; Adlai Stevenson; Dwight Eisenhower; Chiang Kai Shek, and many others.

In some cases special recordings were made for "Assignment: Tomorrow;" in others, speeches now recorded on tape were excerpted.

The eight-year lead over other networks in establishing a corps of cameramen-reporters all over the world, is reflected in the quality of NBC news-on-film. It is the fastest coverage, by far the most thorough, has the greatest "depth," and easily outstrips any competing medium.

The most graphically written dispatch by the smartest foreign correspondent on earth cannot possibly convey a picture of a news event with the gripping reality of TV film reporting.

The world's most conscientious still photographer cannot hope to compete with the TV newsfilm whose product is seen by viewers all over the U.S.A.

Arthur Settell recently joined the staff of NBC Press Department. Previously, he was director of Public Relations of the Office of the U. S. High Commissioner of Germany. His present primary assignment is NBC News and Special Events.

within hours after the packet is put aboard the plane.

A hint as to what the future of TV news coverage holds in store was given in June when NBC telecast still photographs of Coronation activities within three to five minutes after they took place. It is not uncommon now to process and edit film, as was done in the Coronation coverage, inside the aircraft bringing NBC TV film to New York, thus cutting down drastically on transportation time.

A visit during the past few months at various NBC news bureaus at home and abroad impressed William R. McAndrew, Manager of NBC News and Special Events, with the completeness of the network's coverage.

More than 100 cameramen daily send a steady stream of footage—to the tune of 3,000,000 feet of film per year—back to the United States for NBC's manifold news and special events programs.

"It is no wonder," says McAndrew, "that year in and year out, story by story, NBC newsmen are first and foremost."

A team of more than 200 newsmen, reporters, foreign correspondents, analysts, cover the free world for the National Broadcasting Company. The fruit of their work is apparent in the enormous popularity of regularly scheduled programs such as "Camel News Caravan;" "Today;" the "NBC Daily News Report;" the "Weekly NBC News Review," plus the various special shows, all of which reflect the lead NBC has won in the newsmen field.

How these enterprising and coura-

geous reporters go after their story and then get it back to its final destination, is a saga in enterprise and resourcefulness.

Recently, the film coverage of a mountain-climbing expedition in Pakistan almost was lost when native runners bearing their precious cargo to the nearest airport slipped on a rope bridge and dropped several reels into the rushing stream below. Fortunately, there were no human casualties.

During the floods in Louisiana last May, NBC cameraman Maurice Levy stuck to his post so long that he had to be rescued by helicopter. His news film of the disaster has taken its place as a classic in journalism.

In 1949, Senator Tom Connolly announced at 7 p.m. one evening that the first appropriation for Western Europe, had just been passed to implement the North Atlantic Treaty. Brad Kress of the Washington staff shot the statement and handed the film to NBC's motorcycle courier in Washington, Jim Curtis. Jim ran for his motorcycle and headed for the lab, three miles away. The film was processed and handed to Jim again. This time he took it to the studios, five miles from the lab. The film was on "Camel News Caravan" that same night—50 minutes after it had been shot. Such feats, seemingly incredible at the time, have become standard practice at NBC.

Perhaps the greatest job ever done in television was the coverage given the political party conventions last June when NBC was on the air, radio and TV, with 250 hours, 31 minutes of reportage. Twenty-nine TV cameras stra-

ty Thoes, NBC-TV's Berlin staff cameraman, who shot the films of the riot in East Berlin, is seen standing watch at Potsdamer Platz. To his in background, is burnt out skyscraper, where armed VOPOS (East German police) surrendered the day of rioting.



THE AMERICAN
ВЫ ВЫЕЗЖАЕТЕ И
АМЕРИКАНСКОГО СЕКТОРА
VOUS SORTEZ
DU SECTEUR AMERICAIN
SE VITE DES SECTEURS OCCIDENTAUX ET ORIENTAUX
MISCHEN SE



This photo shows Gary Stindt, NBC-TV News film correspondent, shooting pictures at the American-Russian sector border in Berlin.

tegically spotted in 13 different points in Chicago and Washington were available to NBC to report the nomination of Adlai Stevenson. NBC used for the first time its super-mobile unit, "a TV studio on wheels," plus a host of other devices such as the now famous "walkie-lookie" camera for close-up views of the delegates on the convention floor during the balloting, a cash register tallying device for instantaneous reporting of the vote, etc.

One of the most spectacular examples of story-book journalism which helped to make NBC first in the field occurred in the Chicago office of NBC last spring. Bill Birch, chief of the Chicago bureau, had covered two train wrecks and a fire, and both he and his photographers were weary.

Word reached the bureau at 5 a.m. that Fred McManus, the young Marine who killed five persons, had confessed in a Dubuque, Iowa, jail. With sound man John Dial and reporter Jack Angell, he was in the NBC plane, bucking bad weather, en route to Dubuque.

Arriving some time during the morning, they got to the prison, and through iron bars, obtained an exclusive interview with the murderer. By two o'clock that same afternoon, they were back in Chicago, but in landing, they knocked a flap from their plane, almost losing their lives in the process. At 6:47 p.m., their film was on "Camel News Caravan," and by 7:05 p.m., when the congratulatory telephone calls

(Continued on page 19)

Payroll Savings Starts Oct. 1

NBC Institutes Plan for Buying Improved Series E Savings Bonds Through Pay

On Oct. 1 semi-monthly and regular weekly-paid employees will be able to start saving for the future—both their own and their country's—by buying United States Savings Bonds through regular payroll deduction.

By signing the application for the payroll savings plan, members of the NBC organization will initiate regular contributions to be made each payday toward the purchase of the new, improved Series E bonds. These new bonds now pay three per cent interest compounded semi-annually, when held to maturity. There are other improvements, too, over the bonds we used to know. They mature earlier—at nine years, eight months—and can be held ten years after maturity, during which time they will continue to accumulate three per cent interest. Moreover, interest now starts at six months, instead of one year, as it was previously, and interest is higher in the earlier years.

Drive starts this month

A company-wide drive will be held this month, enabling all NBC employees to sign up for the savings plan. In some offices, department representatives will visit each person, or you may go directly to your personnel representative.

In New York, employees can get application forms from the Employee Services office in room 729 in the RCA Bldg.

When you sign the application this month, this will cause the first deduction to be made from the October 15 pay checks of employees paid on a semi-monthly basis; the first deduction for employees paid on a weekly basis will be made on the first payroll immediately following October 1.

Choice of deductions

You may choose from among twelve different deductions for three denominations of bonds. Toward the purchase of a \$25 face-value bond, you may contribute \$1.25, 3.75, 6.25 or 18.75 each payday. For a \$50 face-value bond, you may contribute \$2.50, 7.50, 12.50, 18.75 or 37.50 a payday. Toward a \$100 face-value bond, deductions of \$5, 15, 25, 37.50 or 75.00 a payday are offered.

After your deductions equal the purchase price of the bond denomination you have specified, the bond will be mailed directly to you, and you can put it safely away, and let it earn three per cent interest for your future.

At the time you make application for

the payroll savings plan, you can make the registration of the bond either in the name of one individual, in the name of two persons, as co-owners, or in the name of one individual, payable on death to another designated individual.

Sign up now

If you do not sign up for the savings plan this month, you will be able to do it anytime in the future. However, if you delay, you will just be passing up an opportunity to get this convenient, safe and automatic way of savings working for you.

And when it comes time to turn those bonds into cash, it can be done without advance notice at any financial institution which is an authorized paying agent. If an emergency arises that forces you to cash them before they reach maturity, this can be done any time after two months from issue date.

Remember that an umbrella of U. S. Savings Bonds is one of the best protections for a rainy day. It's good not only for emergencies, but for that dream of the future, the house you want to own, your children's education or your retirement plans. Acquire that umbrella by joining the Payroll Savings Plan this month.

HERE ARE EXAMPLES OF WHAT PAYROLL SAVINGS OF BONDS CAN DO FOR YOU

SAVE TWICE A MONTH	AND YOU WILL HAVE					EXTENDED MATURITY VALUE**
	In 1 year	In 5 years	In 9 years 8 months	In 19 years 8 months	MATURITY VALUE*	
\$ 3.75	\$90.20	\$ 472.60	\$ 981.60	\$ 2,365.40	\$1,150.00	\$ 3,164.98
6.25	150.40	788.40	1,635.85	3,945.01	1,925.00	5,286.19
7.50	180.50	946.15	1,965.35	4,736.35	2,300.00	6,329.96
12.50	300.80	1,576.80	3,277.55	7,895.87	3,850.00	10,572.38
18.75	451.50	2,367.70	4,919.65	11,855.80	5,800.00	15,892.24

* 9 years and 8 months from issue date.

** 19 years and 8 months from issue date.



alkin' troo de park,
my nose a breat' of
hair. Near de refreshtand,
a man throws a
round me nose, and is
a slap mustard on it.

"What's dis?" I roars, "Can't
ya tell a hot dog from a
nose?" Da man, peekin' at da
power in my biceps, slinks
away, stoppin' what mighta
been a catastrastroke.

My nose, blushin' wid appre-
ciation, says: "Mr. Durante,
one good toin deserves an-
nuder. I'm gonna tell ya how
to put aside a nest egg of
moolah.

We sit down, my nose and
me. An' he tells me about
Savings Bonds. How dey is
better dan ever before. How
der's a convenient way of
savin' money wit bonds.

QUESTIONS AND ANSWERS ON IMPROVED U. S. SAVINGS BONDS

- Q. What is the interest rate now on Savings Bonds?
- A. Series E Bonds now pay 3 per cent compounded semi-annually, when held to maturity.
- Q. Is there a change in the term of these Bonds?
- A. Yes. Series E Bonds now mature in 9 years and 8 months instead of 10 years as before.
- Q. Are there other changes in the terms?
- A. Yes. Interest starts at 6 months, instead of one year as before, and interest is higher in the earlier years.
- Q. If Bonds are held longer than 9 years and 8 months, will they continue to draw interest?
- A. Yes—at 3 per cent. All Series E Bonds can be held up to 10 more years after maturity. Thus, a \$75 investment grows to \$134.68 if the Bond is held an additional 10 years, or for 19 years and 8 months in all. This is an 80 per cent increase over the original investment.
- Q. In what denominations are Series E Bonds issued?
- A. \$25, \$50, \$100, \$200, \$500, \$1000 and \$10,000.
- Q. How may Bonds be registered?
- A. In name of one individual or two (not more than two) as co-owners, or in the name of any one individual payable on death to one other designated individual.
- Q. May Bonds be cashed before they reach maturity?
- A. Yes, at any time after 2 months from issue date, without advance notice, at any financial institution which is an authorized paying agent.
- Q. Is it true that Savings Bonds are actually safer than cash?
- A. Yes. Dollars can be lost or stolen, but Savings Bonds owners may obtain substitute Bonds upon proof of loss, theft or destruction.



Dat way is troo de Payroll
Savin's Plan. Ya put aside a
little each payday. NBC saves
it for ya. At de enda nine
years an' eight mont's, ya get
a big bundle. At da enda an-
nuder ten years, dey gives ya
80% more dan ya puts in!



"Dat's a wonderful idea," I
says to me nose. "But why ya
tellin' me all dis?"
An' my nose whispers lovin'ly:
"I ain't gonna live forever.
I wanna make sure yer gonna
be taken care of after I'm
gone. Ya see, troo de years.
I've gotten kinda attached to
ya!"

School Minded?

Here's Tuition Plan Recheck

Generally speaking, when a person joins NBC, he is finished with schooling on a full-time basis. However, it is also true that for years many members of the NBC organization have been continuing their education during their spare time. Some have secured college and even law degrees at night, while others have taken courses that will give them greater knowledge of their hobbies, such as photography or art.

However, the great majority of NBC employees who attend courses after their day in the office or studio are pursuing studies that they hope will have a definite value in their careers in broadcasting. It was to encourage employees to take such courses that prompted NBC in May to reinstitute its Tuition Payment Plan. The purpose of the plan is to assist employees in the payment of tuition fees for courses taken in connection with their assignments in the company.

With the fall school semesters starting this month, the plan becomes a matter of immediate interest. For the benefit of prospective students, and also for any newcomers to NBC, here is a capsule review of what the plan is, what it does for you, and how you can take advantage of it.

What it is

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. Payments will be approved for courses which 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 present work, or by qualifying him for transfer or promotion to a position which would be in the logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

What to do

How to get authorization for tuition payments: After deciding what course you would like to take, you must submit a request in writing to your department head or station manager for his

Sacks Elected Staff Vice President of NBC

Brig. General David Sarnoff, chairman of the Boards of Directors of RCA and NBC, last month announced that Emanuel Sacks, now a staff vice president of the Radio Corporation of



Emanuel Sacks

America, had been elected to serve also as a staff vice president of NBC. Mr. Sacks will continue with his present duties and responsibilities as vice president and general manager of the RCA Victor Record Department.

In his new post with NBC, Mr. Sacks will function as an assistant to General Sarnoff in connection with the latter's present duties at the NBC. Mr. Sacks has a wide acquaintance in the entertainment industry and a long-standing close association with performers. He will assist the various divisions of the NBC in their activities in the talent field, as well as in other areas.

Mr. Sacks joined RCA on Feb. 1, 1950, as director of Artists' Relations for the RCA Victor Division and the National Broadcasting Company. He was elected a staff vice president Dec. 1, 1950, and was named general manager of the RCA Victor Record Department on Jan. 5, 1953.

Before joining RCA, he was associated with the phonograph record industry for nearly ten years. Prior to that time he was for seven years with the Music Corporation of America.

approval. In it include a description of the course and its date and duration, the name of the school, the amount of the tuition fee, and why you believe such a course would be beneficial to you in your assignments with NBC. This request should be submitted, if it is at all possible, three weeks in advance of the registration date.

What happens next

After that, you will receive, if you desire, a cash advance for the payment of the tuition. At that time, payroll deductions will begin, to equal, in five paydays, the amount of the cash advance. It is not necessary to receive this cash advance. You can pay the tuition yourself and request the refund after you complete the course. NBC has set up the provision, though, because many schools demand advance payment of the entire semester's tuition, which might be beyond the immediate means of the employee.

Upon completion of the course, you must submit a request for refund of the tuition payments, along with evi-

dence of a passing grade or better in the course. Six months after completion, the refund will be made by the company, if you are still employed by NBC.

Stations Join Ad Campaign

More than 70 per cent of our affiliates have agreed to participate in NBC's radio and television network-station cooperative advertising campaign for the fall-winter season.

The TV campaign began the end of last month. The radio campaign starts the first week in September. This is the first year television has been included in NBC's cooperative ad campaign. This is the fourth year for radio.

Under the cooperative advertising arrangement, NBC and each affiliate participating in the campaign share space costs of the ads on a 50-50 basis. Dramatic, individual ads of 60 lines each have been scheduled for every sponsored program seen and heard on NBC television and radio.

'Hobby' Pays Off

NBC Ham Dave Hubby Speeds News Of Disasters to GIs Overseas

The two previous issues of CHIMES contained features on NBC's Engineering and Technical Operations departments. As a sequel to them, we heard from Joe Minikovsky, TV maintenance engineer, who pointed out to us some of the interesting "off-duty" pursuits of NBC's engineers.

"Many of our engineers," wrote Joe, "in addition to being professionals, are also great amateur radio-electronics fans. They spend countless hours for home study; they experiment with new circuits; they help their neighbors with radio and television problems.

"Perhaps the most exciting and the most rewarding form of their activity is the short wave amateur hobby. The radio hams spend many a sleepless night at their 'rigs', getting the whole world at their fingertips, combining a sportsman's spirit with their amateur skill. They are among the first to serve their country and their community in case of an emergency. It's not widely known that a great many of the engineers employed by NBC are radio hams."

As Joe pointed out, an outstanding example of an NBC ham is TV maintenance engineer Dave Hubby. His call, W2SNM, is widely known throughout the world as well as at home. Like many other hams, Dave has spent hours bringing servicemen stationed all over the globe into direct contact with members of their families here, or receiving messages from servicemen overseas relayed by MARS, the Military Affiliate Radio Service.

Recently, Dave had occasion to put his ham equipment to dramatic and highly valuable use. At 9:30 a.m. on June 10, while at his home in East Meadow, L.I., Dave flipped the switch of his radio and heard a ham operating station in French Morocco ask, "Can you get me casualty lists of the tornadoes in Michigan, Ohio and Massachusetts? There are a lot of servicemen from Flint (Michigan) here and they're worried about their families."

Half an hour later half of the names of the fatalities had been sent across

the Atlantic. Dave arranged to get casualty lists from his local paper, *Newsday*, and as they would come in he would beam them overseas. All that day, Dave stuck at it, trying to pierce the heavy weather interference, to bring the anxiously awaited news to the troops in Europe and Africa.

The reason Dave undertook this unique service was that he knew that through normal channels it might take days for a serviceman overseas to be notified of the illness, injury or death of a member of his family. Besides, there were thousands of servicemen hailing from the disaster-struck communities who desperately wanted assurance that their loved ones were not included on any lists.

The 34-year old NBC employee had effected the speedy recall of the son of a man killed in an earlier tornado in Waco, Texas. For several days the Red Cross had attempted to locate the GI, who was stationed in Germany. He had, however, gone on leave to Tripoli, and could not be reached.

Finally a man from Waco got in touch with Dave. Six hours later, the GI had been located in Tripoli and had boarded a plane for the States.

Dave knows at first hand how hungry a serviceman overseas is for up-to-date news from home, having served several years with the Air Force as a radio operator in the China-Burma-India theatre in World War II. He joined NBC on September 25, 1950.



NBC maintenance engineer Dave Hubby at his ham set in his East Meadow, L. I., home.

Yoder Is Cleveland Head; Greaves Named KNBC Mgr.

Lloyd E. Yoder, general manager of KNBC, San Francisco, has been promoted to the post of general manager of WTAM, WTAM-FM and WNBK, Cleveland, and George Greaves, assistant general manager of KNBC, has been promoted to general manager of the NBC San Francisco radio station.

Announcement of the appointments was made in New York on August 12 by Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Division.

With his new duties, Mr. Yoder takes on the added responsibility of managing an NBC television station as well as a radio station. Mr. Yoder replaces Hamilton Shea, who recently was promoted to general manager of WNBC, WNBC-FM and WNBK, New York.

Mr. Yoder and Mr. Greaves are both career men with NBC. Each joined the company more than 25 years ago.

Mr. Yoder came to NBC in 1927 as manager of the Western Division Press Department. In 1937 he was appointed general manager of KNBC (then KPO and KGO). In 1939, he was transferred to Denver as general manager of KOA, then an NBC Owned and Operated Station. Mr. Yoder returned to KNBC as general manager in 1951. During World War II, he served in the U. S. Navy with the rank of lieutenant commander.



Lloyd E. Yoder

Mr. Yoder is prominent in San Francisco civic affairs and is vice president and a member of the board of directors of the California Station Broadcasters' Association.

He was born in Salem, Ohio, in 1903. He attended Mount Union College and was graduated from the Carnegie Institute of Technology in 1927, where he was captain of the 1926 football team. He was the college's first All-American. He also attended the San Francisco Law School.

Mr. Greaves joined the engineering department of KNBC on May 7, 1928. In February, 1942, he was made chief engineer of the station, and on Aug. 1, 1945, assistant general manager.

Mr. Greaves is active in San Francisco community affairs. He is a member of the Bohemian Club, the Press and Union League Club, the Toastmasters' International, and the San Carlos-Belmont Club.

Previously, Mr. Denny announced that Hamilton Shea was promoted from general manager in Cleveland to general manager of the New York stations. The station heads in the other NBC cities are: Harry C. Kopf, vice president and general manager of the Chicago stations; Carleton D. Smith, vice president and general manager of the Washington stations; and Don Norman, general manager of the Hollywood station.



George Greaves

American Dairy To Sponsor Bob Hope on Radio

The American Dairy Association, Inc., has purchased "The Bob Hope Show," it was announced recently by Fred Horton, director of Radio Network Sales. In making public the closing of the 52-week contract, Mr. Horton said, "This purchase by the American Dairy Association proves again the value of the Hope personality, of the NBC property package and NBC radio."

The program will be used to promote and increase the use of all dairy products. It will be heard on Fridays from 8:30 to 9:00 p.m., EDT, starting September 25.

Ted Cott, operating vice president of the NBC Radio Network, noted that the new series will mark Hope's 16th season on the air and added, "the new Bob Hope program gives NBC a strong anchor position for its new programs on Friday night."

A master of the quick gag and fast repartee, Bob Hope is under exclusive radio and television contract to NBC. He has long reigned as one of the great comedy personalities in show business. He first broke into radio in 1932. In 1938 he began his own NBC radio series, which for years has rated among the top programs in radio.

Name Studios: Win Prizes

Last month in CHIMES you read about the wonders performed at the two television studios of station WNBK, New York, the 67th St. studio and 11 FN at 106th St. We suggest you look the article over again and get an idea of how these studios are used.

Reason: Pete Affe, manager of Operations over WNBK-WNBC is conducting a contest for the coining of new names for these two studios. The contest is open to all NBC employees and Lucien-Piccard wrist watches will be awarded to the two winning studio names. The names should be meaningful and reflect the character of the studios. Just write down your two suggestions, along with your name, department, room number and phone, and mail to Pete Affe, Room 252, RCA Bldg., New York.

All Set for Outing?

Annual N. Y. Picnic is Week from Saturday



Bear Mountain Inn, at the site of the Annual Outing for NBC New York, which will be held Sept. 12.

Remember the date: Saturday, September 12. The Place: Bear Mountain State Park, up the Hudson River from New York City. The time: noon to midnight. The occasion: the annual Outing for all employees of the New York office, their husbands, wives and guests.

Admission will be free for NBC employees and their husbands or wives. The charge for a guest will be five dollars. Since a record turn-out is expected, it will not be possible for you to bring your spouse and a guest. For example, you won't be able to bring both your wife and her mother. You will have to settle for either one.

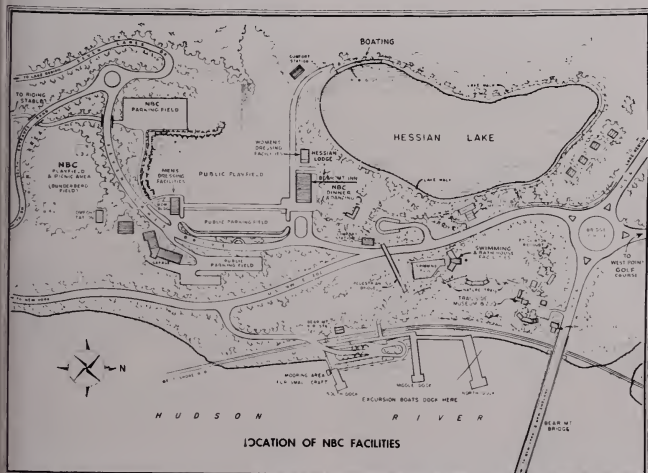
Contrary to the announcement on Gene Rayburn's morning radio show, there will be no jacks tournament; nor will there be facilities for dodge-ball or giant-steps. However, there will be swimming, boating, softball, ping-pong, shuffle board, basketball, bingo, horse-shoe pitching, archery, badminton, volleyball, golf (at \$2 extra), horseback riding (at \$2 extra), and all sorts of contests, such as potato races, tugs-of-war and three-legged races. Another noteworthy activity is drinking free-beer from the kegs placed at convenient locations throughout the park. Not exactly a sport, but at least it gets you outdoors.

As a special feature of the Outing this year, buses will leave Dunderberg Field (see map) at 12:45 p.m. for West Point so that those who wish can watch the U.S.M.A. cadets parade. The buses will return to Bear Mountain immediately after the parade. The box lunch will be available from 12:00 to 2:30.

From 6:00 to 8:00 p.m. a four-course dinner, with prime ribs of beef as the main course, will be served on the ground floor of the Bear Mountain Inn (see photo on this page). Following the dinner, there will be dancing to Jimmy Lanin's orchestra until midnight. A top-flight program of entertainment will be presented at 9:00 p.m., with Steve Allen as master of ceremonies, Helen Halpin, comedienne-vocalist who appears on the Hoagy Carmichael "Saturday Night Revue," the dance team of Bambi Lynn and Rod Alexander, and vocalist Steve Lawrence.

In the morning, buses will leave the RCA Bldg. beginning at 9:30 a.m. The last bus from Bear Mountain at 12:30 a.m. If it is needed, a bus will leave the Outing right after dinner, for people who may have to get back early to report for work.

Make sure you bring your camera to the Outing, not only to take pictures for your own enjoyment, but also because of the photo contest that will be run for the best pictures of the affair. Prizes will be given for the best shots in several different categories. Entries must be submitted to Employee Services by September 30 for judging by a committee of photo experts. The winning pictures will be published in CHIMES.



'Victory at Sea' Score Recorded By RCA Victor for Oct. Release

"Victory at Sea," a suite for orchestra adapted by Robert Russell Bennett from the Richard Rodgers score for the prize-winning NBC-TV documentary, has been recorded for October release, George R. Marek, Director of Artists and Repertoire, RCA Victor Record Department, has announced.



Richard Russell Bennett, distinguished American conductor, gives directions to NBC Symphony Orchestra during its recent recording of themes from the "Victory at Sea" score by Richard Rodgers. The album, to be released by RCA Victor in October, is approximately 46 minutes in duration.

The suite was rescored from the epic documentary film series, "Victory at Sea," which was seen on the NBC Television network from October, 1952, to May, 1953. Originally thirteen hours in length, the RCA Victor album of "Victory at Sea" is forty-five minutes long, and includes nine principal movements: Song of the High Seas, The Pacific Boils Over, The Guadalcanal March, D-Day, Hardwork and Horseplay, The Theme of the Fast Carriers, Beneath the Southern Cross, Mare Nostrum and Victory at Sea. A sparkling tango which captures the mood

of the South Atlantic, originally written for "Victory at Sea," later was adapted by Mr. Rodgers for the score of "Me and Juliet," under the title "No Other Love."

The original televised series of "Victory at Sea" has been described by a well-known journalist as being "the most ambitious and most successful venture in the history of television." This film-and-music dramatic history of naval operations during World War II, the first network-produced motion picture to present contemporary history in a dramatic manner, is the first television program to run simultaneously in four countries; the United States, Canada, Great Britain and Cuba.

This magnificent documentary has already been syndicated in 46 different cities by the NBC Film Division. With combat film resources amounting to 60,000,000 feet from the files of 10 different government and 26 different agencies, "Victory at Sea" tells the taut and dramatic story of war on the sea, over the sea and under the sea—from the dark days after September, 1939, when Nazi U-boats preyed on Allied shipping in the Atlantic to the final defeat of the Axis aggressors in the Pacific. Much of the film, including German and Japanese footage captured during and after the war, was seen for the first time in "Victory at Sea," even by Navy personnel.

The music is a magnificent tonal mirror of the actions which took place in the series, reflecting the darkness and brightness of mood, the hopes and fears of the men who were engaged in the monstrous struggle for survival in a horribly disrupted world. One reporter said, "Mr. Rodgers' score (and Mr. Bennett's orchestration of it) is an extraordinary achievement—a seemingly endless creation, now martial, now tender, now tuneful, now dissonant, but always reflecting the action taking place . . .".

The suite was recorded by the NBC Symphony with Mr. Bennett conducting his own arrangement. Bennett, a composer in his own right who is noted for his orchestral arrangements of Richard Rodgers' scores for "Oklahoma," "The King and I," and "South Pacific," orchestrated "Victory at Sea," for films as well as the recording.

"Excursion," New TV Show, to Start

"Excursion," a half hour TV show for children 8 to 16, begins on NBC-TV Sept. 13. It is prepared by the Ford Foundation's TV-Radio Workshop and will give its audience a provocative look at its past, present and future by using experts in various fields within a framework of entertainment.

New Norfolk Station On Air This Month

NBC's new ultra high frequency affiliated station in Norfolk, Va., WVEC-TV, is scheduled to go on the air on September 19 with regularly scheduled programs.

The full line-up of NBC fall shows will be seen over WVEC-TV. Thousands of television receivers in the Norfolk-Portsmouth-Newport News-Hampton area already have been converted to UHF and by the time the station goes on the air, the number of sets converted is expected to be at least 50,000.

Dreier to Start AM News Show

The International Harvester Company will sponsor Alex Dreier on the NBC Radio Network in a five-a-week, 15 minute news commentary program starting Monday, September 7, it was announced last month by Fred Horton, director of NBC Radio Network Sales.

Dreier will be heard over 53 NBC stations, Monday through Friday, in the 7:00 p.m. time now occupied by the "Pure Oil News Parade." The current station lineup is to be expanded by International Harvester as soon as local station time clearances are available. The contract is for 52 weeks.

NBC Marriages

Helen Debolt, San Francisco, to Arthur Holmlund
Jeanette Harmady, N. Y., to Lt. Michael Capriano
Sal Verday, N. Y., to Dorothy Carnevale
Ruth Johnson, N. Y., to Donald Finley

NBC Engagements

Virginia Fiske, Washington, to Warren Booram
Doris Richardson, Chicago, to Warren Jonas

Hollywood Profile:

McElroy 25 Years In Show Business

Candidate for the title of America's jolliest master of ceremonies is Jack McElroy, star of the "Jack McElroy Show," which is seen daily on NBC's Owned and Operated television station in Hollywood, KNBH. Jovial Jack, who graces the cover of this issue of CHIMES, this year celebrates his 25th year in the entertainment business.

The "Jack McElroy Show" has been growing in popularity with Southern California viewers since it went on the air a year and a half ago. Jack gained fame as a singer and announcer on the radio show "Bride and Groom" for five years and for another five he was master of ceremonies of "Breakfast in Hollywood" and "Welcome to Hollywood." His current KNBH show represents one of the few successful conversions of this type of show from radio to television.

During the past quarter-century, Jack has accumulated more credits than he can remember in television, radio, stage and screen. Even before he had finished grade school in Columbus, Kansas, Jack had established a name for himself in his new community as a singer and actor in church, school and similar functions.

After school he went to work with a dance band as vocalist. Once when the announcer for a broadcast failed to show up, Jack took over and got his first taste of radio. The station owner happened to be listening and phoned Jack an offer for his station in Missouri. That was the real start of his radio career and he remained there four years.

Upon leaving Joplin, McElroy slowly but surely moved westward, working with many large and small radio stations in every capacity.

Before reaching Hollywood he met and quickly fell in love with Nancy Hurd, one of America's first full-time girl radio announcers. Their first meeting wasn't cordial since both were staff announcers and a woman in that position was unique at the time. Anyway, the rivalry was culminated before a minister and they are still happy. Mrs. McElroy said a quick goodbye to radio and then, as now, devotes her time to being a housewife. Their three youngsters are Jack, Jr., 11; Paula Jean, 6; and Marilyn Lucille, 3.

Zaer Named Radio Net Controller; Marion Stephenson is Assistant

Theodore Zaer, controller for WNBC and WNBT, NBC's flagship stations in New York, has been appointed divisional controller of the company's Radio Network Division, Joseph V. Heffernan, NBC's financial vice president, announced on August 12.

At the same time Mr. Heffernan announced that Miss Marion Stephenson, chief budget assistant in the NBC controllers Department, has been appointed assistant to the divisional controller for the Radio Network Division.

Mr. Zaer brings to his new post many years experience in various phases of the financial operation of the company, which he first joined in 1930. He began his career as a page, later working in the traffic and program departments and in 1933 became a member of the financial department.

He has served with NBC all these years except for a period during 1942 and 1943 when he helped set up the financial organization of the Blue Network (now ABC) when it separated from NBC to become an individually owned-and-operated network. Mr. Zaer returned to NBC in September, 1943 as a special accountant in the Controller's Department. He was appointed controller of WNBC and WNBT in January, 1951.

Mr. Zaer holds a B.C.S. degree from the New York University School of Commerce. A native New Yorker, he currently lives with his wife and three children in Parkchester, N. Y.

Miss Stephenson has been with NBC nine years. She was employed in the Controller's Department of Esso Standard Oil Company before joining NBC as budget manager in the network's Advertising and Promotion Department. In 1950, she moved into the Radio Con-

troller's Department where she later was promoted to budget supervisor for the Radio Network. She was appointed chief budget assistant in the NBC Controller's Department in August, 1952.

She holds a B.A. degree from Antioch College and a Masters Degree from the New York University Graduate School of Business.



Theodore Zaer



Marion Stephenson

Bargain Counter

Wanted: One man to share apartment in N.Y. with radio producer, stage manager, engineer. Apartment is duplex, seven rooms, two baths, three fireplaces, four bedrooms, garden, sun-deck. Share \$54 a month. Available Sept. 1. Call Bob White, Ext. 106 before noon, or AL 5-1196 after noon.

Wanted: Girl to share 2½ furnished apartment. Has TV set. Reasonable rent. Call Honey Teeter, Ext. 8565. N.Y.

For Sale: 1951 Studebaker, four door, excellent condition. Attn. hams: has radio ham rig. Call Shirley Fischer, Ext. 8568. N.Y.

For Sale: Technmaster "Williamson" III-F1 amplifier, with Peerless output transformer. New. \$50.00. Call Eli Gottleib, Ext. 8217. N.Y.

In 1935 Jack became interested in aviation and soloed first in Wichita in 1936. The following year he obtained his private license. Jack was in the sky for his own pleasure until the war started and he became an Air Force flight instructor and now has 4,500 hours of flying credit.

His hobbies are numerous and he takes them all seriously. His favorites are speedboating, archery, photography, deep sea fishing, and he holds a radio operator's license.

People and Places

KNBH, Hollywood

Bud Mertens of the Accounting Department at KNBH has joined the fast growing list of sports car owners. His new German Volkswagen is the only one of its kind at NBC so far. Vital statistics: 25 HP rear engine, seats 4, 35 miles per gallon.

Jim Damon's chest is all puffed out about his new Chevy Bel Air, two tone cream and blue.

Ted Rich and *Bob Baldwin* are busy these days converting a player piano into a roll title, reported to be the biggest in the business. It's for *Helen Parrish's* new "This is Your Music" telecast.

Vacations are still the rage. Station manager *Don Norman* is sporting a tan from a week in Palm Springs. *Bob Pelgram* and his wife Jane took a few days off recently to travel South of the Border to take in some golf and Jai Alai games. The vacation preceded Mrs. Pelgram's appointment to TV editor for the *Hollywood Reporter*.

Bob Henry, KNBH Operations, is looking forward to a week of water skiing at Lake Tahoe soon and will visit nearby Reno. *Bobbie Ricksen* just returned from 2 weeks at Tahoe and is telling everyone about her experiences in the steam bath. Crazy bit!

Joan Gowanlock spent her two weeks in San Francisco and *Lila Turner* spent a belated honeymoon fishing for trout in Colorado and visiting her sister in southern Minnesota. Lila was married last March.

Ham Nelson has finally made his first hole-in-one after 22 years of continued tourings of fairways and greens on Southern California golf courses.

Carroll O'Meara has been lecturing for an Air Force unit stationed at Burbank. He's giving the flyboys some instructions on TV camera techniques and production problems.

On the sick list recently were *Gene Terrell*, *Ann Slater* and *Norman Hopps*. Gene was quieted by a tonsillectomy and Ann took a forced 3-week vacation for an emergency appendectomy. Norm was all puffed up with the mumps.

A big reunion was held recently marking 6 years with the National Broadcasting Company by *Vance Colvig*, *Marc Breslow* and *Lou Onofrio*. They all began as parking lot attendants. Marc now directs KNBH's "Nutsy

the Clown" telecast, starring Vance. Lou is a TD. Come fall, the "Nutsy" show will be the second at the station to be kinescoped for other markets. Included in the 7 stations which will carry the program is Honolulu's KONA.

Some members of KNBH had the pleasure of meeting *Imogene Coca* and her husband while they were vacationing in Los Angeles.

WNBC, WNBT, New York

A huge welcome to the *Steve Allen* crew who have joined us here in 252, including the fabulous *Steve*, and the upcoming, talented singers, *Helene Dixon* and *Steve Lawrence*. On the administrative end we have *Doris Braverman*, secretary to *Johnny Stearns*, producer of the Monday through Friday show, and *Dale Remington*, who is *Johnny's* assistant.

There was a kickoff press party the night of the show's premiere at Toots Shor's. Representatives from the agency and the sponsor (Ruppert Knickerbocker Beer), newspaper columnists and press contacts and our NBC people were all there. From all reports, everyone had a tremendous time.

Pete Affe, manager of Operations for WNBC-WNBT, celebrated the first an-

niversary of operations at the 67th St. studio. Congratulations to Pete and everyone at the studio.

While congratulations are being tossed about, we can't forget *Jeanette Capriano*, of station manager *Ernest de la Ossa's* office, who was married to *Lt. Michael Capriano* June 14, and to *Audrey Tibbs (Tibby)* who will become *Mrs. Gene Alexy* on September 19.

Well people, you've had it as far as column items are concerned, here at NBC's Flagship Stations. This reporter, after plaguing the entire staff for information and writing it down, came to the conclusion that it all would make very dull copy. So this is what this writer came up with:

Jim Hulbert and his wife are spending their vacation in Atlantic City and also will visit Washington, their home town. *Sandy Riesenbergs* spent her vacation in New Hampshire. Astounding! eh, wot! *Kit Tucker* is now in Lake Placid and *Earl Harder* will vacation in Madison, Connecticut. Frankly, do you really care where these people spend their vacation? Well, then, some more startling events. *Joan De Mott* is in Maine. *Jim Mullen* vacationed in Ohio and Canada while *Jim Barry* flew to Rockport, Massachusetts, and if you're still here, *Dan Sobol* will sunbathe in Florida. How about that?

Kudos to: *Phil Dean*, director of Publicity, who placed third in the first semi-annual WNBC-WNBT Spot Sales



Flagship Stations publicity staff scanning *Variety* for breaks on the new late-evening *Morey Amsterdam* show. The headgear are "yuk-a-puk" hats used on *Morey's* show. Wearing caps as follows are: *Johnny O'Keefe*, WNBC-T program editor; *Barbara Mulligan*, secretary; *Phil Dean*, publicity director for WNBC-T; and *Mary Jane MacDougall*, assistant publicity director.

Golf Tournament which was held at Shawnee, last month: *Norton Gretzler*, who became the father of Joanne Renee, 8 lbs., 4 ozs., and *Herman Maxwell*, formerly of WOR who has joined the sales staff.

We wish to welcome *Miriam Meyers* to the Controllers office. *Alice Hubbard*, who is *Jay Heitin's* new secretary. *Cecilia Zelac*, who is *Ernest de la Ossa's* secretary, and *Claude Callison*, who now is writing WNBC promotion.

Flash! *Mary Kay Stearns* gave her husband, Johnny, a beautiful pair of cuff links picturing "Our Place" for their seventh wedding anniversary. Congratulations! French cuffs, anyone?

Belated but hearty congratulations to *Mr. and Mrs. Arthur Walters* — of the Port Washington transmitter — on the birth of their daughter, *Patricia Lee*.

WMAQ, WNBQ, Chicago

Welcome to new Chicago staffers: *Edward Montanus*, *Richard Baldwin* and *Frank Shaw*, salesmen in TV Film Sales; *Janis Albert*, and *Sandra Peck*, secretaries in TV Film Sales; *Louis DePaolo*, payroll clerk; *Sarita Nunez*, secretary in AM Spot Sales; *Diane Young*, secretary in TV Spot Sales; *Mary Fitzgerald*, clerk in TV Operations; *Marcia Kolling*, secretary in TV Operations; *Eileen O'Mara*, Accounting; *Marianne Goldstein*, secretary in TV Production; *Teresa Opela*, secretary in WMAQ Sales; *William Burnett*, AM Engineer; *Thomas Hoban*, Duplicating; *Fred Pinkard*, TV Prop Procurement, and *Charles Moos*, in Mailroom.

Congratulations to *Doris Richardson* in Accounting, who has become engaged to *Warren Jonas*, a fishing rod salesman; to *Ben Park*, TV Network Program manager, on the birth of a son, *Richard William*, on July 31; to *Phil Boduwell*, WNBQ assistant director, on the birth of a daughter, *Becky Ann*, on July 29; and to *Bob Murphy*, co-MC of WNBQ's "Bob and Kay," on the birth of a son, *James William*, on July 28. The Murphys now have four sons and four daughters.

WRC, WNBW, Washington

Social event of the summer was the marriage on August 1 of WRC-WNBW announcer *Maurice "Mac" McGarry* and *Barbara Walter*, newsroom secretary. Nearly one hundred staffers attended the wedding and the reception

following at the Army-Navy Country Club. Seen sipping champagne: NBC vice president *Frank M. Russell* and *Mrs. Russell*. NBC V.P. and WNBW-WRC general manager *Carleton D. Smith* and *Mrs. Smith*. *Beverley Fayman*, secretary to Operations Director *L. A. McClelland*, was a bridesmaid. *Dave Von Soden*, WRC news editor, was one of the ushers. The bride is the daughter of Representative and *Mrs. Walter* of Pennsylvania. The proud father is co-author, with Senator *McCarren*, of the *McCarren-Walter Immigration Law*.

Proudest father at WRC: *Russell Tournabene*, whose 3 months old son *Joseph* is a dead ringer for the old man. Russ is heard frequently on network news feeds from WRC, and handles a regular news editor shift at WRC.

Joan King of Verona, New Jersey, has joined WNBW-WRC as secretary to Press Department director *Jay Royen*.

Jean Montgomery, girl Friday of the Washington "Camel Newsreel" office, is vacationing at Long Beach, California, and taking some time due from the frantic inauguration and political campaign days.

Bob Abernathy has joined the NBC Washington newswroom as a general assignment reporter.

Virginia Fiske, secretary to WNBW-WRC director of Programs *James E. Kovach* has announced she is switching her affiliation, romantically at least. Virginia has announced her engagement to *Warren Booram*, Press Department assistant at station WTOP (CBS).

Sports car addicts in Washington may often be found in the Recording Room, center of incessant harangues about things in general and automotive lore in particular, and repository of the unofficial, but often used, auto periodical collection. Recording engineers *Don MacDowell* (former MG owner) and *Bob Shenton* (someday owner of Jaguars, Ferrari, etc. ad infinitum) are co-proprietors of this cultural center, maintain hours of 8 AM to 11 PM almost daily to dispense prejudiced dogma in this field, and to referee the bloodier contests which inevitably arise.

Engineer *Art Page*, by virtue of owning the only currently extant NBC Wash sports car, a *Singer SM1500* known affectionately as "The Bobbin," by his wife *Kay*, maintains a position of respect in this domain, and is even permitted to make recordings on occasion.

Frequent visitors of note include *L. A. McClelland*, director of Operations, a gentleman who likes to talk about high performance cars of any kind and vintage. Announcer *Ray Quinn*, who says one of these days he'll buy an MG or Jag, and *Carl Degen*, TV director, whose Chevy Belair very nearly went on the block in favor of a green MG just a few months back.

A number of other local characters definitely have the sports car urge, but in many cases family conditions (i.e., children) prevent the purchase of a two seater, and unless roomier, more generally practical, sports designs appear, this group will likely remain in the armchair category.

Some effort has been put forth in the direction of televising local sports car events, particularly by *Art Page*, but thus far little general enthusiasm has been aroused among those who know TV programming best. Perhaps someday this ever-growing sport will rise to the point where TV will show some interest. Meanwhile, the local clan has lots of used recording blanks, old tape and slightly worn tubes to swap for MG's, Jaguars, or what have you. Any offers?

We said a reluctant goodbye to *Frank Blair* recently, as he departed for N. Y. and "Today." He promises to be around here on weekends.

TV directors *Heyward Siddons* and *Frank Slingland* are surrounded by bathing beauties. Unfortunately all are between ages 5 and 10, contestants for "Little Miss Washington" on "Inga's Angle." Our glamour girl *Inga* had a wonderful trip to Hollywood for "Ladies Choice" but says Hollywood and Vine looks just like 14th and F.

Vacations are the favorite topic these days. *Libby Scontras*, film secretary, recommends Maine; *Carl Degen* enjoyed his time out from directing duties in Chicago; *Betsy Stelck* says she was really "down on the farm", an Iowa one, quite a change from the Land of Tutti Frutti she visits as the Story Lady on "Little Playhouse." TV Program Manager *Ralph Burgin* chose Rehobeth Beach, to get away from phones, of course. We are wondering WHERE TV director *Joe Broune* went. He was highly mysterious about the whole matter.

Announcer *Max Anderson* left us late in August to join station WPFA-TV., Pensacola, Fla., as program director. Pensacola is his old stamping ground.



Girls from WNBC-TV were hostesses for the press party for Steve Allen at Toots Shor's the night his TV show made its debut. Not-so-high kickers are, left to right: Doris Braverman, Mary McNulty, Joan Levinson, Barbara Mulligan, Jeanette Capriano, Rusty Tyler, Kit Tucker, Mary Regan and Steve Allen.

NBC, New York

Networks

Music—We welcome *David Hendry* to the Music Library. He comes to us from Guest Relations.

We had two visitors this summer month—one a brand new one. *Helen Burgett* introduced her year old son, Neil, to the office staff. The other visitor was an old friend, *Mr. Parsons*, who came in especially for *Bill Paisley's* birthday.

Plant Operations—We're all giving a hearty welcome to *Audrey Rengstorff* who joined us after being with the Personnel Department, and to *Doug Coulter* who just joined the company. *Jack Briggs*, formerly of the Plant Operations Department, stopped in the other day to prove to us that he can really handle the Italian language after being in Italy for over a year with the "American Inventory." Our eyes are still dewy after bidding farewell to *Hank Allard*, although he's not really moving very far. Hank's a floor manager now, and we're all very happy for him. *Arthur Barnett* was complaining that we never gave him credit when he came to us from the Controller's Department, so here's to you, Art. *Sadie Zuzzolo* came back from *Berinda* full

of good spirits and wants to go back down there to work from what we hear... seems there's no man shortage down there, girls! The line forms to the right. *Pat Cahill* scheduled to judge the sheep-dipping contest at *Narrowsburg*, New York.

Press—*Jim Corbett*, publicity director of Louisiana State University, joins the Press Dept. as liaison between NCAA and NBC in production of General Motors "NCAA football telecasts". Everyone glad to hear that *Warren Cromwell*, assistant magazine editor, is recuperating from his operation and will return later this year. *Alex Nyary* tells how a writer might spend a few days. First he flew 1600 miles to attend the public opening of a United States Air Force Base in Limestone, Maine, just 9 miles from the Canadian border. This program was highlighted by a broadcast of the "Cities Service Band of America." Reaching home at 4 o'clock the next morning, Alex set out for Westport, Conn. that day to see *Wally Cox*, who is appearing in "Three Men on a Horse." Mr. Cox, incidentally, has just broken the 22 year old attendance record at the Westport Playhouse set by *Ezio Pinza*. On the third day, Alex had this to say, "I'm not too well this morning".

Vacations: Elaine Brodey, Beth Blossom, Sam Kaufman, Jack Tracy, Ernie Otto, Bill McCardell, Milt Brown, and Jack Haney have all returned from their well earned vacations.

Radio and TV Sales Traffic—Vacations have just about come to an end in this office and all we can do now is reminisce about all the wonderful things we did during our "two weeks". Your reporter returned from her vacation with quite a tan and was barely recognized by her cohorts in 418. Spent one wonderful week up at Eastover in Lenox, Mass. and is still raving about the place, the people, and all the fun! Likes the place so much is going back for the last week-end in August. What a wonderful spot—can give a twenty minute recommendation of Eastover at the drop of a hat!!! *Lillian McNaughton* spent her vacation at the Jersey shore and from all reports we are assured that she too had a very good time. *Kay Walker* came back from her vacation looking "fit as a fiddle" after spending her time either at the beach or motoring up and down the shore. *Joan Mooney* will have lots of news when she returns from her vacation—she too was travelling to the Jersey shore.

The office "wanderer," *John Udry*, is still vacationing in Europe and by now is probably prancing up and down the Champs Elysees seeing all the sights (and believe me, John will see them all!). John should have no worries about how his job is coming along as his position was ably filled by *Tony Cervini* who, by the way, is also vacationing at the present time. *Honey Teeter* was given a wonderful surprise party to celebrate her birthday and was given a beautiful compact by the gang from the office. From all reports a good time was had by all. *Alice Reichgott* had the office in an uproar when she purchased her parakeet last week and kept it in the office until 5 P.M. Practically everyone was trying to teach it various tricks, but believe me, it had tricks of its own—one of which was "rolling over and playing dead" which scared everyone. She did get it home safely and everyone could then breathe a sigh of relief. . . .

Research and Planning — *Carol Burton* is still recovering from the grand surprise which greeted her return from vacation namely . . . daughter Sue's engagement to *Leonard Tenner*. All who know Sue congratulate the

lucky guy and wish her much happiness. Post card from *Marie Redling* tells us she is having a wonderful time in Maine on her vacation. August vacationers also include *Ken Greene* off to Worcester, *Barbara Figliola* long-weekending it in Asbury, despite inclement weather, *Radford Stone* in Vermont, *Frank Sullivan* visiting the folks in Richmond, Virginia, *Whit Rhodes* spends two weeks at Cape Cod, *Robert Daubenspeck* between home in Summit and Jersey shore, *Louise Kacicak* fully relaxing as one should on a week off, and *Gloria Betros* up in Poughkeepsie, refereeing bouts between her two nephews who haven't seen each other since Thanksgiving. At their tender ages of 13 and 14 months don't seem to care much if they do not see each other til next Thanksgiving. After having taken the sales presentation to the middle west and coast, *Tom Coffin* took himself and wife the other way and spent two weeks in New Hampshire. Regardless of the fickle weather everywhere everyone reported a good time.

On July 29, everybody here helped *Jo Capetta* celebrate her second wedding anniversary. While she was being dined at Ronnie's, her call to hubby Ralph stationed in France came through and you never saw a bee-line like the one Jo made back to NBC for the call. C'est tout, mes amis. Au revoir.

Station Relations—Things are quiet on this front, nothing much has happened to jar us out of our daily routine. We've been on vacations and we've gotten back with sunburns, windburns (the mountains, you know) and stories and we've talked about this year vs last year and the big plans for next year.

Spike Knapp has become a pater for the fourth time. Another girl he sighs, this makes three females and one of the other kind.

Nat Glaser went to California and had a great time on her vacation. Voo Den?

Miriam Locomara has bought a car and is taking lessons so she can drive to the NBC Outing on Sept. 12th.

Grace Lynch long time member of this mad house has accepted the position of *Charles Bevis'* secretary. Goom-bye Gracie!

Welcome, Welcome, to *Joyce Hightee*, *Mary Mercer*, *Bob Arron*, *Colette Saphier* and anyone else who joins us

after this goes to print. (I hope you're satisfied, Mrs. Higbee).

Technical Operations—Our "Goldfish Boys", the men in Master Control, are wondering about that "Tour Area—Caution" sign that went up recently on the corner of the corridor near the Master Control Room window. In spite of the fact that there are usually anywhere from 30 to 50 people-in-tour "breathing down our necks" through the window, there have been no reports thus far of a tourist being bitten by an engineer—or vice versa!

Within the last week, two of the girls who had worked in our department and who had married men in our department became mothers. *Gloria Hughes Smiley* presented *Tom* with a daughter, Susan, and *Claire Hillmeyer Gress* presented *Arthur* with a son, Thomas. Coincidence, no? Both mothers and both fathers are doing fine.

Welcome to *Georgia Smith*, as secretary to the Messrs. *Gronberg*, *Townsend* and *Proitzman*, and welcome to *Dorothy Weber*, who took *Claire Gress'* place as *Court Snell's* secretary. Incidentally, Dorothy claims that she is still getting business mail addressed to Claire instead of to her, and it's been over two months now.

Bill Ahern, *Whit Baston*, *Don Pike* and *Ed Wilbur* are now all in one office, Room 557; they are sharing it with an Ay Em man, too — *Harry Grelick*. They had all previously been in different offices.

TV Field Operation in Long Island City welcomes back *Lou Fusari*, *Don Blake*, *Frank Gibbs*, *Ernest Varga*, *Alan Aebig*, *Ogden Bowman*, *John Norell*, *Sal Benza*, *George Madge*, *Dan O'Halloran*, *Fred Squires*, *Bob Smith* and *Al Berkompas* who had been working in Radio City as summer relief for the Studio Operation men.

Florence O'Grady and her fiance just bought a home in Yonkers. It'll be ready in September. *Bob Davis* just bought a shiny new red MG. Peachy. He and *Bob Daniels*, *Bill Waterbury* and *Frank McArdle* and their respective families spent the first week in July together at Cape May, New Jersey. Made some "real-production-type" movies on the beach, too. The *Don Everts* are enjoying a sort of second-honeymoon in Cristobal, Canal Zone. They had spent their first one there and, since they had just recently married off their daughter, they decided

they needed something to bolster their spirits. *Gene Frisch* returned from a 2500 mile motor trip through New York, New England, Canada and Pennsylvania. *Johnny Maurer* is now a qualified water-skiier with the help of *Frank Hill*, *Bill Miller* and the Great South Bay. *Neel McGinnis* is leaving shortly for Minnesota for 3 weeks, with a good deal of the time to be spent in St. Paul, where for many years prior to his coming to New York he had been associated with station KSTP. *Joyce Peters* is planning to go back to Texas on her vacation in September. Have no fear, Everybody, it will only be for a visit.

Traffic—*Eleanor A. Beebe* and *Wallace A. Gray* are newcomers in the Traffic Department and as we put out the welcome mat for them, we bid a fond farewell to *Roy Bartels* who resigned and to *Jeanne Jenks* who has been promoted to TV Production. Our congratulations and good luck go to both of them. *Al Frey* and his family have just moved into their new ranch home in Great Notch, New Jersey. When are you sending out the invitations to the housewarming party, Al—we're all waiting! *Betty Curry* spent her vacation in Binghamton and reports a "good time was had by all."

TV Network Sales—Our European vacationers: *George Ogle* has just returned from a wonderful automobile tour of England, France, Belgium, Holland, Germany, Switzerland and Italy. At this writing we are awaiting *Mary Alcombrack's* return from her London-Paris trip.

Welcome to newcomers *George A. Graham, Jr.*, who has joined the "Today" sales staff; and belated greetings to *Pat Cramer* and *Margie Davis*.

Since Radio and Television Network Sales have split, we really miss Messrs. *Horton*, *Freedley*, *Van Amberg*, *Knox*, *Wright* and *Gardner*, who have gone upstairs to constitute the new Radio Network Sales Department. Secretaries who have left for AM are *Jean Martin*, *Lily Borst*, *Helen Schultheis* and *Doris Anderson*. The place seems empty without them.

Owned and Operated Stations

O & O Administration—It seems that every summer the staff of O & O Administration has a few alterations to report, and this year is no exception. We want to take this opportunity to



At farewell party for Jo Whalen of Stenographic Dept. in New York are Jo, left, cutting cake, and Irene Sniffin. Jo left NBC recently after seven years to live in Florida.

welcome Jo Bucaria and Nick Gordon to our organization as secretary and rate expert respectively. Nick came to us from the Keystone Broadcasting Company where he was research director. Jo replaces Judy Rivkin, who left NBC to spend a summer at the beach. Some people have all the luck!

We are minus an old standby of the staff. Bob Woodburn left us in June to take the job of chief accountant at WNBQ-WMAQ, Chicago. We wish Bob all the luck in the world at the station. Now Bob groans over the phone each time we request that special report pronto. We hear rumors from Chicago to the effect that Bob has quite an apartment out there, and when he isn't working late, is having a fine time for himself in the Windy City.

Vacations are, of course, the prime topic of conversation around 302 lately. Ann Winters recently returned from touring the west coast for two weeks. She visited San Francisco, Hollywood, and Chicago, and got to know some of the people we speak to on the tie-lines all the time. We always say here in New York that we'd like to get to know more of the staff at the locations. Maybe vacations are the way to do it.

Jim Chandler and Dick Templeton also have tales of their trips to Cape May and Quebec that make the rest of us who haven't been away yet green with envy. By the time this appears in print, though, all of us will have had

our crack at the leisurely life. Sarah Willner and Bob Ciasca have Canadian plans; Tom O'Brien is just going to relax with his family; and yours truly is heading for the West Indies in September.

Another nice thing about vacations this year is that our "floating" secretary, Margie Sampson, is around to brighten our days. They grow them pretty and witty in Minnesota, if Margie is any indication. We wish that Margie would plan to come back to O & O after she finishes her last year at the University of Minnesota. Incidentally, this gal is a veritable storehouse of jokes!

We sincerely hope that all of NBC has journeyed to the third floor by the elevators to see the Spot Sales displays and the ultra-modern reception section of our office. We think that this is a mighty fine set-up—and, confidentially, I bet CBS is drooling that they don't have it. Congratulations to Hank Shepard and all the rest who were responsible for it.

Guess that winds it up for another month. See you again soon with more news of O & O.

Staff Administration

Controllers—With all the vacations, news about Controllers is at a minimum. Fran McTighe is leaving N.B.C. to go to California. Congratulations to Jim Cody on his promotion to assistant manager to Robert Burkolt. After reading "Power Golf" by Ben Hogan, is Frank Zwick going to enter the British Open?

The biggest event and news of the year, in our humble opinion, was the recent marriage of Sal Verdey of our Payroll Section. We all presented him and his bride with a lovely radio-clock combination. The best of luck to both of them and a life of health and happiness.

Ethel Perry was all excited about the vacation trip to Miami she and her spouse were taking last month. That's really living! Maria Niles returned the other week from a glorious week-end vacation in Connecticut.

Our sincere congratulations to Arlene Seibert and Joan Rivera of Tabulating upon their recent engagements. Ann Buron and Pete Peterson getting married September 12. Good luck to them all!

Duplicating — Vacations take the spotlight this month. They include

John Corso in New England, Don Bartsch in Upstate New York, Tom Wade in Philadelphia and Ray Ruckert in New Hampshire.

Also vacationing have been Vi Sparks and John Dee. New Duplicators this month include Ralph Hausser and Mike Minotti, who will have to wait until next year, when they will get their vacations.

Charlie Atlee and Harry Larsen completed their two weeks training with the National Guard. Incidentally, Charlie ran into ex-Duplicator Bill Garvey at Camp Drum. Bill will be home shortly. Another ex-Duplicator, Bob Amante, paid us a visit recently.

Tom Leonard was promoted to Air Conditioning, so Tom Wade moves back into the ticket cage. John Corso is all excited about the new NBC Tennis Club. Imagine how he'll be when he learns to play!

It's too bad NBC doesn't have a "Mr. NBC" contest similar to the "Miss NBC" contest of a few months ago. If they did have, we would have a good entry in Jim Plock, the "Dream Boy of Duplicating." It seems Dream Boy came about his title by befriending a poor little waif of a girl (about 21) who thereupon presented him with a lighter with the inscription "Dream Boy." He doesn't like the title, he says, but Dream Boy is always right there with his trusty lighter whenever anybody takes out a cigarette!

Legal—The important issue of the day is WHO took a pot shot at Ed Denning (have you seen the lump on his head?) and WHY???? Architect John Shute, just back from vacation, is now busy designing his hideaway on Chebeague Island, Maine.

We are all dying to see Joan Lindenmayer in that Tyrolean outfit of hers which she picked up while touring Europe—but so far no soap.

We are all wishing Palma Bisogno's daughter, Barbara, a speedy recovery from her recent bout with the surgeon.

Can anybody explain Ina Sugihara's sudden interest in Army camps?

Vacation news: Tom Ervin to Fire Island; Ben Raub to Chappaqua and his new home; Jean Schneider, Janet Shields and Tam Behrens to Cape Cod; Joan Baird to the Jersey Shore and Poconos; Ann Debus to the beach; Louise Sather to Cape May; Grace Seriani to Connecticut; Liz Leiner to Florida.

Personnel—Joan Daly says that if we can't write anything better than the

fact that she is taking her vacation at Cape Cod and Lake Placid then we're not to write at all about her.

So, we're happy to write instead about *Ruth Johnson*, "Miss NBC," who was married to Donald Finley on August 8. In honor of the occasion, Placement put on its dark glasses and took her to lunch at Toots Shor's. The honeymooners are going to Bermuda, all expenses paid, thanks to the first place prize in the Miss NBC contest.

Personnel extends a sincere welcome to *Charles Hicks, Jr.*, of Radio Recording. Mr. Hicks replaced *Ted Thompson*, to whom we bid a fond adieu in July. We also welcome to NBC Mr. Hicks' secretary, *Sue O'Leary*, who lists Dwight Greene, former Governor of Illinois, as her last employer.

Belated but worthy tribute was sung by Gene Rayburn of our *Nell Blatzeim* on his zany AM show.

We all share *Jacquelyne Johnson's* joy at the announcement that her cousin was released in good health by the Chinese in the first prisoner exchange after the truce.

WANTED: Fashion coordinator to alleviate difficult situation created when three girls in our office fell in love with and bought the same dress. P.S. It's becoming to all.

Stenographic—We of Stenographic say hello and welcome to three new girls, who represent three of the best boroughs of New York City. They are: *Carmela Grande*, who comes to us from Brooklyn; *Agnes Hunter*, who hails from the Bronx; and *Margot Lampe*, who is from Queens.

And now it is a fond farewell to *Helene Canale O'Malley*, who has left the work life in order to concentrate on the domestic life.

Vacations are still the main extra curricular activity and much fun is had by all. *Joan Camacho* is enjoying the sun and sea on the Jersey shore. *Rose Passarelli* left for Sagamore, Pa. to rest in the peace and quiet of the Poconos. *Ellen Krieger* is staying at home to supervise a house painting job. She loves to paint and is looking forward to having a great time executing this project.

Jo Whalen postcarded to say Florida is the best! *Simone Zeitoun*, our gift from Tunisia, is on her way to see the United States of America. We will be sorry to have her leave us, but know she is looking forward to seeing the U.S.A.

Film Division

Administration, Sales and Program—Like everyone else, Film Division employees have been taking vacations: *Betty Bergen*, Maine; *Anne De Rose*, Wildwood, New Jersey; *Chuck Henderson*, Ashtabula, Ohio; *Fritz Jacob*, Martha's Vineyard; *John Bechtel*, Connecticut; *Carl Stanton*, home; *Mary McCarthy*, Poconos; *Kathy Sullivan*, Catskills; *Len Warager*, Chittenden, Vermont; *Joyce PraSisto*, Atlantic City; *Dottie Schmidt*, Cape Cod; *Rosalie Trego*, Denver, Colo.

Another first in the sales department . . . *Jacques Liebhenguth*, new salesman, is the first man to graduate from Katherine Gibbs . . . just ask him!!! These southerners never give up . . . *Bill Grainger* is surreptitiously enlisting all his friends in the Confederate Air Corps. The date of secession has not yet been announced, according to Colonel Grainger, Suh!

NBC Births

To Ben Parks, Chicago, a son, Richard William
To Phil Bodwells, Chicago, a daughter, Becky Ann
To Bob Murphys, Chicago, a son, James William
To Arthur Walters, N. Y., a daughter, Patricia Lee
To Jerry Weisses, N. Y., a daughter, Caryn Elisa
To Tom Smiles, N. Y., a daughter, Susan
To Arthur Gresses, N. Y., a son, Thomas William
To Norton Gretzlers, N. Y., a daughter, Joanne Renee
To Ogden Knapps, N. Y., a daughter
To Alice Weyrauther Jacobs, N. Y., a daughter, Peggy

3000 Days of History

(Continued from page 5)

and wires began to pour in from all over the U. S., the boys knew that they had scored a world beat.

The Central News Room in New York is staffed with seasoned and skillful editors who have spent many years in the business of dealing with news, supplemented with rich experience in the radio industry.

Heading the young and resourceful staff in the Public Affairs Department of the network are Davidson Taylor and Bill McAndrew, both old timers in the trade, both gifted with boldness and imagination in handling public affairs, special events and TV news.

Taylor, known as "Dave" to his staff, has had 24 years of top-level experience

in radio and television as production executive. He feels strongly that the system of TV news coverage as perfected by NBC represents an important contribution in the field of public service. It has helped bring understanding of the great complex issues of our time to great masses of the people.

William R. McAndrew, who directs the combined radio-TV news operations, brought to his present post with NBC many years of experience as a newspaper man, and has been with the network since 1936.

There is Joe Meyers, lean newsmen with a Phi Beta Kappa key and split-second judgment, managing NBC's Central News Desk. There is Bill Garden, recently released from the Army as a Major to return to NBC Newsroom as manager of special projects.

Len Allen, TV assignment editor is a seasoned newsmen who, working from studios, directs the diversified operations of cameramen-reporters in the far-flung corners of the globe where NBC TV news functions.

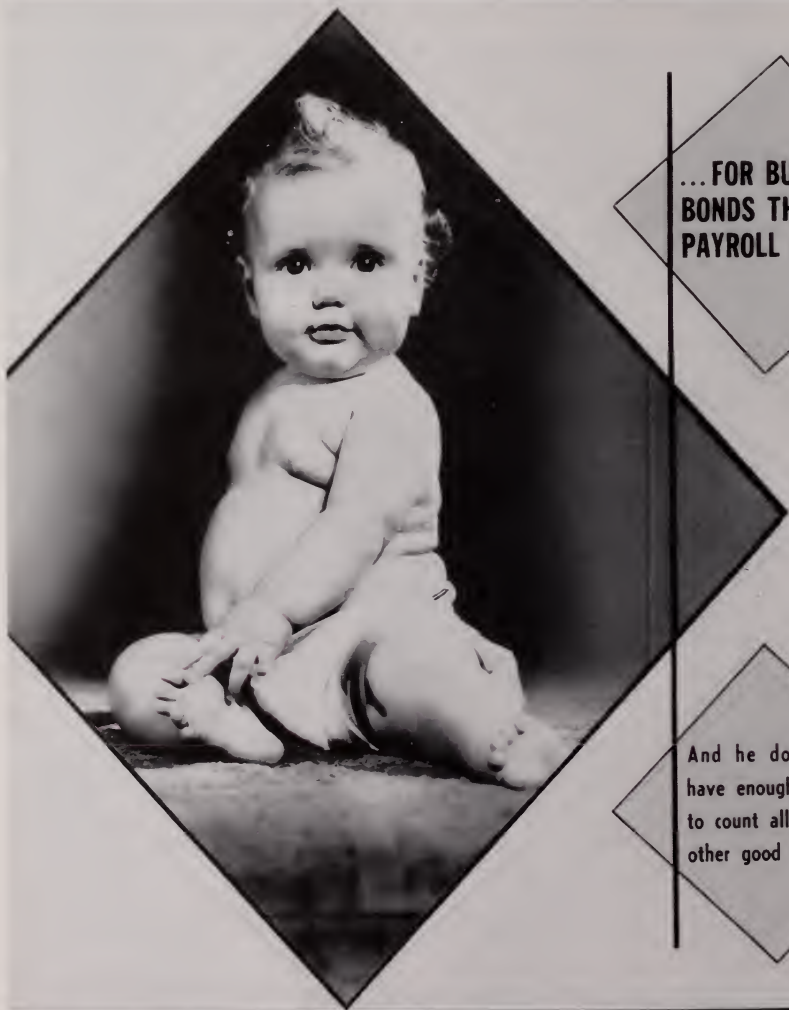
It is up to Len to keep this staff working on a smooth keel, seeing to it that the right emphasis is placed upon the right story, building background footage for possible use in emergency news coverage, satisfying the insatiable demand for more and still more TV feature material and documentaries.

There are many others in posts of no less responsibility who produce, arrange and direct the various news shows which are seen and heard by millions on NBC radio and TV, and which make fullest possible use of TV news film coming in from all over the world: Chet Hagan, producer-director of "News of the World"; Frank McCall, Ralph Peterson, and Reuven Frank, of "Camel News Caravan"; Jack Gerber and John Wingate, "Esso Reporter"; Buck Prince, Jerry Green, and Paul Cunningham, newsmen responsible for news context on "Today"; NBC's popular morning presentation; Jim Fleming and Art Holch, who prepared "Assignment: Tomorrow".

A great many other able people collaborate in the preparation of news for NBC radio and TV programs — the commentators and analysts, among the finest in the business; the film men themselves and the many correspondents at their overseas posts; the technicians, the operators, the secretaries and stenographers — too many to mention.

All take part in this great and unprecedented job — intantaneous journalism.

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to count all the
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