

NBC

CHIMES

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RCA VICTOR

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CHIMES

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The Cover

The handsome young lady on the cover, who is an employee of the Engineering Products Department of the RCA Victor Division of RCA, is making final adjustments on an instrument familiar to anyone who works for a broadcasting company. They are the well-known 77-D Polydirectional Micro-

phones. The term "polydirectional" means that by flicking a switch, they can pick up sound from one direction, or from every direction. To find out more about the company that manufactures these and thousands of other products, see pages five, six and seven, of this issue of CHIMES.

Join Payroll Savings

By this time, most everyone at NBC has had the opportunity to sign up for the Payroll Savings Plan — for the purchase of U. S. Savings Bonds

through payroll deductions. The big company-wide drive is still going on. Make sure that you join up now, and get your money working for you.

Edward J. Nally

Edward J. Nally, first president of the Radio Corporation of America, died at his home in Bronxville, N.Y., on September 23. He was 94.

He was president of RCA from its establishment in 1919 until 1923, and he was a member of the Board of Directors of RCA until he retired in 1950. Prior to joining RCA, Mr. Nally already had made a distinguished career in the field of communications.

He was born in Philadelphia in 1859. When he was eight years old his father lost his eyesight and the future executive went to work as a cash boy. At 16, he started as a messenger for Western Union. In 1890 he joined the Postal Company and by 1906 he was vice president and director of that concern. He later was elected first vice president and general manager of Postal.

He reportedly was the first to suggest that idle wires and telegraph facilities could be utilized at the close of each business day for night letters.

Mr. Nally resigned in 1913 to become vice president, general manager and director of the Marconi Wireless Telegraph Company of America. Under his management the first commercial wireless circuit was opened in 1914 between the United States and Hawaii. Two years later this service was extended to Japan.

When, in 1919, the Marconi Company property was acquired by RCA, Mr. Nally was elected president and director. Shortly there-

after, he established for the new company the first commercial wireless circuit between this country and Great Britain. This soon was followed by similar service to Norway and France.

He resigned from the presidency in 1923 to become managing director of international relations for RCA, with headquarters in Paris. He also served as managing director of the Commercial Radio International Committee, a group of French, German, English and American radio interests in South America.

While he was president of RCA, Mr. Nally promoted the present Chairman of the Boards of RCA and NBC, General David Sarnoff, from general manager to vice president of the corporation.

Upon completion of 50 years in the communications industry, Mr. Nally, known as the "grand old man" of wireless telegraphy, retired in 1925, but continued his directorship. He lived to see the wonders of radio progress to the miracle of recorded sight — television.

Mr. Nally owned an extensive collection of books on telegraphy and radio. He especially prized a scrapbook, once owned by Samuel B. Morse, tracing the earliest development of the telegraph. He was a member of many distinguished organizations.

He is survived by his widow, the former Lee Warren Redd, whom he married in 1897; two children and four grandchildren.

NBC News Roundup..

Spot Sales News

Electronic Spot Buying, a revolutionary sales technique developed by NBC Spot Sales, was introduced last month simultaneously in New York, Chicago and Los Angeles, where 300 top advertising executives gathered in NBC offices to watch the demonstration of the new technique. The new sales concept provides "live" presentations of programs in distant cities by means of a closed TV circuit. By prearrangement it enables a time buyer to see a local show in another city, which he is considering for sponsorship by his client.

Spot Sales has established an office in Detroit, located in the Penobscot Building. It is scheduled to open Oct. 15. With the opening of this office, NBC Spot Sales will have offices in eight major cities: New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta, Charlotte and Detroit.

During the period Sept. 14-18, Spot Sales racked up a record week in sales volume, with billings topping the \$2,000,000 mark. During the preceding five weeks, Spot Sales broke another record: the organization's total sales volume for that period reached \$6,500,000 in new and renewed business. Tom McFadden, director of NBC Spot Sales, said that the sales were in every category from a \$300 purchase to a \$300,000 contract.

Herbert Hoover to Appear on 'Excursion'

Arrangements have been concluded for the appearance of former President Herbert Hoover on "Excursion," the Ford Foundation's TV-Radio Workshop television program for young people.

Mr. Hoover's appearance, which is scheduled for the program of Oct. 18, will fulfill the plan of the workshop to present messages on the future for young people and their country from the two living ex-Presidents of the United States. Harry S. Truman appeared Sept. 20, on the second program of the series.

Fibber and Molly Across the Board

"Fibber McGee and Molly," NBC's ever-popular radio series starring Marian and Jim Jordan, has inaugurated a new five-a-week series of 15-minute broadcasts. This was the first time since the program's inauguration in 1935 that the once-a-week half-hour format has been altered. The basic idea of the domestic comedy series will remain the same, with the regular featured members returning.

'Hallmark Hall of Fame' Now Comes From Hollywood in Full-Hour Format

The "Hallmark Hall of Fame," now back on the air in an expanded full hour form, is the first sixty-minute dramatic series to be produced "live" on the West Coast. Sarah Churchill is back as hostess-narrator, and Albert McCleery is executive producer as well as director. The facilities and equipment of NBC's ultra-modern Hollywood studios are being utilized to the fullest, as is the unlimited pool of talent for which the cinema city is renowned.



His Imperial Highness, Crown Prince Akihito of Japan, visited NBC on Sept. 18 and was greeted by Brig. Gen. David Sarnoff (second from left), Chairman of the Boards of RCA and NBC. Also on hand to greet him were Joseph V. Heffernan (left), vice president in charge of Finance and Services, and Thompson H. Mitchell, president of RCA Communications.

Crown Prince of Japan Visits NBC N. Y. Studios

His Imperial Highness, Crown Prince Akihito of Japan, visited NBC in New York on Sept. 18 and was greeted by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC. The prince was taken to the telecast of the "Eddie Fisher Program" in studio 6-B. Following the broadcast, he went on stage to meet the young star and to get a closer look at the cameras, sets and other studio facilities. The prince also inspected other floors at NBC where major NBC dramatic and musical shows are produced, and saw the radio and television master control rooms on the fifth floor. The prince's tour of NBC was his only visit to a broadcast-studio during his trip to the United States.

RCA Compatible Color TV Viewed in Chicago

Compatible color television was viewed for the first time by the press in the Middle West late last month when NBC held a special showing of the RCA compatible color system. The program was a variety show, which was seen over a closed circuit (not broadcast) from our Colonial Theatre in New York. Following the showing, Sylvester L. Weaver, vice chairman of the NBC Board, in charge of TV network programs, and O. B. Hanson, vice president and chief engineer, were interviewed, and related NBC's preparations for color-casting, and its plans for the future, contingent upon FCC approval.

Executive Appointments Announced

General Sarnoff Also Reveals Establishment Of NBC Policy Committee

Brig. Gen. David Sarnoff made the following announcement to the NBC staff on September 9:

"In view of the general expectation that compatible color television will be authorized in the near future on a commercial basis, it is essential that steps be taken to integrate color with our present black-and-white service as soon as authority is granted by the FCC.

"Plans for color telecasting have been developed and completed by Mr. Weaver, to whom I assigned this special task some time ago. These plans are comprehensive and far-reaching for our network, our affiliates and our clients.

"The continued growth of our television network, and the expansion our operations will assume with the advent of color, make it necessary that the program and sales activities of the NBC television network be headed by executives who will be free to devote their full time and attention to their respective duties. Accordingly, I have made the following assignment, effective immediately:

"Mr. Sylvester L. Weaver, vice chairman of the Board, will be in charge of Television Network Programs.

"Mr. Robert W. Sarnoff, vice president in charge of the Film Division, will also serve as executive assistant to Mr. Weaver and will coordinate the activities of the departments reporting to Mr. Weaver. The heads of these departments will continue in their present positions — Mr. Thomas A. McAvity, national program director; Mr. Frederic W. Wile, Jr., vice president for Production; Mr. Davidson Taylor, director of Public Affairs; and Mr. Gustav B. Margraf, vice president for Program Business Affairs.

"Mr. John K. Herbert has been appointed vice president in charge of Television Network Sales. Reporting to Mr. Herbert will be Mr. Charles C. Barry, who has been appointed vice president for Program Sales, and Mr. George Frev, who continues in his present position as vice president and director of Sales.

"Mr. Hugh M. Beville, Jr., director

of Research and Planning, and Mr. Sydney H. Eiges, vice president for Press and Publicity, will continue in their present positions and report to Mr. Herbert.

"Mr. Joseph V. Heffernan has been appointed vice president for Finance and Services. Mr. David C. Adams has been appointed administrative vice president, reporting to Mr. Heffernan. Messrs. O. B. Hanson, vice president and chief engineer; Harry Bannister, vice president for Station Relations; and Joseph McDonald, treasurer, will continue in their present positions and report to Mr. Heffernan.

"Messrs. William S. Hedges, vice president for Integrated Services; Thomas E. Ervin, vice president and general attorney; and Charles Cresswell, controller, will continue in their present positions and report to Mr. Adams.

"Messrs. Weaver, Herbert and Heffernan will report to the Chairman of the Board, as will John K. West, vice president for the Pacific Division.

"All other divisions and departments of the National Broadcasting Company and the organization channels through which they report, remain as at present.

"David Sarnoff
Chairman of the Board"

NBC Policy Committee Established

Supplementing the assignments outlined in his organization notice of September 8 (see above), General Sarnoff on September 10 announced that he was establishing an NBC Policy Committee, composed largely of the heads of divisions and departments who report directly to him.

The Chairman of this Committee is the Chairman of the Board. General Sarnoff, and Emanuel Sacks, NBC staff vice president, is its secretary as well as a member of the Committee. In addition, the following were appointed to serve as members of the NBC Policy Committee:

Harry Bannister, vice president for Station Relations.

John M. Clifford, vice president in charge of Personnel.

Charles R. Denny, vice president in charge of Owned and Operated Stations.

Sydney H. Eiges, vice president for Press and Publicity.

William H. Fineshriber, vice president in charge of the Radio Network.

O. B. Hanson, vice president and chief engineer.

Joseph V. Heffernan, vice president for Finance and Services.

John K. Herbert, vice president in charge of Television Network Sales.

Frank M. Russell, vice president — Washington, D.C.

Robert W. Sarnoff, vice president in charge of the Film Division and executive assistant to Mr. Weaver.

Sylvester L. Weaver, vice chairman of the Board in Charge of TV Network Programs.

John K. West, vice president for the Pacific Division.

"The NBC Policy Committee," General Sarnoff stated, "will serve as an advisory body to the Chairman on important matters of policy and such matters may be brought up for discussion by any member of the Committee. In this way the collective judgment and experience of NBC's top executives can be brought to bear in the formulation and adoption of policies to govern the company's operations."

Over 135 News Periods On NBC Radio Each Week

The new fall schedule of NBC radio features an all-time high of more than 135 individual news presentations each week. The programs cover political, economic and other phrases of news events by bringing into play the latest techniques in radio journalism, including analysis, straight news reporting, interviews and panel discussion.

The new shows, added this season, are: "Weekend," "Report on America," "Midnight Column," "Home Edition of the News," "News with Kenneth Banghart," "News from NBC," "William Fitzgerald — News" and "Joseph C. Harsch Commentary."

RCA Victor

Manufacturing Arm of RCA
Supplies Nation with Finest
In Electronic Products



"HIS MASTER'S VOICE"

Continuing its series on other members of the RCA family, CHIMES, this month and next, will take a look at the RCA Victor Division of the Radio Corporation of America, seeing what it is and what it does, and how it joins its sister companies in bringing the finest products and services to the American public.

One's first trip to RCA Victor at Camden, New Jersey, is a startling experience. As you draw your car to a halt at the sprawling headquarters of the division there, you become aware, if you weren't before, of the staggering size of the operation, which includes both the General Offices and the Camden manufacturing plant. It extends or blocks right down to the Delaware, its towering chimneys and buildings looking Philadelphia squarely in the eye across the broad grey river. For anyone unfamiliar with large-scale manufacturing, this first trip is a source of amazement. The size and complexity of Camden operations would seem to defy the presence of any kind of order, but the men and machines move about with perfect speed and assur-

ance, and after inquiring at the reception desk, you are on your way to the right office.

Your feeling of awe is not exactly overcome when you remember that besides this city-within-a-city, there are 17 other RCA Victor plants, several rivaling the Camden one in size. There are three more in Jersey, at Harrison, Moorestown and Woodbridge; four in Indiana, at Indianapolis, Bloomington, Monticello and Marion; four in Ohio, at Cincinnati, Cambridge, Hamilton and Findlay; two in Pennsylvania, at Lancaster and Canonsburg; two in California, at Hollywood and Los Angeles; one in Detroit, and one in New York City. The Findlay and Woodbridge plants are at present under construction, and are due to be completed soon. This is the great industrial enterprise that makes up the manufacturing arm of the Radio Corporation of America.

How RCA Victor was formed

When the Radio Corporation of America came into being in 1919, its

primary activities consisted of international and marine radio communications. Shortly thereafter, radio broadcasting began and RCA initiated the sale of radio products manufactured by the General Electric Company and the Westinghouse Electric and Manufacturing Company. The rapid development of this new industry made it necessary for RCA so to organize its business in 1929 that it could combine manufacturing and sales under a unified management.

In that year, RCA acquired the Victor Talking Machine Company—an organization whose beginning dated back to 1893. This laid the foundation for RCA's subsequent entry into the manufacturing business and put the Radio Corporation in the phonograph field. In the latter part of 1934, the various units engaged in the manufacture and sale of RCA products were unified as the RCA Manufacturing Company. On December 31, 1942, the company was merged into the Radio Corporation of America as the RCA Victor Division.

"His Master's Voice"

One of the most famous trademarks in advertising history is the familiar painting of the terrier listening to the voice of his master on one of the early disc-playing phonographs. It was painted by Francis Barraud and is known to millions of people all over the world.

The dog in the picture was a real pup, named "Nipper," who belonged to the artist. The Victor Talking Machine Company acquired rights to the painting, and this trademark, which now identifies "Victrola" phonographs, RCA Victor records, and home products such as radios and television sets, has become one of the best known symbols of dependable quality in the world.

Among the scores of products manufactured by RCA Victor is equipment for drive-theatres. Seen here are the speakers that fit on your car door.



How it is organized

RCA Victor is the largest member of the RCA family and is engaged in a great variety of manufacturing pursuits, spread out over seven states. It employs approximately 52,000 people. Many of its production workers are highly skilled and highly trained technicians in advanced electronic operations. It has one of the world's largest staffs of engineers, employing over 2000 professionals in electronics and associated sciences. Each is a specialist, often of national renown, in one or more fields. In spite of its size, the division's carefully mapped out organization enables it to be completely agile and adaptable. The key to this flexibility is that the major operations of the division are almost self-contained entities, with many of their operating and administrative functions being carried on completely within themselves. For example, the Tube Department has its own purchasing, controllers and personnel offices.

The entire division is headed up by Walter A. Buck, vice president of RCA and general manager of RCA Victor. He is also a member of the Board of Directors of RCA. Reporting to Mr. Buck are five officers: Charles M. Odorizzi, operating vice president; J. B. Elliott, vice president in charge of Consumer Products; W. W. Watts, vice president in charge of Technical Products; Robert A. Seidel, vice president and special assistant, and S. E. Ewing, general attorney. The organization of RCA Victor can best be explained by briefly outlining the areas of responsibility under these five officers.

Mr. Seidel is in charge of the RCA Estate Appliance Corp. and the RCA Victor Distributing Corp. Mr. Ewing, as general attorney, is chief of the arm which handles the many legal problems



One of the prominent activities of the Engineering Products Department is the production of equipment such as cameras for television studios.

arising from RCA Victor's varied activities. Consumer Products, under Joe Elliott, embraces the Home Instrument Department, which is headed by H. G. Baker, vice president in charge. Manie Sacks, RCA vice president, who recently assumed additional duties as staff vice president of NBC, is in charge of the famous Victor Record Department. Technical Products, under Mr. Watts, includes the Engineering Products Department, headed by T. A. Smith, vice president; and the Tube Department, headed by R. T. Orth, also a vice president.

Mr. Odorizzi, as operating vice president, is responsible for a large number of departments and functions. To illustrate, following are the officers who report to him: D. F. Schmit, vice president and director of Engineering; A. F. Watters, vice president in charge of Personnel; V. deP. Goubeau, vice president and director of Materials; P. A. Barkmeier, vice president and director of Regional Operations; J. S. Carter, vice president and director of

Finance; H. R. Maag, vice president and Western manager; Julius Haber, director of Public Relations; Frank Sleeter, director of Plant Engineering; E. D. Foster, vice president and director of Planning; and E. C. Cahill, president of RCA Service Company.

A single CHIMES article could hardly scratch the surface of the RCA Victor story, even if it filled half the issue. For that reason, this will be a two-part feature, running in the October and November issues. This month CHIMES will make a brief review of the Technical Products area: next month, RCA Estate; RCA Victor Distributing Company; the Consumer Products area, which includes Home Instruments and Records; and those varied functions which are grouped together under the operating vice president.

Technical Products: Tube Department

The name of this department sounds deceptively simple. In fact, even the word "department" is apt to mislead one used to the size departments we have here at NBC. The operations of the Tube Department take place in plants in Harrison, N. J.; Lancaster, Pa.; Indianapolis and Marion, Ind., and Cincinnati, Ohio.

And contrary to many a layman's idea that there are but two or three types of tubes, hundreds of types of electron tubes exist, and RCA Victor's Tube Department manufactures a complete line, from the smallest subminiature to the largest power type. They are used in the entertainment and communications fields, as well as in industrial applications. Tubes manufactured for television range from the image orthicon tubes used in TV cameras to



Before any RCA Victor equipment leaves the plant it is given exacting tests to make sure everything is in perfect order. Here an employee is testing a two-way radio.

kinescope picture tubes for home receivers and for theatre television projectors. Now RCA Victor is in a brand new field, which promises great things in the area of electronics—the making of transistors. These also are being produced by the Tube Department.

In addition, it makes components widely used in the manufacture of new electronic equipment, such as coils, transformers, speakers and special television items built to original RCA designs or customer specification. It markets dry cell batteries in all shapes and sizes, the most familiar of which are the ones inside our portable radios.

The production of kinescope tubes by RCA Victor has had a marked effect on the television industry in America. RCA's precision methods for mass production have contributed to the industry's growth by making available low cost picture tubes, in turn bringing about moderate price receivers.

Technical Products: Engineering Products Department

The average citizen's acquaintance with RCA probably results mostly from his daily contact with the home instruments and records RCA Victor manufactures. However, one of the largest of the division's activities, though unknown to the man in the street, probably serves him indirectly every day in the week. This is the Engineering Products Department, which makes a staggering variety of products for industry and government.

It manufactures microwave relay equipment, such as used by police and oresters to link transmitting stations into a network. Prominent examples of this are the installations RCA has provided for the famous New Jersey

and Pennsylvania Turnpikes. It also makes large screen television for use in theatres, and last year RCA scored a first with the installation of drive-in theatre television in New Jersey.

Familiar to employees of broadcasting stations across the country is the complete line of AM, FM and television broadcasting equipment offered by RCA, including transmitters, antennas, microphones, monitoring units, loudspeakers, turntables, disc and tape recorders, image orthicon TV cameras, film recording, film reproduction and other studio equipment and test apparatus for servicing.

Employees of many other industries know RCA equipment well. Many modern industrial plants throughout the nation are using RCA devices to produce new products, to perform manufacturing operations better, more safely and at less cost. Beverage inspection machines, industrial television, metal detectors, automatic counters, nuclear radiation detection equipment, time and fire signal generators and test measuring equipment are just a few of RCA's electronic products that are serving American industry.

One of the more prominent activities of Engineering Products is the production of sound-film motion picture projectors and equipment. The 35mm RCA projector is recognized as the finest available in the motion picture industry and is used in many theatres in the United States and abroad. Home movie fans are familiar with the famous 16mm "400 series" projector. Also in the area of the film industry, is RCA motion picture sound. Many fundamental improvements in sound-on-film, both in recording and reproducing, have been pioneered by RCA engineers. Many of them have been awarded



In the production of kinescopes, a phosphor solution which had been placed in the tube is poured out into a spillway leaving a fluorescent coating on the faceplate.

Oscars. A growing market for RCA equipment is in drive-in theatres, for which Engineering Products makes speakers and projectors.

RCA long has been engaged in the development of aviation equipment for the Air Force and Bureau of Aeronautics, as well as for commercial airlines and private planes. RCA manufactures a line of aircraft transmitters and receivers, as well as supplementary equipment. Utilizing radar principles, RCA has developed two forms of highly accurate altimeters, both of which are widely used by the Armed Forces and by commercial airlines. RCA also produces large quantities of loran, and teleran is another development it has made for the Air Force.

Besides RCA's work for the Air Force, it has designed, developed and produced electronic products for all branches of the Armed Forces. While the exact nature of many of these devices can not be disclosed for reasons of national security, it can be said that they include especially designed navigation and communication equipment, walkie-talkies, mobile TV transmitters, radar and electronic control devices for gun fire and guided missiles.

The preceding list of RCA products, lengthy and impressive as it is, has mentioned only the most prominent. And these are produced by but one department of the RCA Victor Division. Next month we will examine other branches of this great company.

hundreds of types of tubes are manufactured by the Tube Department, including the familiar kinescope. One of the steps is fusing the glass face plate to the body of the tube by means of this ring of gas jets.



Fall Football Is New WNBK Remote Unit's First Job

Television station WNBK's new remote unit will cover nearly 5,000 miles of highway on its first assignment, according to S. E. (Eddie) Leonard, engineer in charge for the National Broadcasting Company in Cleveland.

A converted 41 passenger bus, the unit's first assignment will be five pickups for the General Motors fall football schedule. Within the next three months the large, specially designed mobile unit will be seen in Lincoln, Nebraska; Champaign, Illinois; Minneapolis, Minnesota; Lawrence, Kansas; and South Bend, Indiana.

The Twin Coach, one of the largest mobile units in the country, is equipped to handle six cameras. The entire construction of the interior is aluminum, to keep the unit as light as possible. The extremely sensitive telecasting equipment is set in specially designed shock absorbers to minimize time consuming adjustments.

WNBK now has two complete remote units for field pick-ups.



WNBK technical supervisor Bill Howard (left), Mary Lou Barnum and engineer Eddie Leonard (right) observe as Frank Whittam and Clarence Kimpton hoist a camera into WNBK's new TV remote unit. The bus advertises Channel 3, future home of WNBK when it increases power in several months.

Jacobsen Named Personnel Director

B. Lowell Jacobsen, formerly manager of Personnel of the Home Instrument Department, RCA Victor Division has been named Personnel director of NBC. This announcement was made early last month by John M. Clifford, NBC vice president in charge of Personnel.

Mr. Jacobsen joined the RCA Victor Division on Sept. 1, 1943, in the Personnel Department of the Bloomington, Ind., plant. On July 1, 1944, he was appointed Personnel manager of the Indianapolis plant. He was transferred to the home office in Camden, N.J., on Dec. 1, 1951, as manager of Personnel of the Home Instrument Department.

Mr. Jacobsen was born in Chicago and attended grammar and high school in Riverside, Ill. He is a graduate of North Central College in Naperville, Ill. Before joining RCA Victor, he was employed in an executive capacity by Continental Can Company's ordnance plant, Terre Haute, Ind., and by Spiegel, Inc., of Chicago.

The new NBC executive is a past president of the Indiana Junior Chamber of Commerce and a member of the

Midwest Electronics Personnel Association. He is married and is the father of two boys. His family at present is still



B. Lowell Jacobsen

living in Havertown, Pa., but will be moving to the Metropolitan New York area shortly.

Largest Venetian Blind Installed for 'Today'

The world's largest venetian blind now covers the upper two-thirds of the 27-foot-high windows of the RCA Exhibition Hall, across the street from NBC's New York headquarters in the RCA Building.

Installed to solve the problem of lighting difficulties which faced the Dave Garroway "Today" show, the blind gives engineers control of sunlight for ideal television conditions.

Operated by three electric motors, the blind is 88 feet long and 18 feet high. With controls in the television control room, it may be raised, lowered or tilted by remote control. The entire blind may be raised or lowered for cleaning.

Two buttons raise or lower the blind to any position, two more tilt it to any direction. A master switch throws a special lowering and hoisting arrangement for cleaning.

Twenty-nine stainless steel cables are required to hold it in place. A total of 140 slats, which laid end to end would extend two miles, and 31 tapes (a length of 186 yards) were used in the blind's construction.

Golf Is Year-Round Pastime For Hollywood Enthusiasts

By
Ted Switzer

One "crop" that flourishes all year round in the mild California climate . . . is GOLF. And nowhere is it nurtured with a more loving hand than at NBC in Hollywood.

For the past three years a golf committee composed of John West, vice president for the Pacific Division; Lloyd Creekmore, Sound Department; John Pawlek, Engineering; Ted Switzer, Press; and Dix Robb, Sound Department, have administered four tournaments a year for 80 or more in-rapid players. Aside from the regular scheduled play, many a doughty player has slurred another's "handicap" and been challenged to "go fer his putter" right in the halls of NBC's Radio City. All in all, golf has afforded the means of NBC employees becoming better acquainted through sharing a common interest.

At the beginning of this year's golfing activities, the executive team of Lew Frost and Frank Berend got things off to a flying start when they defeated Stanley Chlebek and Karl Messerschmidt, both of TV Technical Operations, in a partnership scotch-foursome journey. March found some 64 golfers competing for the annual Dean Martin Cup. Dean, along with Bob Hope, Williard Waterman, and Gordon MacRae, have donated perpetual trophies to be awarded each year for winners in the four main competitions. This year John Bradford, TV Network Production, won the Martin trophy, with Fred Cole, Sound, in the runner-up spot. Third and fourth place awards went to John Pawlek, Engineering, and Marc Breslow, KNBH Production.

Every summer the golf committee holds what they call individual class tournaments. This consists of splitting all registered golfers up into eight groups and awarding eight separate prizes for the winner in each flight. Currently in progress, Lou Winkler, TV Technical Operations, is the only inner in at this writing.

September finds the "Great Gildersleeve" (Williard Waterman) tournament getting under way, with the finals to be played off at the annual NBC-AA

outing to be held this year in October. Last year this tourney was won by Dick McDonough, TV Network Production, who defeated John K. West in a torrid match that was decided on the 20th green. The Gordon MacRae trophy, awarded to the golfer with the low net score at the outing, went last year to NBC's "Richfield Reporter," John Wald; and John West walked off with the Bob Hope trophy for carding the lowest gross round.



"The Great Gildersleeve" (Williard Waterman) will award golf trophy at NBC Hollywood AA Outing this month.

Special activities in the golfing circles consisted of a special golf dance held last March at a local country club. Fifty couples attended with everyone winning some sort of prize. Entertainment consisted of dancing, playing miniature golf, a variety of games, and of course rehashing old golf "wounds."

Set for September 19 is a special junket for 16 golfers and their wives to motor about 75 miles south of Los Angeles to mix golf and a beach picnic along the shore of beautiful San Clemente. The plan is to have a mixed scotch foursome in the morning, enjoy a picnic lunch, and end with a nine hole tournament in the afternoon.

As we told you at the beginning, nowhere is golf nurtured with a more loving hand than at NBC in Hollywood. Oops! 5:00 p.m. . . Got to cut this short. Due on the first tee in five minutes you know. Adios!

John K. Herbert Elected Member of NBC Board

Brig. Gen. David Sarnoff, Chairman of the Boards of Directors of RCA and NBC, announced on Sept. 4 that John K. Herbert, vice president in charge of NBC Television Network Sales, had been elected a member of the Board of Directors of NBC.

Toscanini To Open Season Nov. 7

Arturo Toscanini will open the seventeenth season of the NBC Symphony Orchestra on Saturday, Nov. 7 (6:30 p.m., EST). The concerts will originate in New York's Carnegie Hall. Guido Cantelli will share the podium with Toscanini for the sixth consecutive year. Since Toscanini was on leave one year, during which he conducted only several benefit concerts, this will be his sixteenth year as musical director of the orchestra formed especially for him in 1937.

Toscanini will direct 14 of the 22 concerts of the season and Cantelli will direct eight. This is the same number they conducted last season. Following are the dates for the 1953-54 season of the NBC Symphony Orchestra:

Nov. 7, 14, 21, 28, Dec. 5 and 12 Toscanini
Dec. 19, 26, Jan. 2 and 9 . . . Cantelli
Jan. 16 and 23 Toscanini
Jan. 30, Feb. 6, 13 and 20 . . Cantelli
Feb. 27, Mar. 6, 13, 20, 27 and
Apr. 3 Toscanini

Among the highlights that Toscanini has planned for this coming season will be a two-part concert performance of the opera "Un Ballo in Maschera" by Verdi, Brahms' "German Requiem," Zoltan Kodaly's "Psalmus Hungaricus," an all-Sibelius program, an all-Wagner program, Kabalevsky's "Cello Concerto," an all-Mendelssohn program and Strauss' "Don Quixote." Further details of programs will be announced later.

Cantelli has chosen music of contemporary and classical composers. Among the pieces programmed for his eight concerts are "Four Pieces" by Frescobaldi, "The Martyrdom of Saint Sebastian" by Debussy, "Symphony No. 7" by Schubert, "Concerto for Strings and Brass" by Hindemith, "Song of the Nightingale" by Stravinsky, "La Valse" by Ravel, and "Aria della Battaglia" by Gabrielli.



At NBC New York's Annual Outing



N.Y. Outing Sets Attendance Mark in Spite of Soggy Weather

The 1953 Annual Outing for the employees of NBC in New York broke all existing attendance records, with over 1700 employees and guests making the trek up to Bear Mountain. This record was set despite the day's penetrating rawness and a sky that threatened rain all during the day, tantalizingly turned a drizzle on and off through the early evening, and then finally let go with a pint-sized monsoon.

Golfers started arriving at Bear Mountain during the morning, but most people didn't get there until a little after noon. There was no doubt what company was picnicking there that day, what with all the red and white NBC badges being sported, but during the afternoon the 1700-odd NBC-ites dispersed themselves pretty well over the entire area. Some pitched right into the box lunch that was served from noon to 2:00, others braved the chilly waters of the pool, still others were seen gamboling on the vast athletic fields. About 400 people piled into six buses to journey up to West Point to watch the cadets of the Military Academy march in their regular Saturday afternoon parade.

Along about 4:00 p.m., most everyone wandered down to the pool to watch the water show, which was headlined by Bobby Knapp, star of the Aquashow, and Hazel Barr, former Olympic diving champion. WNBC star Gene Rayburn was master of ceremonies — and a wet one, for he capped off the show by plunging into the pool, clothes and all, as an added filip.

By 7:00 p.m., everyone was in the dining room, partly to get in from the outdoor dampness, but mostly to devour the big roast beef dinner being served in an all-NBC dining hall on the main floor.

Dancing to the music of Jimmy Lanin's orchestra started shortly after dinner, on the outdoor dance floor. John M. Clifford, vice president in charge of Personnel, and Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, spoke briefly before the entertainment started at 9:00 p.m.

WNBT star Steve Allen was emcee of the show, which by this time was more and more taking on the aspect of the afternoon's water show. Vocalists Steve Lawrence and Helen Halpin were good sports about singing in the rain, but all proceedings had to be moved indoors. The dance team of Jerry Ross and Nell Fisher made about three false starts, but the rain outdoors and the wet-tracked brick floor inside made any dancing efforts too dangerous. It was inside the Bear Mountain Inn that the door prizes of three RCA Victor portable radios were given away, and the golf prizes were awarded. Bob Roberts took it for low gross, Lee Carlton for low net and George Ryan for nearest to pin.

By midnight, everyone had climbed into their cars or into the buses and were on their way home — thinking about next year's outing, when the weather is sure to be perfect.

McCleery Recalled For Short Tour in Army as Lt. Col.

Lieutenant Colonel Albert McCleery was suddenly called to active duty the fifth of July by order of The Chief Signal Officer of the Army, Major General George I. Back, Colonel Mc-



Albert McCleery, NBC executive producer.

Cleery's special tour of duty extended over a period of two months. This time was spent in visiting every military installation in the Army that uses or plans to use television either as a training aid or for combat or tactical use. The gist of Colonel McCleery's inspection trip was utilized as a report to The Chief Signal Officer for the future development of military television.

Colonel McCleery, who was on active duty for four years during World War II, served as Paratroop Photographic Officer of the First Allied Airborne Army. At various times in his military career he served as aide to the Prime Minister of Australia, Field Marshal Sir Thomas Blamey, Major General H. C. Ingles, Major General J. C. Code, and to General Sir Leslie Phillip, Director of Signals, War Office London. He was awarded the Silver Star and the Bronze Star.

The short tour completed, he is now back at work with NBC, in his regular function as executive producer. He is producer-director of the widely-hailed "Hallmark Hall of Fame," which last spring presented the memorable two-hour production of "Hamlet."

Temporarily out of the rain at New York's Outing at Bear Mountain are singer Helen Halpin, emcee Steve Allen (center) and George Roberts, of Employee Services.



First Novel of NBC's Earl Hamner Published This Month

For over a year Earl Hamner, Jr., a scriptwriter in NBC's Program-Script Department in New York, spent every spare moment working away at a novel—his first. He started it in Arkansas' Ouichata Mountains, did more work in Virginia, made revisions at Saranac Lake, New York, and, after he came to work at NBC in May 1951, in New York City.

After his workaday chores at NBC were done, he would keep chipping away at it, until well after midnight on many nights. Then, finally completed, the manuscript was stuffed into an envelope and hopefully sent off to a publisher.

The result: this month, Random House, Inc., one of America's most prominent publishers, will present to the reading public "Fifty Roads to Town," a story of an itinerant evangelist who comes to a small town in the Blue Ridge Mountains of Virginia. The novel tells of his impact on the lives of the villagers, which brings about violent changes in several lives, some tragic, some romantic.



New Novelist Earl Hamner, Jr.

Earl, who is 30, knows this country well, for he was born in a small town there, lived there through high school, learning the strange folkways of the people who live in that area. His first published work was a poem printed in the *Richmond Times Dispatch* when he was seven. He was a student at the University of Richmond when he was drafted. He served three years in the Army, then studied radio writing at Northwestern and at the College of Music in Cincinnati.

He was a radio writer at a Cincinnati station before going to New York, where he wrote radio scripts for an advertising agency. Since joining NBC, Earl has written for many of our major programs.

He wrote "The City," an original documentary for television, has done several original short plays for "The Kate Smith Hour"; has written poetry for a radio series, "In the Still of the Night"; the commentary read by Eva Le Gallienne on the "New Theatre" series, and many adaptations for the "Best Plays" on NBC radio.

Earl has already started work on his second novel, the locale of which also will be set in Virginia. However, the many and varied demands on his spare time resulting from the publication of "Fifty Roads to Town" have temporarily held up progress on novel number two.

O&O's Coordinated Programming Starts

The coordinated programming plan of NBC's O&O stations got under way late last month when "Jinx Falkenburg's Diary" was fed by coaxial cable from WNBT, New York, to WNBW, Washington.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's Owned and Operated Stations Division, calls for the stations in the division (WNBT, New York; WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago; and KNBH, Hollywood) to exchange topflight local programs during the hours of the day when the coaxial cable is not being used by the network.

Sponsorship is available through NBC Spot Sales.

NBC's Wallace Sees Crash, Saves Woman

On Wednesday, September 16, an American Airlines convair enroute from Boston to Chicago crashed into the towers of station WPTZ, Albany, right off the main highway between Albany and Schenectady, killing all 25 passengers and three crew members.



Chuck Wallace

About one minute after the crash, Chuck Wallace, NBC Merchandising district supervisor, passed the spot enroute from New York to Schenectady. He quickly stopped his car, jumped out and ran over to a flaming barn, from which he rescued a woman. After making sure that there was nothing more he could do at the scene of the crash, he hopped back into his car and raced on to Schenectady, to the studios of WGY, NBC's affiliate there. Then, less than 50 minutes after the crash, he was on the air with an eye-witness account of the tragedy.

Quick thinking — and moving — Chuck Wallace has been with NBC, in the Merchandising Department, since January 7, 1952. Prior to coming to NBC, Chuck accumulated 20 years of experience in sales promotion and merchandising, in the magazine, food and cookware fields. He has sold door-to-door, held executive positions with the Aluminum Cooking Utensil Company, and was Merchandising field editor for Topics Publishing Company. He worked with the *Schenectady Gazette* as national manager of food accounts. He also served as district sales manager for Welch Grape Juice and was assistant to the Eastern Division manager for Fels & Co.

Chuck is married and has two sons.

Farewell Parties

Shea, Yoder, Feted by Staffs as They Depart For New Assignments



Big news for NBC and especially for three of NBC's Owned and Operated Stations within the past six weeks was the promotion of Hamilton Shea, general manager of the Cleveland stations, to general manager of the New York stations; Lloyd Yoder, general manager of KNBC, San Francisco, to general manager in Cleveland, and George Greaves, from assistant general manager of KNBC to general manager. When Messrs. Shea and Yoder left for their new jobs, their staffs got together to say goodbye and wish them well at their new locations. *Left:* a scene from the affair held for Mr. Shea by members of the Cleveland staff before he left for New York. *Below:* The KNBC office staff is seen bidding adieu to Mr. Yoder following his appointment to the Cleveland post.



In This Corner



David Waters

By
Mary Karr

Although NBC-Chicago's David Waters has been painting for 20 of his 29 years and recently has his first one-man art show, he maintains that television directing is his prime interest and objective. Far-fetched notion? Not the way Dave explains it.

He is absorbed in the study of color and optics, and says, "I feel that a TV director needs to know more than picture editing. He must also know composition, and the study of painting enriches that knowledge. Then, too, when we're ready for color TV, I'll have a good background of training in color."

Dave's background includes a great deal more than painting and color study, though he literally grew up with palette and brush in hand. A native of Ottawa, Ill., he moved to Chicago at age three. While Dave was growing up he spent many happy hours visiting his aunt's tearoom on Chicago's Near North Side, which was headquarters for local artists.

He was fascinated by the compositions and conversations of such men as Julio de Diego and John Stenvahl, and by the time he was nine years old, had

pestered them into giving him art supplies and lessons.

Dave studies designs and stagecraft at Chicago's Goodman Theater: painting at the Art Institute and the American Academy of Art.

From 1942 to 1948 he served in the U. S. Navy, attached to British Convoy duty. While aboard the *USS Salinas*, a captured German merchant ship, Dave met Sidney Rafilson, another talented young Chicago artist.

Ten years later they met again at the home of *Chicago Daily News* columnist Sydney Harris. Swapping stories about the intervening years, Dave mentioned his work at NBC.

"But you haven't stopped painting?" Rafilson asked.

Dave assured his friend that he hadn't stopped but was confining his efforts to more of a hobby than a profession.

"Let me see some of your recent work," Rafilson persisted. After viewing a few paintings he announced it was high time Dave held a one-man showing.

"Fine idea," Dave agreed, "could you suggest a gallery?"

He could and did. The newly opened Sidney Rafilson Gallery on East Walton Street, of which he was owner, operator, manager and mentor.

The rest of the story is local art history. The critics have been enthusiastic over Dave's work. Frank Holland of the Chicago *Sun-Times* wrote:

"Waters appears at once as a serious semi-abstract painter and as a realistic and strong illustrator. His 'Crucifixion' (pictured here with the artist) is a strong semi-abstract pattern filled with linear movements and tensions."

The showing includes about thirty water colors, oils and gouaches, covering a wide range of subjects from landscapes to religious works to brilliant designs.

Dave came to NBC in 1950 at the urging of his friend Edith Barstow, who was then choreographer for "Garroway at Large." They had met when both worked for the Merial Abbott productions — she as choreographer. Dave as stage manager.

He has since served as assistant director on such shows as the Eddy Arnold Show, Five-Star Final, and director of Live and Learn.

Dave married the former Andre Hodgkinson in 1948. They have one daughter, Kimberly, age one.

'Quick Kinescopes' Used In New Schedule Plan

A change in the scheduling of NBC-TV network programs that will permit affiliated stations on the Pacific Coast to carry programs at the corresponding time in which they are seen in the Eastern Time zone was announced last month by George Frey, vice president and sales director.

The schedule change, which became effective with the switch from Daylight Saving to Standard time on Sept. 27, means simply this:

A show scheduled in New York at 10:00 p.m., Eastern Time, will be seen on the Pacific Coast at 10:00 p.m. Pacific Time, instead of at 7:00 p.m. Pacific Time, as frequently was the case in the past.

The scheduling change is made possible by 35mm quick kinescope recording and by distribution of individual delay prints of a show.

By means of the quick kinescope, the program is recorded on film and then shown to the Pacific Coast after a three hour delay. By means of individual delay prints, a program is shown on the Coast either one, two or three weeks after the original showing in the East.

Leon Pearson: the Network's 'Critic at Large'

By
Arthur Settel

This month marks the second anniversary of one of NBC radio's most popular — and effective — programs: "Critic at Large," featuring Leon Pearson, the network's "Alexander Woolcott," who comments on everything and everybody.

The thirty-minute column-of-the-airwaves originated in the form of a suggestion made by RCA president Frank M. Folsom. The selection of Leon Pearson came somewhat as a surprise to the veteran political reporter. Previously he had specialized in foreign affairs and the United Nations. But one day, assigned to meet the incoming *Queen Mary* for an interview with a notable, he encountered, on the customs cutter, Frank Folsom, who was going down the river to meet General Sarnoff, who was arriving on the liner. Fog delayed things for a few hours, and the cutter, with its passengers, had to kill time off Quarantine. It was on the cutter that the RCA executive met the NBC commentator for the first time, and they fell to talking about the theatre. The next day, Pearson was tapped to do the "Critic" program.

Not a few radio station directors have, like Frank Folsom, seen that an audience is like a bureau with many drawers, and that programs aimed high bring as devoted a group of fans as shows aimed at any other level.

"Critic at Large" is fare directed at adults, and in much of Pearson's fan mail the word "adult" appears. The letters come in from near and far, since the program is carried by more than 100 NBC stations.

Pearson made an audience test recently, by offering some books free of charge ("Great Stars of the American Stage"). "Experts" told him he would do well to get 2000 replies. He received three times that many. Some said: "We don't particularly want the book, but if this is an audience test, we want to be counted."

Publishers have found that the program, without commercials, sells books and magazines like nothing else on

radio. Pearson always closes with: "Good-bye, and read well."

When Pearson went to Europe last year on a political assignment, he took his "Critic" hat along, reporting on European books and plays and even included a fanciful interview with Hitler in the ruins of the Reichskancellerei. The broadcast drew mail, a lot of it. It even had letters which said: "I've always suspected Hitler was not really dead."



Leon Pearson, NBC's "Critic at Large," in action on a remote assignment.

Pearson enjoys complete freedom to write and say what he pleases on the air. The program started in October 1951 and has been heard once a week since then. His skill is recognized by colleagues here and in other nations, too. In 1947, French Foreign Minister Georges Bidault personally pinned the Legion of Honor medal on Pearson in recognition of his "objective reporting."

Prior to his years in the French capital, Pearson covered the U. S. State Department from 1935 until 1945. Then he embarked on a four-year tour of major European capitals: London, Paris, Rome, Berlin, Moscow and Amsterdam. He was one of three American newsmen admitted to the Soviet capital for the Big Three meet-

ing in December, 1945, where censorship was rather tough.

Pearson finally dispatched a description of an elaborate reception Molotov gave, hoping the censor would pass his cable that "wine, champagne and vodka were generously served." But no, at two in the morning, the censor telephoned Pearson. Two words must be deleted: "wine and champagne." Pearson also covered the Big Four Foreign Ministers Conference in Moscow in the Spring of 1947.

The following year the energetic newsman was kept busy covering the Italian elections from Rome, the UN General Assembly in Paris and the Berlin airlift.

Pearson returned to the United States to cover the United Nations meetings at Lake Success from 1949 through 1951. Pearson, in fact, has followed the UN from its birth.

Leon Pearson was born on Oct. 15, 1899, in Evanston, Ill. He was graduated, a Phi Beta Kappa, from Swarthmore in 1920, and earned his master's degree in liberal arts from Harvard.

For many years Pearson helped his brother, Drew, produce the "Washington Merry-Go-Round" daily column. At the same time, Leon Pearson syndicated his own newspaper column on Latin-American affairs, "Below the Rio Grande." This led him to create a radio program devoted to events South of the border and thus eventually to concentrate on broadcasting the news. He joined NBC in 1947.

The "Critic" is a chipper gentleman with sparkling blue eyes and a brisk manner. He favors blue suits and bow ties. He and his wife, the former Anna Brown, live on several acres which Pearson cleared himself in Scarsdale, N.Y. They have four children, Paul, 28; Tom, 26; Anne, 21, and Drew, 16.

Syndicated Film Sales Tripled in First Six Months

The NBC Film Division has tripled its sales of syndicated film properties during the first six months as a separate operating division of the company, Robert W. Sarnoff, vice president in charge of the division, announced last month.

Established last March as one of NBC's major operating divisions, the Film Division has expanded its inventory of programs and its many services both to TV stations and to local and regional advertisers in the last six months.

Chicago Outing

New Service Club Members Inducted



Quarter-century veterans: (L to R) Robert Fitzpatrick, engineer; Marshall Rife, supervisor of field engineers; A. W. "Sen" Kaney, supervisor of Announcers; Edward Sockmar, network salesman; Edward Hitz, manager of Central Division Network Sales, and Don Marcotte, music supervisor. Not present for picture: John Miller, engineer.

Despite uncountable cases of sunburn, aching muscles and er-a "fatigue" resulting from too much celebrating, the NBC-Chicago staffers were back at their posts the day after their annual all-day outing at Medinah Country Club, August 4. Mixed with business, though, was plenty of comment on low golf scores and high living at the dinner-dance which capped off the day.

Golf, swimming, baseball and other sports kept staffers busy during the sunshine hours.

An annual highlight of the outing is the initiation of new members into the

10, 20 and 25-Year Clubs.

Sixteen newcomers were welcomed into the 10-year group. They are Loren Balsley, Marie Barts, Robert Carman, Hugh Downs, Virginia Gebert, Larry Johnson, Howard Keegan, Herbert Lateau, Dick Maslan, Noble McCam-mack, Cliff Mueller, Mary Kaye O'Brien, Edward Rapciak, John Siro-tiak, Albert Spooner and Albert Mik-kelsen.

Eight staffers entered the 20-year club; Leonard Anderson, Mike Eisen-menger, John Katulick, Curt Mitchell, William Ray, Louis Roen, Frank Schnepfer and Les Washburn.

New 25-year veterans are Edward Hitz, Central Division network sales manager; A. W. "Sen" Kaney, super-visor of announcers; Don Marcotte, music supervisor; Edward Stockmar, network salesman; Marshall Rife,

Ten, Twenty and Twenty-five Year Clubbers meet for a group portrait at the annual all-day summer outing at the Medinah Country Club.





Twenty-year tenure for these staffers: (L to R) Albert Spooner, Loren Balsley, E Rapciak, Larry Johnson, Marie Barts, Dick Maslan, John Sirotiak, Virginia Bert and Herb Lateau. Not pictured: Robert Carman, Hugh Downs, Howard Kagan, Noble McCamrack, Cliff Mueller, Albert Mikkelsen and Mary Kaye O'Brien.

supervisor of field engineers, and Robert Fitzpatrick and John Miller, engineers.

Winners in the golf competition were; Men's Low Gross: Frank Pope, first; Norm Barry, second, and Steve Krasula, third; Women's Low Gross: Justie Eckersley, first, and Diane Young, second; Men's Low Net: Chuck Standard, first; Don Cheney and Norm Barry, tied for second; Booby Prize: Betty Lou Meinken.

Fifty years at NBC Chicago for these: (L to R) Frank Schnepfer, Louis R. n. John Katulick, William Ray, Mike Eisenmenger, Les Washburn and Leonard Anderson. Not pictured: Curt Mitchell.



NBC Births

To Joan Duggan Tierney, N.Y., a daughter, Joanne
To James J. Connors, N.Y., a son, John Michael
To Jack Sebastians, N.Y., a son, J. Christopher
To Martin Meaney, N.Y., a son, Martin Joseph
To William Golubocks, N.Y., a son, Lawrence Michael
To Mitchell Lipmans, N.Y., a son
To Joe Rothenbergers, N.Y., twin boys, Joseph and Jeffrey
To Thomas McGarty, N.Y., a son, Kevin
To Allan Aebigs, N.Y., a son, Mark Allan
To Irving Sobels, N.Y., a daughter, Karen Pat
To Gerry Collins, N.Y., a daughter, Mary Elizabeth
To Walter Vettors, N.Y., a son, Thomas William
To Art Selbys, N.Y., a daughter, Cathy Jennifer
To Betty Banks, Washington, a daughter, Elizabeth
To Joe Bleedens, Hollywood, a daughter, Patricia Claire

NBC Engagements

Jacqueline Pashley to George Heinemann, both Chicago
Gunter Spletsoesser, N.Y., to Betty Kugler

NBC Marriages

Dan Levitt, N.Y., to Marilyn Moskowitz
Rudolph Pfeiffer, N.Y., to Patricia Gale
Conrad Maranzano, N.Y., to Sophie Kryston
Pauline Mantione, N.Y., to Ralph Avallone

Bargain Counter

For Sale: 1953 Ford, two-door, radio and heater, under 6,000 miles. Best offer over \$1,700. Call John Christopher, Ext. 8438, N.Y.

For Sale: 1940 Pontiac four door sedan, good condition, radio and heater. Very reasonable. Call Dave Handler, Ext. 8594, N.Y.

For Sale: English Tudor house. Perfect condition. In Floral Park, L.I. Within ten minutes walking distance of all transportation. 6½ rooms, with porches. Many expensive extras. Immediate occupancy. Two car garage. Vapor oil heating system. Call Jean Collins, Ext. 8238, N.Y.

For Sale: Pedigreed English bulldog, nine months old, \$50.00. This dog is well trained and healthy. A good home for it is my major concern. Call Larry Hofstetter, Ext. 495, N.Y.

For Sale: Clarinet, B Flat, American-made, slightly used, excellent condition. Call A. O. Huhn, Ext. 572, N.Y.

For Rent: Four room apartment, available Nov. 1, to share with three or four girls. Two bedrooms, \$35 to \$43 a month. At 140 West 55th St., opposite City Center. Apartment is furnished. Call Pat Kirkpatrick, Ext. 8547, N.Y.

Published last month were seven books based directly on the stories, games and activities of "Ding Dong School." Dr. Frances Horwich wrote the books with the collaboration of Reinald Werrenrath, Jr., producer-director of the program.

People and Places

WRC, WNBW, Washington

Betty Banks returned to work September 21 after the birth of daughter Elizabeth on July 17. Betty is secretary to Ken French, director of Programs.

Wayne Kendrick, Payroll supervisor, and Curt Prior of the Promotion Department, both chose Rehoboth Beach for vacations. Curt to recuperate from a mountain lion hunt (all he caught was a scarred eye) and Wayne, just to relax. Rudy Coldenstroth, Comptroller's office, is taking a five week jaunt to the West Coast.

N.B.C. is well represented in the D.C. Chapter of the American Society of Women Accountants. Marion Davis has been elected 1st vice-president of the organization, while Lucille Steiger will serve on the Bulletin Committee.

Janet Fleet Nufer, assistant to Inga Rundvold on a TV show, has announced her engagement to Dr. John Umhau of Washington. The wedding will take place on November 28. John is a general practitioner here in D.C., who, according to Jan, has worked out a unique plan for child care. They call it the "pay as they grow" plan. Money back guarantee, Jan?

The favorite indoor sport around WNBW seems to be suggesting names for Phyllis Weaver's new cooking show. Such suggestions as "Phyllis Up" and "TV Dish Jockey" add entertainment but little constructive assistance.

A surprise birthday party comes as an even bigger shock when you are engrossed in directing a TV show. Ask director Frank Slingland, who recently celebrated his "umpth" year over Channel 4 during "The Mike Hunnicutt Show"—at Mike's insistence. We needed color television though, to see Frank's modest blushes after he was carried from the control room to a place of honor before the cameras.

Publicity-wise, it couldn't have been better, but it was actually a coincidence that "Inga's Angle" presented a fur coat fashion show in the midst of Washington's worst heat spell of the summer. The news boys turned out in force as bathing beauties paraded the latest in furs then tossed them aside for a dip in the Sheraton Park Hotel pool where the anomaly took place.

Sylvia Devey, producer of WNBW's

"Stand By For Talent," happy to have been instrumental in giving 25 young performers the opportunity of appearing in three of Washington's live theaters in six of the summer's professional productions. However, her biggest thrill occurred at the debut of her 12 year old daughter, Dale, who plays the only juvenile role in Thornton Wilder's "Happy Journey" at the Arena Stage, Washington's Theater in the Round. Strictly a "hands off" policy when it comes to exploiting her own children . . . never-the-less the maternal pride is currently flying high.

Latest addition to the WRC staff is Julie Foster, now handling WRC traffic. Red headed Julie was last at station WUOA-FM, radio station of the University of Alabama, where she was traffic director, continuity director, director of women's activities and appeared on the air as "Aunt Julie," with fairy stories for the kiddies. Julie majored in radio and TV at Alabama.

KNBC, San Francisco

KNBC sports commentator and disc jockey Ira Blue received news of a special public service award from the California State Fair while recuperating in the hospital from a heart attack.

Blue, who was stricken Saturday, August 22, is expected back at the KNBC microphone on or about October 5. In the meantime, he has had to discontinue his three nightly shows.

Blue was notified recently at San Francisco's Stanford Hospital that for one of his programs, "Fun in the Sun," the California State Fair had honored him with an "Award for Pre-Eminent Public Service in Promoting California's Magic."

KNBC general manager George Greaves has been appointed a director of the California State Radio and Television Broadcasters Association, Inc. CSRTBA President Arthur Westlund named Greaves to fill the unexpired term of Lloyd E. Yoder, former KNBC general manager who now heads NBC's Cleveland operations.

An accomplished event by the time this issue of CHIMES is published is the KNBC annual employees' outing, which has been set for September 13. For the second successive year the fun-fest is being held at the famed Pink

Horse Ranch, 40 miles south of San Francisco, on the outskirts of suburban Los Altos. Beginning at 1:00 p.m., the gala affair is featuring swimming, softball, horseshoe pitching, horseback riding, and group games in the afternoon. A barbecued steak dinner is being followed by indoor dancing and entertainment in the evening. Presentation of 10 and 20 year pins and 25 year watches provide another highlight of the evening.

General manager George Greaves announced the appointment September 1 of David Engles as manager of sales merchandising for KNBC. Engles, who resides in Oakland with his wife and three children, has had 12 years' experience in merchandising tobacco, groceries and candy in the San Francisco-Oakland area and Northern California.

Two new feminine faces (and very attractive ones, too) are gracing the fourth floor halls of KNBC. Betty Hauser has joined the local Sales Department as a secretary, replacing Gloria Mazzarola, who has returned to her home community of Pittsburgh, Calif. Gail Monroe has become secretary to Heber Smith of Radio Spot Sales, replacing Billee Short, who has returned to her home city of Seattle, Washington.

NBC, Hollywood

First, our apologies for this belated announcement of Patricia Claire Bleden's birth last May 22—it's a boy and a girl now for the Joe Bledens (Press). Can't remember seeing Tom Hulbert (Communication) and his lovely wife, Mary's (formerly of Accounting) announcement of their first born in print so again apologies are in order, but congratulations anyway. Central Stenographic announced the engagement of Celia Jane McCann to Traffic's Leonard Brown. From what we know of them it couldn't happen to two nicer people. To Barrie Peters and Irene Rush, new arrivals in the Stenographic Department, congratulations; and Daniel Dodson Smith gets a hearty returning welcome after a leave of absence.

Vacation blues struck La Verne James and Carl Jackson of Stenographic: both ended up with the flu. Our deepest sympathy goes to Marilyn Sochor, former mimeograph operator and her husband, on the death of their seven-months' old daughter. Midge Leadingham spent her vacation in

beautiful Laguna while *Gretta Titus* stayed at home. Special congratulations to *Rose Abrams*, transferred to Press Department. *Janet Tighe* just back from a New York jaunt and from the light in her eye, there must be a gleam in somebody else's.

Kudos to *Dix Robb* in Sound for his wonderful job in masterminding the NBC golf tournaments. Current traffic scare in Hollywood is finally over—*Kay Mulvehill* and *Ruth Wells* (Press) passed their driving tests. *Caroline Clement*, secretary to *Mr. Dellett*, Finance Department, on a maternity leave of absence. *Suzanne Tuomey* is temporary secretary to *Mr. Dellett*.

Congratulations to *Lorne Williamson*—he's transferred to regular page staff . . . also congrats to *James H. Brown*, now on temporary page staff. *Rudolph Neuhouse* comes to NBC as temporary film editor in the TV News Dept. *Phyllis Pohler* promoted to secretary-clerk in the Station Relations & Traffic Dept. *Vera Barkley* joins company as secretary to *Paul Gale*, Station Relations and Traffic Department.

Richard J. Kaplan, temporary film editor, TV News Department, moves up from temporary employment to permanent staff. *Les Raddatz*, Press head, vacationed in the South, ending up in New York on business. Biggest disappointment to date—"Floss" *Hollowell* unable to attend NBC outing in October.

KNBH, Hollywood

Dottie Winard Davis, who left KNBH in January to be married in Yokohama, Japan, to Lt. Paul Davis, has returned with her husband and is now back at Channel 4's Accounting Department. Dottie flew to the Orient and lived in Tokyo for seven months, where she met *Val Laffin*, formerly of the KNBH Program Department, now a civilian employee for the Government in Sendai. Dottie also made it a point to visit the NBC office in Tokyo.

A pretty blonde, by the name of *Naomi Hallem*, has been added to the KNBH secretarial staff, helping *Ted Rich* of the Production Facilities Department. She replaces *Janet Williams*, who left to join her father in Arizona.

Jack Kenaston had the office in stitches when he told about his two-week vacation at Lake Arrowhead. The community was threatened by forest fire and Jack, in attempting to

evacuate himself and an armful of groceries, missed the boat at the end of the pier and landed in the water with all his clothes on. Fortunately the fire wasn't as dangerous as he had anticipated.

Leaving the country for two weeks were *Marvin Biers* of Accounting and *George Burke* of Film. They hopped in their auto and drove to Mexico City, returning via Acapulco. We understand they arrived in the middle of fiesta time and have become completely indoctrinated with South of the Border customs.

KNBH songstress *Patricia Lynn* was asked to entertain for visiting mayors of 30 major cities in Japan recently, while they were on a tour of the U. S. For the occasion she learned a song in Japanese, which was met with great enthusiasm. The 30 mayors even joined in the second chorus.

The contest for "Honorary Mayor of Hollywood" is in full swing and there are entrants from all stations and networks in Hollywood. We are proud to announce that currently KNBH's *Jack McElroy* is well in the lead, followed by NBC's *Harry Babbitt*.

Beep Roberts heads up KNBH's new Merchandising Department. He will inaugurate a county-wide campaign starting September 21.

WMAQ, WNBQ, Chicago

John Schulz joined the National Spot Sales Department in Chicago on Sept. 7, it was announced by *John Mulholland*, manager.



Jacqueline Pashley

Jaqueline Pashley (see photo), secretary to *Dr. Frances Horwich*, will be trading Ding Dong School bells for wedding bells when she weds *George A. Heinemann*, director of programs for WMAQ and WNBQ, on November 7 at the River Forest Presbyterian Church, River Forest, Ill.

Welcome to new staff members: *Jeanne Couture*, secretary, Education and Public Affairs; *Marcia Kolling*, secretary in TV Operations; *Mary Fitzgerald*, typist in TV Operations; *Marianne Goldstein*, secretary in Production; *Elizabeth Hathaway*, secretary in TV News; *Virginia Johnson*, secretary in "Ding Dong School"; *Eileen O'Mara*, clerk in Accounting; *Delores Bond*, typist in Central Steno; *Dorothy Thiel*, secretary in Press; *Caroline Fleming*, receptionist; *David Barnhizer*, AM associate director; *Wade Newman*, Mailroom; *Hershey Robbins*, Building Maintenance; and *William Apperson*, TV engineer.

WTAM, WNBK, Cleveland

NBC—Cleveland had another first. Cleveland's west side was hit with another disaster Thursday, September 10th, and the newsroom was right on the spot. *Ed Killeen* supervised coverage, *Bob Horan* was on the scene with the NBC station wagon when the third blast took place; *Joe Masek*, free lance photographer, filmed the explosion minutes afterward. *Fran Dougherty* of our AM Sales department was shopping in the neighborhood at the time and was interviewed on an "on the scene broadcast".

Cleveland suffering under a hayfever deluge—current sneezers are *Shirley Frye*, *Marian Walter*, *Bunny Svec*, *John McIntosh*—all in the Sales Department.

The gals from this office gave a very nice shower for *Joan Murar* in a private dining room in the Theatrical Grill. Joaney was married September 19. Welcome back to *Fran (Block) Dougherty* who has just returned from a honeymoon in the Poconos.

We've had our share of accidents, too. *George Cyr*, *Cy Kelly* and his wife *Rosemary*, and *Ronald Bacon* in the Production Department have recently been involved in freak collisions. Cy's puppet "Bruno" was along with Cy at the time and appeared on their television show with his arm in a cast.

Tecla Stovsky, in the TV Program Department, begins as a freshman at Ohio State University. The program girls treated Tecla at the Silver Grill

on her eighteenth birthday. Speaking of birthdays—*Rosemary Bartlett* and her roommates, at a cottage on Lake Erie, had a bang-up party and wiener roast to celebrate Rosie's birthday. These girls are from the Accounting and News Departments.

Marian Walter, looking tan after a trip to Miami Beach, Florida, with her family. *Nancy Yeager* looks well rested after her jaunt to Florida too. Nancy leaves us very shortly to take up the role of mother.

Mary Lou Barnum, new gal processor of props, etc., taking up sailing these days. *Gene Harrison* and *Erv Palmer* are still spending many leisure hours on their sailboats, too—*Kay Durbin* from Accounting having a grand time in Mexico City, Acapulco and surrounding area.

New employee: *Maxine Lyons* is the new addition to the record library. Maxine hails from an insurance co. *Mary Galvin* leaves our Cleveland switchboard to take up office work at Remington Rand. Mary is being replaced by *Carol Williams* of the Audience Mail Department. *Joan Illingworth* replaces *Joan Murar* in the Publicity Department. We have a few openings here and there. *Johnny Rose*, producer in AM, leaves our little establishment for Lang, Fisher and Stashower and has been replaced by *Charles Hoover*, formerly of WDOC and Kent State University. Also a formal welcome to *Frank Kay*.

Jake Hines, manager of Integrated Services and Public Relations, leaves to assume his duties as radio-television executive in a new Cleveland Advertising Agency of which he is part owner. *Jean Fokoun*, sec'y to Jake, leaves for New York and Connecticut on a short vacation.

John McHale in the Accounting Department moved into his new home in Garfield Heights—as did Ken Shaw. *Mr. C. Disbro* hospitalized with ulcers. The ulcer factory has claimed one more victim. *Gus Ameier* of the staging crew has been having a little tough luck lately—his wife was operated on for cancer last week. She's recovering nicely.

Joe Mulvihill and *Jay Miltner* start a new news and hit tune show called "Lightup Time" sponsored by Lucky Strike across the board. . . . AM. On Saturday nights they'll feature western hits.

Lawson Deming, operations manager for WTAM, will be NBC-Cleveland's Community Chest Chairman.

Lawson will be around to see about a sizable contribution from you.

Joe Bova of "Noontime Comic" fame off to California. While there he'll see *Jack Elton*, formerly staff pianist with WTAM-WNBK.

Gene Walz, creative program manager WTAM-WNBK, has a new drink called the "Walz Kick"—made with any intoxicant over ice. Love that homework.

George Cyr, Television Operations manager, and *Charles Dargan*, Executive producer-director, happy to report they've found an apartment and will set up housekeeping October 1st.

Bill Stewart, radio salesman, and wife are spending a week's vacation at the seaside in New Jersey. If *Charlie Philips*, WNBK Sales director, hasn't lost all his money at Randall Race Track, he can go out and enjoy the opening of Thistledown Race Track with other NBC enthusiasts.

NBC, New York

Networks

Advertising and Promotion—

Ray Johnson really knows how to take a vacation . . . he relaxes at Block Island and then returns to NBC to begin a new job. Ray is now supervisor of TV Promotion in National Spot Sales. Congratulations . . . and don't forget we're just down the hall.

By land and by sea . . . that's a fairly accurate description of *John Porter's* three weeks away. The first half of his vacation he enjoyed an ocean cruise along the New England shore, and the second half he motored through Maine.

All he wanted was a refreshing swim . . . but when *Jim Nelson* went to the beach recently and was calmly riding the waves, he was struck from behind by a surf-board rider who had lost control. Result: he spent several days in Monmouth Memorial Hospital in New Jersey trying to mend a couple of broken ribs. We're glad to see him back!

Jerry Soba is back from Maine . . . and the only thing that marred her pretty tan was a black and blue mark that showed up after she picked herself up at the bottom of the stairs . . . it goes without saying that she fell down these same stairs. No other injuries.

Golfing apparently agrees with *Mel Schlessel* . . . have you seen him since he returned from his vacation in Maplewood, New Hampshire? He said

that golf was his only interest up there.

Enid Beaupre flew to Rochester for her vacation . . . her pre-vacation description wasn't very detailed. We can surmise that she enjoyed herself . . . but to find out how stop in 416. *Larry Byer* was a little late in taking his vacation . . . just got back from Seaside Park in New Jersey . . . and looks as though he had spent his time healthily.

After seeing "From Here to Eternity" the other day, *Jack Halloran* was sipping cocktails with no less than *Burt Lancaster*. *Marge Wilcox* has been logging some traveling time this summer—points east to Bermuda and west to Houston, Minnesota to spend her second week's vacation at home.

Muriel Smith is back looking healthy, happy and (AD-LIB) ready for some good hard work.

Calling Dr. Brent . . . Calling Dr. Jim Brent, for medical services rendered collect from *Joan Culette*, *Dorothy Brodine* and *Walter Van Bellen*. We hope they're all back by the time this issue's out.

Broadcast Operations—If you see anyone skating down Sixth Ave. on ice skates, playing a violin and listening to a clock radio—please stop same—he undoubtedly is the one who burgled *Rita Young's* apartment while she was vacationing in Maine. *Cathy Ungaro* was considering an acting career.

June (Rose) Philipbar has joined studio assignments to pinch-hit for *Harriet Fletcher* for the month of September.

Ed Cosgrove left us to become a production coordinator—he has been replaced by ex-bee-see *Fred Rawlings*. *Bill Dealtry* is leaving the company after two years with us. He will be replaced by *Ed Murphy*, and *Eloyse Gelfer* returns from California to replace *Ed. Mary Cooper* spent her other week down at the Jersey shore. *Bob Schulein* (1600 Broadway) is spending his other week canoeing in the wilds of Canada.

Merchandising—We are chuck full of news this month, so let's go. The first bit of news—and it's a moving story—is that we are now located in Room 200 of what most of you know as the RKO Building although it is now called the Americas Building.

Welcome to *Loy Lee*, who has just arrived in New York as a result of being promoted from Merchandising district supervisor of district number

five to assistant manager of the department and Merchandising district supervisor for district one, which is the New York area.

Congratulations to *Pauline Mantione* who is to be married on September 20th to Ralph Avallone.

Best of luck to *Stafford Mantz* and *Murray Heilweil*, who have finally decided to put a roof over the heads of their families and have just purchased homes in Huntington, Long Island and Port Chester, New York, respectively. Let's hope they can keep the sheriff away from their doors.

Welcome back to *Gordon Lane* who has just returned from a vacation in Vermont looking tanned, fit and ready to go back—to Vermont.

Music—We were proud to register *Bill Paisley's* composition, "Beautiful Dreams," as theme for the Elaine Carington NBC-TV serial, "Follow Your Heart".

Jimmy Dolan's talented actress wife, *Helen Gerald*, appeared on the Robert Montgomery TV Show, September 7. Helen is currently cast as "Jenny" on the Doctor's Wife radio series on NBC.

Our charming contralto, *Joan de Hart*, has been busy this summer doing church solo work.

We welcome *Margaret Schlumpf*, new member of the record library. Margaret hails from Morristown, New Jersey and is a graduate of Middlebury College, where she majored in psychology.

Public Affairs Department — Not much heard from this corner in quite a while, so here are some additions and changes bringing us up to date. *Doris Lockley* has taken over as one of Mr. Stanley's secretaries for *Joan Wilkens* who is presently in Mr. Barry's office. Doris is a graduate of Fisk University . . . home town's Cincinnati. *Mardy Palmer*, a Wellesley grad, whose home town is Scarsdale, and more recently Havana, Cuba, is Mrs. Corwith's new secretary . . . *Mary Eaton's* moved to the Howdy Doodly show. *Flo Reif*, a Syracuse alumna from New York City is secretary to Miss Kaemmerle now that *Gloria Goodman* has been promoted to be *Doris Corwith's* assistant. Another new secretary is *Bobbie Edwards*, Moravian College, from Sea Girt, New Jersey, who'll be answering *Bob Graff's* phone.

The familiar voice of *Betty Quinn* could be heard on *Ann Gillis'* extension while *Rhoda Grady* was vacationing.

Anne Lawder has recently returned

from a three-month leave of absence during which she participated in the nationally known Oregon Shakespearean Festival at Ashland as the holder of one of the Festival's scholarships. Her activities included jobs in the Business and Promotion Department, and she served as Assistant Director on the production of "The Taming Of The Shrew."

Well, there we were, carrying on as usual a few weeks ago when suddenly we were plunged into darkness. It was only a fuse and was immediately replaced. *Doris Corwith* was meeting with *Ben Grauer* behind closed doors when the fuse blew again. Moments later *Mr. Grauer* appeared . . . "Any comments," he quipped. And the lights went on again!

Research and Planning — Every head turned as *Liz Bernard* returned from the shearers sporting a most becoming short hair-do. *Alice Kane* also had her tresses clipped with results thoroughly in her favor. That was just the beginning of changes in our department . . . no sooner do we get ourselves acquainted with *Joyce Holter* when her hubby gets himself transferred to California and *Joyce* had to leave the many friends she made during her short working period with NBC. We're so glad she'll now be able to realize a life-long wish to visit the coast and we wish her and her husband much happiness there.

Ray Eichmann didn't go quite so far away, just down to the fourth floor to his new job in TV Sales Development but we miss him anyway and hope he'll pop up here every now and then. *Frank Sullivan* succeeded *Ray* as assistant supervisor of the Ratings Section, for which congratulations are in order. From Foote, Cone & Belding came *Nancy Mead* to carry on where *Frank* left off . . . we bid *Nancy* a very big welcome to 517.

Our Circulation Section hardly seems the same without *Radford Stone* but our loss is Network Sales' gain as *Rad* takes up new duties there. . . . *Barry Rumble's* two-week vacation at his summer farm was a rest well earned and when you read this, the incident about his oil burner and bandaged finger will just be a memory. . . . September 10th was a beautiful day weather-wise and otherwise because it was *Sallie Melvin's* happy birthday and we wish her many more of the same. . . . So you think you've got troubles; *Betty Hoffmann* started out with Iritis (now look it up if you don't

know what it is) and also had an impacted wisdom tooth extracted . . . we're with you all the way, *Betty*, eye for an eye and tooth for a tooth. . . . A summary of the Sept. 12 outing could be: "Bear Mountain was never so fuzzy".

Set Up Operations—A pleasant time was had by all our athletes at the NBC Outing. *Bill Bergen* and *Joe Kall* were an unbeatable twosome on the tennis courts. *Tom Baricak* and *Bob Sharpe* did very well on the golf course. *Tom Longmore* took a wrong turn driving up and ended up at a picnic of the Seventh Day Adventists near Newton, New Jersey.

John Welch busy researching his projected book of memoirs. *Sam Grotzky* of the Belasco Theatre being urged to play a scene from his most famous hit (a Dostoevsky play) at the next entertainment of the Square Club. Ask *Al Patkocy* to show you the picture of the blonde he carries in his wallet.

Staging Services — Our championship bowling team—the 5 x 9 Flats—are going to have a little "friendly" competition for their fellow workers in the Shop . . . seems *Bill Swift* and a few of the boys are forming a new "5". Going to call themselves the Solid Corners.

Our Prop Section is pretty much in the news this month—*Ginny* and *Joe Rothenberger* very happy (AND busy) with their new born twins, while *Bill McCauley* and his family are still working to get settled in their new home in Levittown.

And as for the most traveling department, our vote goes hands down to the Drapes Department—*Mary Ellen Raine* went over to Europe on the "Queen" and is going to tour England, France, etc. via ear for 6 wonderful weeks. And as if that isn't big enough news for one department . . . we now hear that *Peggy Herzog* is flying to Germany for a visit. Sigh! Oh, and a hearty congratulations and best of luck to *Nancy Price* who is leaving Drapes and moving on to the Make-Up Department as a coordinator.

Understand that *Tom Virtuoso* is returning from the Army and will take up his old job as a Student Painter in our Paint Section. Welcome back, Tom.

Jim Wynn, of our Trucking Section, and the recent Hurricane "Carol" raced each other to Bermuda. Certainly hope it didn't hang around too long. Jim, and that you were able to enjoy that wonderful Bermuda sun.

And we have a celebrity in our midst—*Bruce Phillips*, of the Shop, along with the other members of the Hawthorne (New Jersey) Drum & Bugle Corps (also known as the Jersey Caballeros) took second place honors in the recent National Drum and Bugle Corps Contest held at St. Louis, Missouri.

Technical Operations—One of the nicest persons we are likely to meet in a long time has left us to go into a profession that few are chosen for: *Bill Fahsing*, formerly with TV Maintenance, covering the Kinescope Recording operation, has given up the engineering profession to become an Episcopal minister. We're glad, of course, that someone around here has what it takes, but nevertheless we shall miss him.

Rudolph "Whitey" Tokar is back after a seven-week absence. Four and a half of the seven were spent in-hospital undergoing, and recuperating from, surgery on his left eye. For once, we can believe someone who says he's glad to be back to work. We're glad he's back, too; we worry about things like that, you know.

Janice Abbate has joined our department as *Mr. Thomas Phelan's* secretary. She replaces *Joyce Christian* who has left NBC to return to her home in Utah.

Walt Werner has returned to us from a not-so-brief sojourn in the U. S. Navy. He will resume work not in Studio Operations, as before, but in the Color operation downstairs.

Rosemary Iannuzzi returned, reluctantly, from two weeks in Miami Beach. To quote Rosemary—"It's really the MOST!"

Walt Miller, after months of battling with the builder of his now home in North Bellmore, has finally taken possession. Then, preparing for his first trip into New York, got lost in his home town trying to find the subway! (He is a FILM man!)

Florence O'Grady spent two weeks in Kinescope Recording as a vacation relief for *Pat McMahon*. The former says she loved every minute of her two weeks and the latter is noncommittal about hers. Hmmm!

Art Poppele has returned from four weeks on the Jersey shore. How we missed the pitter-patter of his rubber-soled feet.

Traffic—Trafficites were very sorry to bid farewell to *Wallace Gray*, who resigned to accept an appointment as

Instructor of Speech at Columbia University. Congratulations and continued success, Wally. Also we were just as sorry to say goodbye to *Melva (Bibi) Abril-Lamarque* who left to continue her schooling at the University of Michigan. Don't forget us Bibi, and we're hoping you'll come back after your graduation in June of '54.

The welcome mat was put out for *Viola Hill* who is working with *Steere Mathew*. Everyone interested in modern art should drop by 563 to meet Traffic's great artist, *Charles M. Zucker*. He has a one-man exhibit of seven of his magnificent pictures. The line forms to the right! *Pat McInerney*, *Bob Sammons* and *Charles Zucker* can vouch for Traffic's famous chefs; i.e., *Eleanor Beebe*, *Bibi Lamarque* and *Daphne Pinou*. Their pastry is out of this world, yummy!

Film Division

Administration, Production and Sales—Birthday Dept.: September 8 was *Joyce PraSisto's*, who received a pink rose from each of the 13 people in the sales office, and also *Sue Salter's*, who received the biggest orchid in the world from the men in the publicity office; September 14 was *Fritz Jacob's*. The publicity staff gave him a copy of America's most famous book, also born Sept. 14.

Sports Dept.: *Joyce Harvey* went sailing in a hurricane at Provincetown. *Marilyn Richardson* went water-skiing in the rain at Lake Placid, and *Dottie Schmidt* and *Marge Bandman* spent an entire weekend on horseback at a ranch near Warrensburg.

Drama Dept.: Actress *Marian Winters*, in real life *Mrs. Jay Smolin*, won fine reviews for her performance in "Red Sky at Morning," at Olney, Md.

Sales Dept.: *Jacques Liebguth's* patter must be irresistible. He sold an NBC Film Division program to the hotel he was staying in down South, and a few weeks later sold another show to his laundry. One of the more efficient sales secretaries, told there was a rush on a certain letter, sent it via airmail—to 47th Street!

Education Dept.: *Jackie Block* left to enter Bethany College, where she won a scholarship. Welcome to *Pat Kenny*, newcomer in business office.

Transportation Dept.: The streak of lightning seen every afternoon at 5:00 p.m. on the 7th floor is actually *Carolyn Granow*, a new commuter, trying to make her train to Roslyn, L. I.

Births: Mrs. Jack Sebastian (former Holly Titman), had a son, J. Christopher Sebastian III.

Film Library—*Marilyn Klein* and *Phyllis Albert* left the Film Library on the 15th of September. Best of luck to both.

Edna Paul has just returned from a week's vacation in St. Louis. *Ted Markovic* spent his vacation doing odd jobs around the house. *Hank Ferens* has just returned from two weeks at Atlantic City. *Jim Butler* is now on two weeks' vacation and is headed for California.

Finance and Services

Controllers—A lovely luncheon was arranged at the Hickory House on Sept. 10 in honor of *Ann Buron* and *Arlene Seibert*—new brides-to-be from the Tabulating Department. Ann was married on Sept. 12. Good luck, girls.

Things have settled down once again now that everyone is returning from their vacations. I hope a nice summer was enjoyed by all.

We all wish *Rose D'Amico's* father a speedy recovery.

Legal—The entire department rolled out the welcome mat for *Tina Falcone*, who took over for *Grace Seriniak* as *Howard Monderer's* secretary.

The reason for *Jean Schneider's* smile these days is that come next week her Chevrolet Belaire will be all hers. After that I guess Jean's theme and goal will be "Hawaii here I come".

At least *John Shute* will be able to see the World Series on television come October now that he has inherited the TV set from the Legal Library.

Pat Hone has finally found that dream apartment she's been looking for—and it has a balcony too! Right now Pat is in seventh heaven, and who can blame her!

Now to the vacations: *Ed Denning* to the Thousand Islands. *MaryAnn Schmidt* to Nantucket (I guess it's a toss-up as to whether either *Tom Ervin* or *MaryAnn* has the better suntan!); *Edith Wolf* to Florida; *Palma Bisogno* to Cape Cod; *Paul Lynch* at home painting (don't break that arm again, Mr. Lynch!); *Art Cuddihy* at home and at various golf courses in Westchester; *Marie O'Donohue* to the Catskills; *Pat Hone* to Quebec, and *Ann Romanenko* to Washington, D. C.

Continuity Acceptance—Vacations are over, so fall can't be far behind. *Jane Crowley* returned looking tanned

and healthy after a wonderful motor trip which took her as far as Denver, Colorado. Her traveling took her through no less than 13 states. And to top it all, she missed the heat wave! While the rest of us were sweltering in New York, *Judy Freed* was relaxing at Fire Island. *Arden Hill* pounded the hot pavements looking for an apartment, which she didn't find; *Stockton Helfrich* spent a few days at his son's summer camp; "*Wip*" *Smith's* daughter Georgia is now *Ed Protzman's* secretary; *Joan Giorgi* is keeping house while her mother visits Italy; *Elinor Koss* is still learning the lyrics to all the new songs; *Alys Reese* sent us all beautiful cards from the Cape; *Barbara Mynder* and her husband spent a long week-end at East Hampton.

Staff Engineering—The Engineering Department welcomed two new secretaries recently—*Katherine McCloy* in the Audio-Video Group and *Sally Osborne* in Radio and Allocations.

Keith Mullenger's beautiful wife, *Adrienne Garrett*, is a contestant for the title of Miss Rheingold 1954. Maybe we're prejudiced, but we think she's by far the loveliest.

Hank Gurin came back from vacation, not with a tan, but a delightful added attraction—a moustache!

The crew cuts on *John Schroeder* and *Fred Hatke* are getting shorter and shorter. Cold weather is coming, boys.

Welcome to *Gene Pellicano*, Engineering Development.

Duplicating—*Martin Devine* celebrated his 14th Wedding Anniversary with four of his kids down with the whooping cough. Leave it to the kids. And *John Dee*, who's a few years behind Martin, celebrated two years of Marital Bliss the other day.

Paul Barnwell finally got around to taking his vacation which just about winds up vacations for Duplicating this year except for *Helen Gonzalez*, who will probably go to Cuba.

What do you think of a girl who complains all week about a tooth ache, finally gets around to going to a dentist, then loses her nerve and walks out?

The *Jim Plock Story*, Episode #2 (or "Dream Boy Rides Again"): Last month we told the heartwarming story (?) of how young *Jim Plock* became known as the "Dream Boy of Duplicating". This month we'd like to relate his latest incident in this moving (kinda slow) story. Now we're not saying that G. R. would be affected by such things, but it is a fact that several lays ago a tour paused outside the

door of Room 502. Dream Boy insists that the Guide told him he was looking for the Newsroom and went up one floor too many, but who can tell? For further misadventures of Dream Boy, keep tuned to this same station, same time next month.

General Service—The new bowling season and the equally new captain, *Al La Salle*, have 553 buzzing with excitement. A welcome to the fold to *Tom O'Brien*. It took Washington's 13 runs to finally give *Harry Faulkner* a winner's chance in the baseball pool—net winnings \$1.00. Oh, well, money isn't everything; at least the ice is broken!

Ted Mayer is wearing out the floor, not to mention a pair of shoes, up in 652 waiting for the news of old man stork's arrival. Could be that little precious bundle of joy will arrive in time to celebrate Mom and Pop's wedding anniversary.

Sorry to hear *Marie Finan* has had such a rough time of it and equally happy to hear she's on the mend. The grapevine has it that *Pat Curley* will be back with us before long. Good news—long time no see, Pat! Sympathy is



John Welter, of General Service in N. Y., and his four youngsters in their backyard in Ridgewood, N. J.

extended to *Harold Atwood* and his wife on the passing of his mother-in-law.

Maude Archer had the time of her life on the sunny sands of California. Hear tell she visited our Hollywood office. Hope to hear *Fred Ackerman* and *Anthony D'Ambrosio* are doing better.

Luba Lawrence and *Bob Twomey*, bride and groom-to-be, have had a piece of bad luck—an automobile accident—but Luba is determined to have the ceremony on time, anyway, even if the groom has to limp up the aisle!

Stenographic—The end of the summer season is here and so Stenographic has to say a reluctant good-by to; *Audrie Baker*—who has left us to be a secretary at the Army Air Force Exchange; *Agnes Hunter*—who has gone back to Hunter College to complete her education major so that she may eventually become an elementary school teacher; and *Carol Sabatini*—who is starting her college career this fall at Wheaton College, in Wheaton, Ill.

On vacation and away from New York City, enjoying the heat wave were: *Joann Clements* in the Pocono mountains; *Mary Tallon* in Presque Isle, Maine; and *Mrs. Thompson* at home in New Jersey.

September 1 was the birthday and the second wedding anniversary for *Sally Welch*. Welcome to the antique group, Sally.

In preparation for the heavy winter schedule stenographic welcomes: *Maryann Arnold*, *Mignon Kniskern*, *Charlotte Lawson*, *Joyce O'Conner*, *Elaine Warobey*, *Lois Ann Wyche*, *Janice Abbott*, and *Linda Schmidt*.

Due to some terrible oversight *Ann Lovell* and *Rose Passarelli* have never been welcomed to NBC—you are now officially welcomed via this CHIMES column ladies—R.I.P.

The outing at Bear Mountain inspired a few steno girls to start a dancing class—*Peggy McGrath*, *Rose Passarelli*, and *Carmela Grane* were the chief teachers. The results were quite a contribution to the dance floor.

Personnel Division

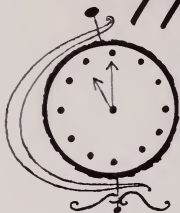
Personnel—*Roberta Graham* had a little tussle with her appendix but we're happy to report that she's back with us—minus, of course, her appendix.

Blond and pretty *Carol Mayer* has joined us as a clerk-typist in the Records Section and farewells are in order for *Judith Legon*, *Electra Slominsky*, *Nancy Jones* and *Marilyn Carroll*. Marilyn is on her way to the Eastman Dental Dispensary in Rochester to study dental hygiene. Good luck to her—she'll make a wonderful dental assistant—brains plus.

Everyone loves brunette *Arline Nelson's* new "Italian Cut" hairdo, including Arline, who assures us that we all should get one (females, that is) because it's "so easy to keep".

Betty Wilcox and *Nell Blatzeim* spent their vacations in New Jersey—Betty at Spring Lake and Nell in East Hampton, while *Grace Anderson* toured Canada. Oh, these smart people who saved their vacations till September.

the Eleventh Hour is the Biggest Hour on Channel 4

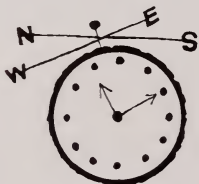


THE 11th HOUR NEWS

with John K. M. McCaffery

11 P.M. • SUN. THRU FRI.

the day's late news in pictures

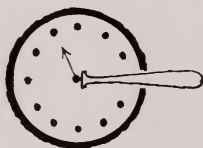


THE 11th HOUR WEATHER

with Uncle Wethbee

11:10 P.M. • MON. THRU FRI.

and his 99% accurate forecasts



THE 11th HOUR SPORTS

with Jim Britt

11:15 P.M. • MON. THRU FRI.

late scores, late news for sports fans



THE STEVE ALLEN SHOW

11:20 P.M. TIL MIDNIGHT

Monday through Friday

THE MOREY AMSTERDAM SHOW

11:15 P.M. TIL MIDNIGHT

Saturday

music, fun, live-ly 11th HOUR gaiety



yours for the live-liest 11th Hour in all television

WNBT CHANNEL

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