

# NBC

## CHIMES

November • 1953

ENGINEERING AT THE O&O'S

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# CHIMES

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## General Sarnoff Cited by Jewish Theological Seminary

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, was cited by the Jewish Theological Seminary of America Oct. 22 for vision which has "contributed mightily to religion in all its manifestations, to American democracy, and to civilization itself."

Dr. Louis Finkelstein, Chancellor of the Seminary, presented the citation to General Sarnoff at a luncheon in the latter's honor at the Waldorf-Astoria Hotel in New York City. The citation was made to commemorate 10 years of partnership in religious broadcasting between the Seminary and NBC. October marked the start of the tenth year of the "Eternal Light" radio program, which is presented as a public service by NBC under auspices of the Seminary every Sunday on a coast-to-coast network.

The citation, read by Edgar J. Nathan, Jr., member of the Board of Directors of the Seminary and Chairman of the national "Eternal Light" Committee, lauded General Sarnoff and his NBC associates for envisioning "the potentialities of broadcasting profound ideas in dramatic form." The "Eternal Light," designed to illustrate various phases of Jewish faith and culture, has pioneered in promoting brotherhood and intergroup understanding through the medium of radio drama.

In acknowledging the tribute, General Sarnoff said: "The invisible waves of radio, truly a manifestation of an 'Infinite Reason,' recognize no national origin or territorial frontiers. Nor do they discriminate against race, religion or creed. The 'Eternal Light' kindles all of these attributes in the human spirit. It is a beacon of religion that brightens the pathways of democracy and freedom of the individual."

During the anniversary season marking the start of its tenth year, "Eternal Light" is presenting four outstanding scripts dramatized on the program during past years.

Following is the text of the citation presented by the Seminary to General Sarnoff:

"David Sarnoff, Brigadier General. United States Army, Chairman of the Board, Radio Corporation of America and the National Broadcasting Company, on behalf of the Faculties, Board



Dr. Louis Finkelstein (right), Chancellor of the Jewish Theological Seminary, presenting citation to Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, at luncheon at Waldorf-Astoria on Oct. 22.

of Directors and Board of Overseers of the Jewish Theological Seminary of America, we extend to you and your associates in the National Broadcasting Company cordial felicitations at the opening of the tenth year of the Eternal Light radio program. The notable achievements of this instrument for spiritual enlightenment of the whole community are based on the remarkable teamwork developed between the officers and staff of the National Broadcasting Company and their colleagues at the Seminary. On this significant anniversary we are profoundly grateful that it was given you to foresee the potentialities of broadcasting profound ideas in dramatic form, and a decade ago to lead the National Broadcasting Company to donate time for such a program to a committee organized by the Seminary to represent all groups in American Judaism. Your vision has contributed mightily to Judaism as a faith, to religion in all its manifestations, to American democracy, and to civilization itself. We hope and pray that the Eternal Light and all your other endeavors for the general good may long go forward and continue blessed."



# NBC News Roundup..

## New York News

Radio City will move to New Rochelle Nov. 20 and 21 for a gala two-day celebration staged by WNBC-WNBT. This will be New Rochelle's "Salute to WNBC and WNBT," patterned after the highly successful Irvington, N.J. salute of several weeks ago, when more than 30,000 Irvingtonians turned out for the extravaganza. The November salute will include originations of several WNBC radio shows from New Rochelle on Nov. 20 and a Parade of Stars on Nov. 21.

The former star of the "Broadway Open House" show of several years ago is back at NBC. "Jerry Lester's Late Date," starring the ebullient comic and singer Jean Martin, bowed on WNBT on Oct. 24, from 11:15 p.m. to Midnight.

Newest husband-wife team to step into the TV limelight is Faye Emerson and Skitch Henderson, who made their debut on a 6:30-6:45 p.m. Monday through Friday program on WNBT Oct. 26. This is the first time Faye and Skitch have performed as a team on television.

## ROSAM Plan Set Up for NBC-TV

A revolutionary experiment in television selling, flexible and tailor-made for the client wishing pick-up-the-phone speed in placing national, non-selective advertising, was announced late last month by NBC-TV.

Called "Run-of-Schedule Advertising — Holidays," or ROSAH for short, the plan is designed to attract holiday and specialty advertisers and the many small firms that might not ordinarily use television as an advertising medium.

Here is how ROSAH works: Effective last month and continuing until Dec. 31, 1953, one-minute filmed commercial participations are being offered for sale in certain unsold segments of NBC-TV daytime programs. NBC-TV determines when and where the announcements are placed. After the participation, the purchaser will be notified when the show was run and on what show, and the circulation reached.

## Christopher Awards for Two NBC Shows

The Christopher Awards for the third quarter of 1953 in the field of television honored leading representatives of two NBC television programs, "Ding Dong School" and "Assignment Tomorrow."

Dr. Frances Horwich, who conducts "Ding Dong School"; Judith Waller, director of Public Affairs and Education, NBC Central Division; and Reinald Werrenrath, Jr., the program's producer-director, were all cited for "their outstanding contribution in the field of creative ends of literature and entertainment."

For their work with "Assignment Tomorrow," a panorama of top news events recorded on NBC-TV newsfilm during the past eight years, William McAndrew, manager of News and Special Events, and James Fleming were cited as producers, and Art Holch and Charles Christensen as its writer and director, respectively. Incidentally, "Assignment Tomorrow" also is being shown by schools and civic organizations as a public service feature.



At the recent convention of the National Association of Food Chains in Chicago, an NBC Spot Sales task force was sent out by vice president Charles R. Denny to expose the food advertisers to the NBC Spot Sales story. On the job were: Front row, L to R: Frank Downes, Merchandising manager, WMAQ, WNBQ, Chicago; Max E. Buck, director of Merchandising for the O&O Stations; Seymour Vall, AM A&P manager of Spot Sales, Second row, L to R: Bill Dahlman, Merchandising manager, WTAM, WNBK, Cleveland; Rudi Neubauer, WMAQ Radio Sales manager; Bob Flanagan, Central Division Radio Sales manager, Spot Sales; and John Keys, Promotion director, WMAQ-WNBQ, Chicago. In back row is Mort Gaffin, Advertising & Promotion manager of Spot Sales.

## Smallest TV Camera Tube Used on NBC-TV Filmed Shows

The smallest TV film camera tube ever developed for broadcast use was introduced on two filmed programs seen on NBC-TV last month.

This Vidicon tube, weighing only two ounces yet possessing three times the sensitivity of the iconoscope tube normally used for film pickup, was developed by the RCA Victor Division of RCA. It is only one inch in diameter and one-quarter inch in length.

## Socony-Vacuum Sponsoring NBC Symphony under Toscanini

Big sales news for NBC was made last month when William H. Fineshriber, Jr., vice president in charge of the Radio Network, announced that the NBC Symphony broadcasts conducted by Arturo Toscanini over NBC Radio during the 1953-'54 season would be sponsored by the Socony-Vacuum Oil Company, Inc.

The programs, each a full hour in length, are heard Sundays from 6:30 to 7:30 p.m. Maestro Toscanini is on the podium for most of the concerts, with Guido Cantelli as guest conductor. As in the past, the concerts are originating from Carnegie Hall in New York City.

# NBC Radio's 'New Look'

## Twenty-Eight New Shows Highlight Network's 1953 Fall Schedule

If you've heard people talking about the new NBC Radio lately, it's with good reason. Almost the entire program structure has a new aspect. Why? Because it's studded with 28 brand new programs which have had critics and public alike across the country hailing their freshness and originality. In fact, even our cue system has changed. After 26 years of no major changes, the network is now identified as "This is the NBC Radio Network."

What has caused these exciting new developments in NBC Radio? First of all, they must be traced back to this past July, when General Sarnoff announced that effective August 3, the program, sales and promotion activities of NBC would be separated into independent operating divisions. At that time, General Sarnoff also announced that William H. Fineshriber, Jr., was to be vice president in charge of the Radio Network, and that Ted Cott was to be operating vice president, reporting to Mr. Fineshriber. Shortly after that Mr. Cott announced three major appointments, as NBC Radio moved quickly to set up its new organization. They were: Fred Horton, as director of Radio Network Sales; John P. Cleary, as director of Radio Network Programs, and Merrill Mueller, as radio news and features executive. Then, in September, Mr. Cott added another member to the team: Ridgway Hughes, heading up the new and independent Advertising and Promotion Department.

The new NBC Radio Network has two major goals, which are, simply stated, to improve programming and to increase sales. The stating of those goals is, indeed, very simple. The accomplishment of them is exceedingly complex and difficult, with a thousand

thorny problems along the way. In fact, the goals are continuing ones, with the job never really ending, at least not in this world of 13-week cancellation clauses.

The new organization was not in action very long when the news began breaking. First, in August, was Mr. Fineshriber's announcement of a total of 18 million dollars in new and renewal business in the preceding 60 days. Of that sum, two million dollars had been realized since radio's separation from television.

The second sales report was made last month and showed seven million dollars in new and renewal business in the preceding six weeks. This brought the total up to twenty-five million dollars since mid-June, with over three and one half million in new business being acquired since NBC Radio's establishment as a separate entity.

Professional onlookers of the industry in the past have been wont to jibe at what they termed radio's lack of imagination, originality and faith in itself. They have changed their tune within the past few weeks.

NBC, believing in radio's future and aware of its still untapped potential, this fall has launched a schedule unprecedented in the history of the medium. Twenty-eight new programs highlighted the schedule, which went into effect on October 4 and through the following week.

NBC Radio's roster of stars includes such famous personalities as Fibber McGee and Molly, Helen Hayes, Frederic March, Senator Ford and Harry Hershfield, Frank Sinatra, Sir Laurence Olivier, Jimmy Stewart, Lawrence Tibbett, Tex and Jinx McCrary, Bud Collyer, Hume Cronyn and Jessica Tandy,



Sir Laurence Olivier is host and star of "Theatre Royal."

Gertrude Berg, and a host of others.

There are brand-new shows, such as "The Marriage," with Hume Cronyn and Jessica Tandy "Theatre Royal," with Sir Laurence Olivier; "Six Shooter," with Jimmy Stewart; "Rocky Fortune," with Frank Sinatra, and Lawrence Tibbett's "Golden Voices."

There are old and established favorites, too, in new settings, such as "Fibber McGee and Molly," with Marian and Jim Jordan, and "Can You Top This?" with Senator Ford and Harry Hershfield.

As you can see in the list below, most of the new entries have been placed across the entire week's schedule. However, some of the changes are of a wholesale nature. Sunday, for instance, features an entirely new schedule from 8:00 to 9:00 a.m. and from 1:00 p.m. until midnight. Saturday is programmed in large blocks, with the "Football Game," "Football Roundup," and "Ask the Sports World" taking up the 2:00 to 6:00 p.m. period and "The Big Preview" giant record program featuring Fred Robbins running for two hours starting at 11:00 a.m.

It is no easy task to single out individual programs from this long list for special comment. However, just to give a sampling, we will take a look at a few that have excited unusual attention.

"Weekend," from 4:00 to 6:00 p.m.

Frank Sinatra (far left) stars in the new NBC Radio series, "Rocky Fortune," the adventure story of a footloose fellow who is jack-of-all-trades and master of trouble. Film star Jimmy Stewart portrays the restless wanderer, Brett Ponset, in the Western dramatic series "Six Shooter."



a radio's "Sunday Newspaper." This completely unique show is done in a journalistic format from cover story to feature sections, with Mel Allen, Floraella Muir, Ed Herlihy, Tex and Jinx, Terrill Mueller and many others. To read more about the remarkable man who is the keystone of this program, Terrill Mueller, see page 16.

Another prominent weekend feature is "Theatre Royal," starring Sir Laurence Olivier. This show presents the outstanding plays from the British theatre, with the guest list including such luminaries as Sir Ralph Richardson, Sir John Gielgud, Emyln Williams and Orson Welles. A provocative series is "Stroke of Fate," which presents history rewritten, in dramatic form, to show what might have happened in reversed or changed situations. The noted historians Allan Nevins and Stefan Lorant are consultants for the scripts. Not to devote too much attention to Sunday, but that evening offers another show of special interest—"Last Man Out." This series presents true documentary dramatizations by Richard English in which former Communists tell their stories.

A Saturday night feature which has, rightfully enough, gathered a large amount of publicity is the "NBC Lecture Hall." It presents talks by experts in various fields in an actual lecture hall atmosphere, including an audience. The series was opened by Mme. Pandit, president of the United Nations General Assembly, with a talk on India. More Schary, vice president of MGM, has lectured on motion pictures. Other speakers on the docket include Leopold Stokowski on music, Ty Cobb on baseball and Carl Sandburg on Lincoln.



Gertrude Berg writes and stars in the situation comedy program "House of Glass."

## The NBC's Radio Network's Top Executives:



Left to right: William H. Fineshriber, Jr., vice president in charge of the Radio Network; Ted Cott, operating vice president; Fred Horton, director of Network Sales.



Left to right: John P. Cleary, director of Network Programs; Merrill Mueller, news and features executive; Ridgway Hughes, director of Advertising and Promotion.

One of the most important features of the new NBC Radio schedule is the concept of "block programming." Under this idea, programs of similar style are grouped back-to-back on certain nights so that each evening of the week has its own distinctive mood. The listening audience knows, for example, that Monday night is music night on NBC; Tuesday is the time for adventure series; Wednesday calls for audience participation shows; Thursday evening offers variety features, and on Friday night the big comedy programs are broadcast. The Saturday night showcase exhibits an incisive change of pace, with cultural programs in the earlier hours and folk and hillbilly music later on. On Sunday nights is NBC Radio's array of outstanding dramatic shows.

The lead to this story remarked that everyone is talking about NBC Radio. That's not all. They're writing about it, too. Newspapers all over the country are hailing NBC Radio and its \$5,000,000 investment in its dynamic new program series. Just to give you an idea, on the back cover of this issue of CHIMES is a random sampling of the headlines NBC Radio is making.

Presented below, for your ready reference, are highlights of the 23 new shows in NBC Radio's fall schedule:

### Every Night

Midnight-12:05 p.m. "Midnight Column"  
(Each night features guest columnist, reporting from NBC affiliate in this area. Fifty outstanding newspapermen have been signed to be heard on this show)

### Monday through Friday

10:45-11:00 a.m. "Break the Bank"  
10:00-10:15 p.m. "Fibber McGee and Molly"  
10:15-10:30 p.m. "Can You Top This?"

### Tuesdays

9:35-10:00 p.m. "Rocky Fortune"

### Fridays

9:35-10:00 p.m. "House of Glass"

### Saturdays

10:00-10:30 a.m. "Woman in Love"  
11:00 a.m.-1:00 p.m. "The Big Preview"  
5:45-6:00 p.m. "Ask the Sports World"  
6:30-7:00 p.m. "Know Your NBC's"  
7:30-8:00 p.m. "NBC Lecture Hall"  
8:00-8:30 p.m. "College Quiz Bowl"  
8:30-9:00 p.m. "Theatre Royal"  
9:00-9:30 p.m. "The Hollywood Story"

### Sundays

8:00-8:05 a.m. "News for Children"  
8:30-9:00 a.m. "Egbert & Emily"  
1:00-1:15 p.m. "For Better Living"  
1:15-1:30 p.m. "Ask Hollywood"  
3:00-3:30 p.m. "The Golden Voices"  
3:30-4:00 p.m. "The Golden Treasury"  
4:00-6:00 p.m. "Weekend"  
6:15-6:30 p.m. "Report on America"  
7:30-7:55 p.m. "The Marriage"  
8:00-8:30 p.m. "The Six Shooter"  
8:30-9:25 p.m. "NBC Star Playhouse"  
9:30-10:00 p.m. "Stroke of Fate"  
10:00-10:25 p.m. "Last Man Out"



# Compatible Color Telecast of 'Carmen' Makes TV History

Color television history was made on Saturday, Oct. 31 when the National Broadcasting Company telecast a one-hour production of "Carmen" in compatible color.

The program, telecast under temporary experimental authorization of the FCC, was the first full-hour compatible colorcast, and it was the first time a major operatic production faced the color cameras.

The show was seen on standard black and white sets in high-definition black and white.

For this historic occasion, NBC built an entirely new production of the Bizet classic. "Color-corrected" costumes and sets were designed and executed by NBC's staging services, and the opera was adapted to the more intimate techniques of television.

The staff of the NBC Television Opera Theatre, working with Richard Day, NBC's color consultant, aimed at a "realistic" staging, with the maximum of authenticity in design and color in costumes and sets.

Brought to bear on the production were the techniques of lighting, staging, costuming and make-up developed by NBC's pioneering "color corps" headed by Barry Wood. Latest developments in lighting were used, bringing out the

best in the production's color scheme, as well as heightening the dramatic mood. In the field of make-up, NBC cosmeticians used new materials specially developed for color TV by a famous cosmetics house.

Color planning for this show, as for other NBC colorcasts, presented a dual aspect, since colors must be selected not only for chromatic interest, but for how they will render in black and white. Thus, the interests of owners of black-and-white receivers are fully protected.

The program was televised from NBC's Colonial Theatre, world's first fully-equipped studio for compatible color, where experimental colorcasts have been originating for the past year.

The production marked the opening of the NBC Television Opera Theatre's 1953-54 season. Samuel Chotzinoff was producer, and Peter Herman Adler was music and artistic director.

The three principal parts were taken by Vera Bryner as Carmen. Robert Rounseville as Don Jose and Warren Galjour as Escamillo. Zuniga the officer was played by David Atkinson. Mercedes by Emelina de Vita. Frasquita by Nadja Witkowska. Dancairo the smuggler by A. Winfield Hoeny, and Don Jose's double, by Edward Moor, who narrated the story.



In a scene from the historic full hour compatible color telecast of "Carmen," are, left to right: Robert Rounseville, as Don Jose, Vera Bryner, as Carmen, and Warren Galjour, as Escamillo.

## Heffernan, Sarnoff Elected to Board

Two top-ranking officers of the National Broadcasting Company have been elected members of the Board of Directors, it was announced last month by Brig. Gen. David Sarnoff, Chairman of the Board. They are Joseph V. Heffernan, vice president for Finance and Services, and Robert W. Sarnoff, vice president in charge of the Film Division.

Last month's CHIMES carried the announcement that John K. Herbert, vice president in charge of Television Network Sales, had been elected to the Board.

Mr. Heffernan joined NBC April 6, 1951, as financial vice president. Previously he was vice president and general attorney of the Radio Corporation of America, which he joined in 1935. He is also a member of the Board of Directors of RCA Communications. During World War II, Mr. Heffernan was a Lieutenant with the Air Force, Atlantic Fleet, U. S. Navy. Born in Washington, Ind., he is a graduate of St. Louis University and the Indiana University Law School. He holds an LL.M. degree from Columbia University.

Mr. Sarnoff joined NBC as an account executive on the Sales Staff of the Television Network in January, 1943, later becoming production manager, manager of Program Sales, and director of TV Unit Productions. On June 6, 1951, he was elected a vice president of the company. Prior to joining NBC he was assistant to the publisher of *Look* magazine and served in a similar capacity with the *Des Moines Register* and *Tribune* in Des Moines, Iowa. During the early part of World War II, Mr. Sarnoff served in Washington, D.C., with General William Donovan, coordinator of Information, and also with the Naval Communications Service. During the last three years of the war he served in the Pacific as a Lieutenant in the Navy. He is a graduate of Phillips Academy and of Harvard University. For his pioneering achievements with "Victory at Sea," the U. S. Navy recently conferred upon him the Navy Distinguished Public Service Award, which is the highest award given to any civilian by the Navy.

# RCA Victor

'His Master's Voice' Is Symbol of Quality the World Over

In last month's CHIMES, we ran Part I of a two-part feature on RCA Victor, the manufacturing arm of the Radio Corporation of America. This feature is part of a CHIMES series on NBC's fellow members of the RCA family.

Part I gave the general history and background, sketched the present organization of the division, and then explained in some detail the functions of a very large and important area of RCA Victor—Technical Products, including its two components, the Tube Department and the Engineering Products Department.

In this issue we will make a whirlwind word and picture tour of the other important operations of the Division—the Consumer Products Department, RCA Estate Appliance Corp., RCA Service Company, RCA Victor Distributing Corp., and the RCA Victor Record Department.

Heading the entire RCA Victor Division is Walter A. Buck, who is vice president and general manager.

Reporting to Mr. Buck are five men—S. E. Ewing, general attorney; R. A. Seidel, vice president and special assistant; J. B. Elliott, vice president in charge of Consumer Products; W. W. Watts, vice president in charge of Technical Products, and Charles M. Odorizzi, operating vice president.

As operating vice president, Mr. Odorizzi is Mr. Buck's "right-hand" man in the Division, and is responsible for the smooth running of the division's vast operations.

This can be realized more fully by the fact that reporting to Mr. Odorizzi are all the staff functions—those which would be found in most manufacturing companies.

These are the men and their respective responsibilities who make up the staff "team" reporting to Mr. Odorizzi:

D. F. Schmit, vice president and Director of Engineering; A. F. Watters, vice president in charge of Personnel; V. de P. 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 the RCA Service Company.

RCA Victor's manufacturing activities are carried on in 17 plants, spread from New Jersey to California. These plants manufacture electron tubes, television and radio receivers, phonograph records, "Victrola" phonographs and the hundreds of specialized products for use in the fields of broadcasting, communications, theatre, science and the government. Total personnel is about 52,000.

## Consumer Products: Home Instruments

The Home Instrument Department, perhaps more than any other of RCA Victor's, is the one best known to John Q. Public. Deceptively simple in title and in first definition, it is one of RCA Victor's most important operations. "Home Instruments" includes radio and television receivers and "Victrola" phonographs. However, the variety of models of each of these instruments is very wide.

Television sets, for instance, include 17, 21 and 27-inch sizes, table and console models, two lines, "regular" and "DeLuxe," and many cabinet and finish styles. "Victrola" 45-rpm and "Victrola" three speed phonographs are available in many models. Radio-phonograph and TV-radio-phonograph combinations also are popular features of the line. On the radio side, table models and portables and clock radios are more attractively styled than ever before.

The history of television is one of the most dramatic and exciting sagas in American business, and the part played by RCA in its development of home receivers is one of the most vital. Commercial television had just gotten underway before the war, but the number of sets in circulation was not very great. During the war years, of course, all of RCA's production was devoted to the all-commanding issue, but as materials started to become available after peace came, American industry was on



An RCA Service Co. truck which has an antenna which can be raised up to 70 feet, to test signal strength.

the threshold of a period of unbelievable development.

The full extent of television's phenomenal growth can best be brought into perspective by recalling the situation of seven years ago. The main RCA Victor plant at Camden was geared to produce four types of sets, two of them table models and two consoles. One of the table models, the 630TS, was destined for fame as the most popular post-war TV set. RCA held a preview of these sets for its distributors and then introduced them to the public.

Then, realizing that this new industry offered opportunity for many enterprising manufacturers and actually needed their support in getting the industry off to a proper start, RCA did something regarded as a "first" in American industry.

Frank M. Folsom, new president of the Radio Corporation of America, was responsible for the idea. At his suggestion, all of RCA's licensed competitors were invited to Camden. There they were handed blueprints for the TV receivers RCA was building, together with a complete list of the material for all of the sets, including the celebrated 630TS. The visitors were told they were at liberty to use this information any way they desired, and were taken on a tour of the plant and shown all that RCA was doing.



## Radio Corporation of America—

World Leader in Radio — First in Television

Competition immediately sprung into being in a healthy, vigorous American way — and the infant television industry began the strides that were to make it a giant among industries and services. In fact, in a third of the time that it took the automobile industry, television achieved the distinction of being among the ten top industries of America. From less than 10,000 sets in 1945, there are now well over 25,000,000 receivers in circulation in the country.

RCA Victor's preeminence in the AM field has been maintained and strengthened despite the growing popularity of television. Reflecting a new approach to merchandising of radio sets, the division introduced smaller sizes, streamlined styling, and a greater use of color to distinguish its radio line. RCA Victor also entered the clock-radio field and introduced a book-sized portable with much longer battery life.

Another history-making event for Home Instruments was the introduction in 1949 of a completely new record-playing system for reproducing recorded music at home. Featuring an advanced type of record and record changer, it reproduces music at 45-rpm with unexcelled quality and clarity of tone. The instrument is compact and plays light-weight non-breakable records, less than seven inches in diameter.

This new system has become firmly established and at the start of 1953, 26 leading manufacturers were producing instruments with 45-rpm equipment. There now are approximately 10,000,000 such players in use. Acceptance of this system has been so widespread that virtually all manufacturers in the indus-

try are now making and selling 45-rpm records.

As a further advance, RCA Victor introduced a greatly improved 33 $\frac{1}{3}$  LP record and facilities for playing discs of the two new types as well as the conventional 78-rpm records were incorporated into its 1950 line of "Victrolas." This was followed two years later by a unique three-speed automatic phonograph and record-changer line, regarded as a major advance in this field.

Only just within the last few weeks, RCA Victor has entered the High Fidelity field, producing a new line of home instruments and components designed to give the finest reproduction of music for the home. These super-quality products now are available to the public.

At RCA Victor, Consumer Products is under Joseph B. Elliott, vice president, and the Home Instruments Department is headed by H. G. Baker, also a vice president, who reports to Mr. Elliott.

### Victor Records

The fifty-odd-year story of RCA Victor Records glows with the names of the greatest artists of our age. The Victor Talking Machine Company came into being in 1901, a year of contention and confusion for the infant industry. Victor moved ahead, giving dignity and stature to the business and a year later an event of great import for recorded music took place — the voice of the great Caruso was first captured on record, for Victor. Since then the story has been one artistic and technical



The RCA Exhibition Hall, so familiar to NBC New York employees.

triumph after another. In 1929 RCA acquired the Victor Talking-Machine Co., with all its plants and facilities in Camden.

Through those years, the greats of the music world have performed for Victor — Schumann-Heink, Farrar, McCormack, Melba, Tetrassini, Chaliapin, Pinza, Kreisler, Galli-Curci. Now, under Manie Sacks, RCA and NBC vice president who is in charge of the RCA Victor Record Department, it is making greater musical history than ever. Top artists of today, classical—Landowska, Flagstad, Horowitz — and popular—Como, Shore, Fisher — to name just a few, perform for RCA Victor. And, of course, perhaps the most illustrious name of all, the conductor of the NBC Symphony, Maestro Arturo Toscanini.

### RCA Service Co.

One of these areas which is completely unique and well-known to the public is the RCA Service Company. Perhaps we know it personally through an RCA Victor Factory Service Contract which we might have. All of us certainly have seen the Service Company trucks, buzzing about every community where TV programs can be received.

This company is a nation-wide organization of technical specialists devoted to the installation, maintenance



Cabinets undergo final inspection on RCA Victor's TV assembly lines.





An RCA Victor engineer working on a tape recording at the recording studios in New York. On right, Maestro Arturo Toscanini, conductor of the NBC Symphony, listens to a playback of a recording he has just made.

and servicing of electronic products and equipment. We know it mostly from its work on home television receivers, but it also operates widely in technical, industrial and government fields.

In fact, the company is divided into three major service groups—Consumer Products, Technical Products and Government. The Consumer Product Service Division first began to take shape in 1939 when a pilot shop and service branch was set up in New York to make test installations and to train technicians for distributors and dealers.

With the phenomenal expansion of post-war television, RCA realized that the future of the new medium was dependent upon continued good reception. The job of offering factory service to every RCA Victor television owner was delegated to the RCA Service Company, which created service and maintenance contracts that provided quality service on a fixed annual cost or demand basis. RCA Service Company Factory Branches also offer contracts covering installation and service for RCA Room Air-Conditioners.

The Technical Products Service Division of the Service Company was created more than a quarter-century ago to install and service sound motion picture equipment. This is the nucleus around which the Service Company of today has grown. Now, the Technical Products Service Division provides installation, service, preventive maintenance, and parts and tube replacement plans to motion picture exhibitors, industrial and scientific electronics equipment users and to the broadcasting industry.

Since the beginning of "talkies," RCA Service Company has maintained pre-eminence in the field of motion picture equipment installation and service. Theatre television has expanded

substantially and already the Service Company has established itself in this field. Facilities of the Industrial Products Service Section are available to users of RCA electron microscopes, beverage and ampulse inspection machines, metal detectors, sound systems, radio frequency generators, industrial television and television film projectors.

AM, FM and TV broadcasters regard the Service Company's Broadcast Engineering Section as foremost in the field. The Technical Products Division also services products made by other manufacturers.

The Government Service Division has hundreds of field engineers working with the Armed Forces and government agencies all over the world to assist and instruct personnel in the use of radio-electronic equipment. Often these engineers accompany our troops and equipment right up to the front line.

### RCA Estate

Under Robert A. Seidel, vice president and special assistant to Mr. Buck, are two companies, the RCA Estate Appliance Corporation and the RCA Victor Distributing Corporation. The operation of Estate is a relatively new one for RCA. The RCA Victor Division entered the gas and electric range business in November 1952, when it acquired from the Noma Electric Corporation its Estate Stove Division at Hamilton, Ohio, and transferred this business to the newly-formed RCA Estate Appliance Corporation. A new line of gas and electric home kitchen ranges and space heaters, under the brand name of "RCA Estate" was introduced to the public in January of this year and has met wide customer acceptance. Cecil M. Dunn is president of RCA Estate.

### RCA Victor Distributing Corp.

The RCA Victor Distributing Corporation has its headquarters in Chicago and has branch offices in six other cities—Davenport, Ia., Wichita, Kan., Buffalo, N.Y., Detroit, Mich., Kansas City, Mo., and Rochester, N.Y. This company was set up, as the name would indicate, to supplement independent distributors and distribute products through dealers in the territories it serves. An interesting point is that it not only distributes all of RCA Victor's products, but also other lines of "white goods"—washing machines and similar appliances. RCA Victor Distributing Corporation operates as a completely independent distributing company and can decide for itself which of these other lines it will or will not carry. The president of this company is Walter M. Norton.

### RCA Exhibition Hall

Of particular interest to employees of NBC, especially those in the New York office, is the RCA Exhibition Hall, which is an operation of RCA Victor Public Relations and whose director is Julius Haber. It is familiar to NBC-ites first of all because it is located in Rockefeller Plaza in New York, right across the street from NBC's headquarters in the RCA Building, and secondly because it is the origination point for the revolutionary and highly popular NBC television show, "Today."

The Exhibition Hall was opened in 1947 and since then has attracted millions of visitors. It is a "World's Fair" of radio, television and electronics and is on view daily and Sundays, free to the public.

*This article is the second of two features on another member of the RCA Family, the RCA Victor Division of RCA.*

## New 25-Year Clubbers Feted at KNBC Picnic



After a swim, Phil Ryder, left, president of the KNBC AA, relaxes with NBC vice president John K. West: KNBC chief engineer Curtis Peck and KNBC general manager George Greaves.

Charles R. Denny wired personal congratulations to the ten new 25-year club members honored at KNBC's annual picnic near San Francisco September 13. The vice president of NBC's O & O stations expressed disappointment for not being there personally, then paid tribute to the following new 25-year club members: Bill Andrews, Curtis Peck, Joe Baker, Edgar Parkhurst, Janet Sligh, Wanda Watson, Charles Kilgore, Byron Mills, Ed Manning and Vic Paradis. Mr. Denny also sent warm congratulations to Al Crapsey, new 20-year club member, and to Clarence Leisure, Jessie Bunnell, Elaine Picetti, and Jack Van Wart—who became members of the 10-year club.

Mr. Denny's wire of congratulations was read at the picnic by John West, vice president in charge of NBC's Western Division. Mr. West flew to San Francisco from Hollywood to rep-

resent Mr. Denny personally. Mr. West also had high praise for the unusually high loyalty among the KNBC staff. Fifty per cent of the staff have over ten years' service. Twenty-two per cent have over twenty years' service. And thirteen per cent have over twenty five years' service. KNBC has a total of twenty-eight 10 year members, nine 20 year members and thirteen 25 year members. Mr. West presented wrist watches to the new 25 year members.

KNBC's general manager George Greaves presented other new club members with certificates for service. Mr. Greaves himself, who recently succeeded Lloyd Yoder as general manager, is a 25 year club member.

KNBC's outing was held at the Pink Horse, a guest ranch some thirty miles south of San Francisco on the slopes of the wooded coast range. Staffers began gathering before noon to participate in

the various sports and games—swimming, softball, horse shoe pitching, etc. Games were played near two tremendous barrels of iced beer—also very popular. Dinner—featuring thick, long and juicy steaks was barbecue style and eaten outside.

After dinner, the staffers gathered in the Pink Horse lobby for award presenting, entertainment and dancing. More than sixty per cent of those at the picnic got rewards of some kind—thanks to the many door prizes.

Vice president Denny's telegram—which arrived early in the afternoon—closed with the expressed hope that the sun was shining in California that day—and that there was plenty of soda pop for everybody. Staffers splashing in the sun-drenched pool assured him there was plenty of sunshine . . . and as for soda pop . . . well, there was plenty of pop to the bottles . . . but little soda.

KNBC'ers warm up for a ping pong tournament at the station's annual outing at the Pink Horse Ranch on the San Francisco peninsula. Left to right: Howard Ritscher, Con Murray; Peggy and John Bowles, and Dud and Patty Manlove. Left, a dip in the pool started the afternoon of sports and games for KNBC staffers.



# Engineering at the O&O's



Looking over blueprints for the new WNBK, Cleveland, transmitter are Fred Everitt, project engineer from NBC-New York (left) and S. E. (Eddie) Leonard, chief engineer at NBC Cleveland. The man with light meter and camera is a TV feature newsreel man.

Several issues ago CHIMES ran a two-part series on Engineering and on Technical Operations here at NBC. These articles dealt, however, solely with those functions as they are at NBC's New York headquarters. Now, in this issue, CHIMES will make a brief examination of Engineering at the company's Owned and Operated Stations.

NBC's O&O Stations are, of course, separate and near-autonomous entities. They manage much of their own affairs, do a great deal of their own programming, for local and for network use, and have their own technical staffs to operate and maintain each station's engineering equipment.

Each station has its own engineering staff, but they all are tied in to a Technical Operations office for the Owned and Operated Stations, headed by Charles Colledge as director. Mr. Colledge, who completes his 20th year with NBC this month, came to this new

post in January of this year. The function of his office is to coordinate and plan technical operations at the O&O's which all have the same basic functions, but differ from each other in peculiar local engineering problems. Mr. Colledge serves as the link between the stations and NBC Staff Engineering, being "chief engineer" for the O&O Division as well as Technical Operations head.

## Tech Ops at Chicago

Howard G. Luttgens, chief engineer, has the longest service record of any Chicago employee. He came to Chicago in 1927, after working for NBC in New York. Second to Mr. Luttgens in service years and top man in WMAQ engineering is Theodore E. Schreyer, who also arrived in Chicago from New York in 1927.

Paul Moore, engineer in charge for WNBQ, came to NBC in 1930.

As with the other O&O's one of the major technical operations activities at Chicago centers around the transmitters. A square brick building located in Bloomington township, 21 miles west of Chicago's bustling loop, is headquarters for the WMAQ transmitter. There are two towers there—the 750-foot master antenna tower and its 450-foot auxiliary tower. Al Shroder, who has been working here since 1929, and the other engineers are the men who hold the final responsibility for keeping WMAQ on the airwaves.

On the top floor of Chicago's 550-foot high Civic Opera Building is the working headquarters of WNBQ and WMAQ-FM's transmitter. The tower itself reaches another 190 feet skyward.

The engineers who work here, under supervisor Walter Lanterman, are on constant 'round-the-clock duty. Two men work together. One is assigned to monitoring the pictures and sound emanating from a trio of monitors. The other engineer handles the maintenance work of the transmitter sound system and video input gear.



Here is Charles Colledge, director of Technical Operations for the O&O Stations (with earphones) at Blackbush Airport in London, where he was in charge of operations and engineering for NBC Coronation coverage.

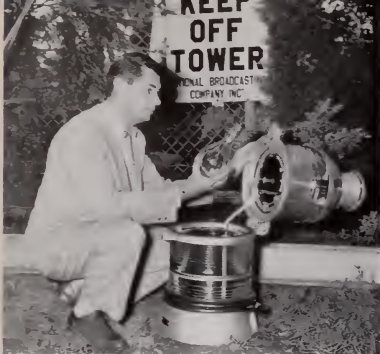
R. D. Wehrheim's maintenance engineers are constantly on the lookout for trouble. In fact, their maintaining, repairing and checking goes on 24 hours

WNBK, New York's twin towers at Port Washington, L.I.





KEEP  
OFF  
TOWER  
RADIO BROADCAST  
COMPANY INC.



**WNBW.** Washington, technical director Sherman Hildreth examining the beacon light that is now atop the station's new transmitting tower.

a day. Highly technical training is required to enable them to cope with failures and breakdowns.

Technical Operations in Chicago includes a large studio and field group, because in addition to its local shows, Chicago programs up to ten hours a week for the network. There are five TV studio and field crews, one film studio crew and one AM combined studio and field crew. In addition to that, the Central Division has a large radio recording operation, for local, network and commercial use. Moreover, during the summer months, Chicago is the key point for delayed daylight savings operations, making tapes of shows being broadcast on daylight savings time, for presentation at their regular hour in areas that do not set their clocks ahead.

We've all heard of the "Chicago School of Television," and the original, easygoing shows that typify it. This emphasis on uniqueness and versatility permeates the engineering operations as well as programming and advances made in both fields there have been widely copied all over the country.

The Chicago engineering crews are set to handle every possible type of operation, ranging from shows from the Lincoln Park Zoo, to studio programs, to the spectacular type of pick-

up demonstrated a couple of years ago, when they put on the air, live, a disastrous fire raging near the studios.

### The News Center of the World

Washington engineers don't have to read Darwin to learn how to adapt to their environment. They know that they are working in the news center of the world, and that all their operations must be geared for fast-breaking news stories, which may come from various locations—the White House, the Capitol, the House or Senate Office Buildings, just to mention a few.

The Washington stations keep a crew in constant readiness, able to rush to any of the possible origination points on a moment's notice. This preparedness has paid off many times for these news-wise engineers—and for NBC. To specify: On June 25, 1950, within 20 minutes after the news of the Korean War broke, a crew got to the White House and was on the air with an official statement. . . . Last January, within 45 minutes after a Pennsylvania Railroad train plowed into Washington's Union Station, WNBW was sending out live pictures. . . . About three years ago, when an airliner crashed into the Potomac, a WNBW crew got to the scene and was on the air 50 minutes later.

Notable engineering firsts for our station in the Capital are: first TV pickup from the White House; first TV pickup from the Capitol; first network TV pickup from an airplane in flight. It also was the first TV station fed over an extended micro-wave relay, in the days of limited coaxial cable facilities between New York and Washington. Another distinction WNBW has is that the first two years of RCA compatible color television came from there. At that time, they were operating up to ten hours a week of compatible color programs in the regular schedule. WNBW was the seventh TV



This building houses the transmitter tain. San Francisco and the

station in the United States, and the second one for NBC. Other noteworthy accomplishments were the pickup of the Inauguration Parade this year, using the specially designed Cadillac mobile unit; and the coverage of the famous Kefauver Committee hearings.

WNBW's older brother, WRC, celebrated its 30th birthday last August and for those three decades its technical staff has exhibited the same sense of news vital to a station located in the most newsworthy city in the world.

Big engineering news at Washington recently was the installation of a new 25 kilowatt transmitter, and addition of 184 feet of tower height and a new antenna.

The construction took place in record time this past summer. It boosted the transmitting power to the maximum 100 kilowatts permitted on Channel 4 by the FCC and extended WNBW's coverage by 58 per cent to a land area of 15,800 square miles. The tower is located at the Sheraton Park Hotel, site of all WRC and WNBW studios.

The tower now is one of the highest points in the District of Columbia.

### The Cover

On the cover of CHIMES this month is Curt Pierce, who started with NBC Chicago 23 years ago as a page boy. He's been in Master Control since 1950. Curt's "work-bench" is an 18-foot long wall on which are mounted eight panels of highly technical equipment.

In its location on tourist spot Mt. Wilson, the KNBH, Hollywood, transmitter attracts many visitors. Pictured here is chief engineer John Knight demonstrating transmitter equipment to two of the more handsome tourists.





It is situated atop San Bruno Mountain and San Bruno Bay are in the background.

At the present time, Mr. Colledge is working with the Washington stations and NBC Staff Engineering on plans for a completely new and up-to-date technical plant, which will be designed to encompass color operations.

John G. Rogers, engineer in charge at Washington, Robert Terrell, AM and TV Technical Operations supervisor, S. E. Newman, WNBW station engineer, and Barton Stahl, WRC station engineer, are all long-term NBC veterans. Two prominent alumni of NBC Washington engineering are Mr. Colledge and L. A. McClelland, now director of Operations there.

### San Francisco

A unique feature of technical operations at KNBC, San Francisco, is that the station provides master control facilities and personnel not only for network and local programs for NBC, but also for the ABC stations there. KGO, KGO-FM and KGO-TV are still located in the NBC Building and use certain of NBC's facilities. ABC will move to new quarters next spring.

The KNBC transmitter is situated at Belmont, on the San Francisco peninsula, some 15 to 20 miles south of the city. The FM transmitter is atop San Bruno Mountain on the southern end of the city, overlooking the entire Bay Area. Additionally, at Dixon, California, approximately 80 miles north-east of the Golden Gate, NBC operates several shortwave transmitters for the "Voice of America," including one powerful 200,000 watt.

NBC does not have an O&O television station in San Francisco, but we share the San Bruno site with our affiliate KROM, which is managed by Harold See, one of NBC's pioneer television engineers.

KNBC is currently operating six studios: one large audience studio; two medium-sized general purpose ones; one medium-sized "VIP" studio; a small local announcer studio and another small one in the newsroom.

Another aspect of KNBC's engineering work is the overseas news setup, which is duplicated only at NBC headquarters in New York. KNBC has the responsibility for all overseas broadcasts from the Pacific area, including Alaska, Hawaii, the Philippines, Australia-New Zealand, and the Far East. Naturally, they have been especially busy throughout the Korean War and its aftermath.

KNBC's top engineers are Curtis Peck, manager of Technical Operations and Integrated Services, who has been with NBC since 1932; Joseph W. Baker, KNBC station engineer, and George McElwain, KNBC-FM station engineer, both of whom came to NBC in 1929, and Edgar Parkhurst, station engineer at Dixon, who has been with NBC 14 years.

### On Top of Mt. Wilson

The transmitter for KNBH, Hollywood, is situated atop the famous Mt. Wilson at an elevation of 5,710 feet and is one of the most scenic areas in the United States. Headed by chief engineer John Knight—an NBC 20-year man—a crew of 10 men keep the operation going 24 hours a day five days a week, and from 6:30 a.m. to closing on Saturdays and Sundays.

Mt. Wilson, which boasts a hotel, also has one of the world's finest observatories and has for many years been a top tourist attraction in Southern California. Sections of the transmitter are open to visitors and up to 20,000 persons per year have seen it.

An unusual facet of the NBC contract with the Mt. Wilson Hotel Company provides that the wild life that visits this property must be fed by NBC, so John Knight and his associates have become baby feeders to a considerable herd of deer that frequents the transmitter grounds. Other animals that are often seen by NBC people there are foxes, quail, wildcats, rattlesnakes and an occasional mountain lion.

The transmitter, which was completed in 1943, is approximately 30 air miles from the NBC studios in Hollywood. NBC maintains station wagons at the foot of Mt. Wilson for the employees' use up the winding road.

### At the Flagship Stations

A technical operations setup all of its own is a relatively new thing for WNBC, WNBC-FM and WNBTV, New York. It was just a year ago last September that it was organized as an integral function of the stations. This was part of a general expansion and development of the Flagship Stations, which made them a semi-autonomous activity, the same as the other O&Os.

Before that time, the New York stations relied on the network to supply them with facilities and personnel. Now, under Alfred Jackson, a veteran of 22 years of NBC service who is manager of Technical Operations, it has its own staff of approximately 34 technical directors, cameramen, control room engineers, boom operators and maintenance personnel.

Besides them there are the personnel who operate the three transmitters: WNBTV and WNBC-FM atop the Empire State Building, and WNBC out at Port Washington, Long Island.

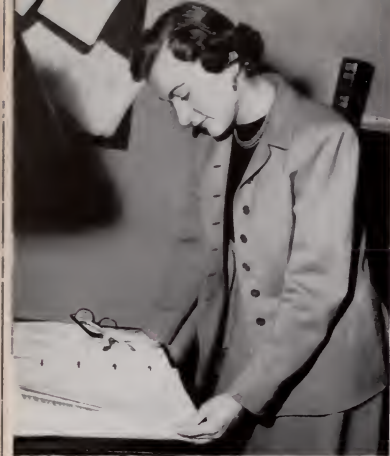
The Empire State location is a historic site in the history of television. An original experimental TV transmitter went up there in 1931 and an old scanning disc type was sending out signals from the Empire State as early as 1932. Now, a 215-foot antenna, 1465 feet above the street level, is fixed on the tower of the world's tallest building, serving as transmitting tower for four other TV stations besides WNBTV, and for two other FM stations besides WNBC-FM. WNBTV, however, has topmost position on the tower. Approximately December 15, WNBTV will go to the maximum highest power permissible by the FCC, which will provide a signal to cover the Metropolitan New York area more effectively. The latest transmitting equipment, completely checked out for color

*Continued on page 23*

Gene Cartwright is a television cameraman at NBC Chicago.







Alice Kennell, senior mail analyst, checking the "program bible."



David Eddy, as junior correspondent, does research for the correspondents.

Information's three correspondents dictating answers to letters, which will be sent to Stenographic for transcribing. They are, front to rear: Rosemary Pfaff, George Duebel and Eileen Tobin.



## What Do You Know About NBC's

## Information Department?

DO YOU KNOW THAT — 208,927 communications were received in this Department in 1952? 97,377 of these required answers; 50,195 were direct telephone calls.

DO YOU KNOW THAT—17 members of NBC Management made new friends for NBC — by going out on 39 speaking assignments through the Speakers' Bureau? If you know of an organization or group that would be interested in hearing about any phase of our operation, please contact us.

HOW CAN YOU HELP US? By giving us direct information quickly when we call. By sending us advance information about anything and everything you think we may need.

HOW CAN WE HELP YOU? You tell us!

We are here to serve the public — to be sure, but also to facilitate your operations at NBC. Call on us!

We may not know ALL the answers — but we do know where to get them.



Rita Morey is mail reader. All mail here for distribution to the proper in the department.



Mail analyst Stanley Appenzeller and mail for NBC offices.

Kathryn Cole (left) manager of the Information Department joined NBC as a receptionist in 1942. She is seen here in RCA Bldg. office with her secretary, Melba Thomas.





# Operation Norfolk

One of Our Newest Affiliates, WVEC-TV, Has Gala Opening with Many from NBC There

On September 19 one of NBC's newest TV affiliates, the UHF station WVEC-TV in Hampton, Virginia, was auspiciously launched with a special program participated in by NBC stars and executives and prominent military and civilian personnel.

This grand opening was the culmination of many weeks of feverish activity.

Originally scheduled to go on the air October 1, the date was stepped up to September 19 in order to coincide with the opening of the General Motors' NCAA football schedule.

Transmitter installations were speeded and it was necessary to make certain that the audience that was needed for the station was available by means of new set sales and conversions.

Along about the middle of June it was recognized that the opening of this station presented many problems, not only for the station itself but for the dealers. They had the problem of increasing their installation capacity, organizing for the demand and financing these new sets and installations. They also had to be shown how they were to capitalize on the campaign conducted by the station in conjunction with NBC to alert the population to the need for UHF conversion.

Early examination dictated the fact that the whole operation would have to be organized in order to best utilize and coordinate the facilities of WVEC, NBC and the various service groups.

NBC Merchandising director, Fred N. Dodge, was placed in charge.

It was necessary to organize the dealers and to overcome the difficulties of the Tidewater terrain which made



NBC stars and executives were feted by WVEC-TV prior to opening day. left to right: Fred N. Dodge, director of NBC Merchandising Department; Margaret Truman; Tom Chisman, president of WVEC-TV; Caroline Burke, producer of WVEC-TV's first telecast; Faye Emerson and Skitch Henderson.

many areas difficult of access. In addition, a difficult task was providing between 40 and 50,000 conversions in time for the September 19 inaugural. Many complicating factors needed to be resolved including the fact that there were many service technicians who were making free-lance installations which were difficult to account for in the final analysis.

The Norfolk area is also the home of what is probably the world's largest Naval installation. Besides, there are the Army's Fort Story, Fort Monroe and Fort Eustis, the Air Force's Lang-

ley Field, a Marine base and Newport News, the world's largest shipyard.

Many heartbreaking delays were encountered in getting station test pattern on the air. Labor troubles, equipment failures and, of course, nature interfered with Hurricane Barbara. There was also a rumor campaign initiated by competition which included stories about the color situation, what happened in Roanoke, all of which were designed to confuse people and slow the rate of conversion.

Despite all of these delays and obstacles, WVEC-TV went on the air at 10:40 P.M. on Saturday, August 15, and Operation Norfolk was on its way to success. The rate of conversions was stepped up, the dealer organizations were alerted and their cooperation stimulated, so much so that the certified accountant's report set the number of new UHF equipped sets, conversions made by dealers and master antenna systems at some 30,000. This, of course, made no allowance for the thousands of free-lance installations.

Mr. Tom Chisman, president of WVEC-TV, and Mr. Dodge, after many field checks and spot surveys, are fully convinced that the goal has been attained and that by Dec. 1 there will be better than 60,000 UHF sets in use.

On the official welcoming committee for WVEC-TV's first telecast were, left to right: Mayor J. G. Crenshaw of Hampton, Va.; Mr. Dodge; FCC Commissioner Robert Bartley; Mr. Chisman; Rear Admiral T. V. Brittain; Brig. Gen. L. B. Cresswell, and Brig. Gen. Frank S. Bresson.



NBC Newsmen:

## Ace Reporter Merrill Mueller Is Producer of NBC's "Weekend"

By  
Arthur Settler

Merrill "Red" Mueller, noted war and diplomatic correspondent for the National Broadcasting Company, veteran of the major campaigns of World War II in Europe, Asia and Africa, and the Korean War, has received a new assignment — production and direction of NBC's new "Sunday newspaper of the airwaves," "Weekend," representing a new technique in radio journalism.

Mueller, news and features executive for NBC Radio, is eminently well qualified for his new chore. He brings to his new appointment 22 years of top-flight experience in the business. At the age of 37, Red has covered most of the major stories of World War II. He has literally been riding in the cockpit of history, from the Munich crisis in 1937, through the great civil war which shook Spain; through the big battles of Europe, Africa and the Far East, and the post-war upheavals.

Once, while in Italy, Red Mueller, licensed pilot as well as wordsmith, had occasion to fly with Mussolini in the latter's own aircraft. Result: exclusive interview with the Duce.

It was on the eve of great events in Europe that Red Mueller was ordered to Paris by the Hearst organization to set up a war operations staff of newsmen and photographers. He had decided to take a little vacation with Ambassador J. Anthony Drexel Biddle in Warsaw.

While in that fortified city, Mueller learned of the planned invasion of Poland by the Nazi legions of Hitler. He filed his story hours before any other agency had learned of the event. His New York editors cabled back their amazement and consternation — they simply didn't believe him. But they soon learned that Red had won a world beat on a world-shaking story.

The rout of the French and Allied armies in Belgium and the fall of Paris were reported by Mueller, who made the trip to the Brittany coast in a beaten-up old Ford which was bombed and strafed during its doubtful journey. In Bordeaux, Mueller found an old transmitter which somehow had escaped destruction or confiscation. Using this, he filed an eyewitness story of the fall of the French Republic, scoring another major "beat." Then came the Battle of Britain during which Mueller was bombed out of two apartments.

In November, 1941, Mueller was on his way to the Land of the Pharaohs. From Cairo, he covered the Battle of the Mediterranean. He wound up in Ceylon, then Sumatra, and then Java, and then Batavia, and then Darwin. Mueller's adventures in the Pacific are too crowded for a brief biography. He had been reported missing in action, was believed dead, but was very much alive, filing his stories from any station which could handle copy to the U.S.A.

In the Spring of 1942, Red Mueller returned to the U.S.A. but did not remain long. *Newsweek* was looking for

*Continued on page 23*



WNBC-WNBT star Gene Rayburn (l) congratulating NBC page Walter Thompson on winning the Rayburn Scholarship.

## NBC Page Wins Gene Rayburn Scholarship

Walter N. Thompson, a page in the NBC Guest Relations Department in New York, has been awarded the "Gene Rayburn Scholarship" at Columbia University for courses in television and the dramatic arts. This was the first presentation of this honor, which was set up earlier this year by the star.

Institution of this unique scholarship by Gene Rayburn, exclusively for NBC pages and guides was no accidental choice. You see, back before World War II the present WNBT star himself was an NBC guide. He's now back at NBC as a former member of the uniformed ranks of Guest Relations who "made good." On his return last year, the pages and guides lined up to give him a roaring welcome, as one of their more distinguished alumni. Remembering his start in broadcasting, he decided the best way to help young pages and guides now would be to establish a scholarship.

"This couldn't have come at a better time," said scholarship winner Thompson, "because I just got married in July, and of course that meant a lot of expenses, and I was really doubtful whether I could continue my schooling. I can't tell you how grateful I am to Mr. Rayburn for establishing it, and happy that I was lucky enough to win."

Walt is studying for his master's degree in fine arts at Columbia, so these courses fit in perfectly. He works as his page's job during the day and attends school three nights a week. Walt spends his other nights and weekends writing TV scripts and a play and also finds time to pursue a hobby of refinishing antique furniture.

A graduate of the University of Vermont and a veteran of three years service in the Infantry, Walt joined NBC in August, 1952. He hopes to carve a career in television production work.



Arthur Wakelee, (standing) assistant producer, and Merrill Mueller, producer, of NBC Radio's widely hailed show "Weekend."

# The Cold—Just What Is It?

*NBC's Company Physician Discusses This Common Ailment,  
Whose Prevention and Cure Are Still Puzzling*

By  
**Dr. B. J. Handler**

The season of the common cold is upon us again, and we can expect in the next six months to have repeated epidemics of this most distressing but not serious illness.

While the common cold is never fatal and only on occasion is followed by serious complications, in terms of discomfort and loss of earning capacity it is a greater offender than any other condition that afflicts us.

A great deal of superstition and folklore has arisen about the cold largely because until relatively recent times, little was known about the cause, and even today much less is known about its prevention or cure.

The common cold is caused by one of the unfilterable viruses, a living organism so small that it will pass through the finest filter and could not be seen until the invention of the electronic microscope in the RCA laboratories. There are undoubtedly several strains of these viruses with variable degrees of virulence. Furthermore, as the virus passes from one person to another, it increases in virulence, or strength, so that when an epidemic starts in a community, the first few cases are sporadic and mild, but after a few days of transfer from person to person, more and more people come down with it in a more violent form. After a couple of weeks, when nearly everyone has been exposed and all susceptible people have become infected, the epidemic subsides. The community is now immune for a period of several weeks to this particular strain of the virus. By and by, another strain is introduced into the community by perhaps a visitor, and the whole process is repeated. Usually several epidemics of different strains of the cold virus are going on simultaneously.

Temperature and climate undoubtedly have something to do with cold epidemics. Just why this is so is not quite clear. It is true that during the summer months most of us obtain more fresh air, sunshine and have more opportunity for outdoor physical activities, and therefore we tend to build up our resistance to infection.

What happens when we meet up with a virus when our general body resist-

ance is lowered? The easiest way to meet a virus is on a minute droplet of secretions that has been sent out into the air by someone careless about where and how he sneezes and coughs; or kissing someone with the virus; or just getting the minute tiny spray from someone just talking to us. In less than 24 hours after the little virus has entered our bodies, it has taken hold. We feel chilly: our body temperature rises slightly so that we are sensitive to cool breezes and draughts. Hence the superstition that colds are caused by draughts. Then follows an allergic type reaction with sneezing, watering of the eyes, running nose, which you will recognize as the symptoms of hay fever. During this stage, the anti-histamine drugs can be of great help in relieving these symptoms. Notice that I said *relieve*, because the anti-histamines do not cure.

If properly treated, most colds will subside in four or five days. However, many colds enter a secondary stage when bacteria that are normally present in the nose and throat take over because the virus has lowered the person's resistance to them. The throat becomes sore, the nasal discharges become thick and yellow. The sinuses may then become inflamed and cause pain in the face or over the eyes; the trachea and bronchial tubes may become involved, and the person develops a severe cough; or if the infection enters the lung, pneumonia may result.

How can a cold be prevented? First it is important to try to keep oneself in topnotch physical condition. This means a balanced and adequate diet, plenty of rest, and some recreational exercise, preferably outdoors when possible. Secondly, one must try to avoid exposure to the virus. In our crowded cities with congested trains, crowded elevators and bustling restaurants, it is practically impossible to avoid some exposure. People should, but frequently don't, cover their coughs and sneezes, and sometimes talk to us so closely that we are unavoidably showered by a fine spray of nose and throat secretions.

However, wherever possible, we should avoid crowds, and perhaps more of us do when we stay home and watch TV rather than sit in a theater where the audience below is bombarded by an invisible mist fired by the people behind and above. We should wash our hands frequently and avoid carrying the virus to our mouths after handling contaminated objects such as money, or newspapers.



The author at work, checking the blood pressure of an apprehensive employee.

If we have caught cold, what can we do? Certainly the first thing is to seek sound professional advice. If you have any fever, stay home in a warm dry place. It is better for your co-workers because in this "running" stage you are most infective. Aspirin can give comfort, and antihistamine can give considerable relief. Drink plenty of fluids to wash away the toxic products of the cold, which contribute to that feeling of being sick.

When the bacterial stage begins, the anti-histamine is no longer helpful. At this time the anti-bacterial drugs are of value. These are the antibiotics such

*Continued on page 23*



# People and Places

## KNBH, Hollywood

Golfer **Donald Norman** followed in the footsteps of **Ham Nelson** and had his first hole-in-one week before last at the Lakeside Country Club.

**Travel Notes:** **Dean Craig**, executive producer, spent two weeks in the New York offices. Director **Tom Belcher** made a quick four-day trip to the same city. **Bob Ogden** visited Denver and San Francisco. **Marvin Biers** and **George Burke** returned from 17 days in Mexico City and Acapulco.

**John Wehrheim**, controller, finally settled his house affairs and welcomed his wife, Jo, and children, Joan and Patty Jo, to North Hollywood from Chicago.

**News Notes** from the NBC-KNBH Annual Outing: **Naomi Hallum**, secretary to **Ted Rick's** Facilities Department, was crowned beauty queen, and **Marge Clark** jitterbug queen. **Jim Damon** kept up his record as "last man home from the outing." **Rouen Westcott** was a close second in the sack race while **Jim Parks** placed third in the straw-blowing event.

## WTAM, WNBK, Cleveland

People aren't as much on the move as far as vacations are concerned this month, but apartment hunting and home-shifts seems to be the vogue of late. Happy hunting to **Jean Strobel** who hails from San Francisco and is **Mr. Yoder's** secretary. Also looking for an apartment, or two new roommates, is the TV Traffic manager, **Pat Babb**, secretary to the "Idea Shop" has recently moved to another flat. Operations manager **George Cyr** and executive director **Charles Dargan** are just getting settled in their new place. Our staff singer, **Jackie Lynn**, found a cute little abode on Clifton Boulevard and is still in the market for more new furniture. **Johnny Andrews** of "Bandwagon" fame, wife **Bette**, son **Jonathon**, dog "Buttons" have moved into their new five bathroom home. **Johnny Wellman**, AM production, swamped with paraquets at a recent remote.

Congratulations to **Fran Dougherty**, secretary to **Bill Dix** in AM Sales, for the best news story of September. **Fran** won the award for her coverage of the recent explosion on Cleveland's west side.

A hearty welcome to **Margaret Sands**, who replaces **Anita Lefkowitz** in the AM Engineering office. **Margaret** will be **Mr. Leonard** and **Mr. Disbro's** secretary. Also, a big hello to **Carolyn Beriko**, a new traffic clerk in programming. **Carolyn** replaces **Teela Stofsky** who is starting a singing career.

Chalk up another one for the engineers. By the time this is printed, we hope that **Al Smith** has won in the race for Councilman in Mayfield Heights.

**George Cyr**, operations manager of TV, enjoys the jockey whip tacked on his wall by irate talent so much that he's decided to keep it there. Let's hope he never has occasion to use it. The entire staff sorry to see **Jake Hines** and **Russ Carter** leave. Lots of luck in your new endeavors.

**Bob Miller** has also left Cleveland's ranks, having been transferred to Detroit Spot Sales. Before leaving, **Bob** had both eyes blackened in an airplane crash while on maneuvers for the Air National Guard.

**Peggy Amsden**, former secretary to **Ham Shea**, is now working for **Charlie Hutaff**, who heads up Promotion, Advertising & Publicity. **Joan Illingworth** who was **Charlie's** secretary, is working as a promotion assistant.

**Alice Soula** of Accounting got a big kick out of a French postcard enclosed in an envelope from **Paul Newall**, TV engineer vacationing in Sunny California.

**Bill McGaw**, assistant TV director, tried his hand out at being a newsreel photographer. He took some film of coastguard maneuvers including a coastguard rescue in Lake Erie giving the Newsroom an exclusive.

Everyone at the switchboard awaiting the arrival of **Bill Prunty's** young 'un. Sorry to see **Frank Jay** go back to straight free-lance after being a temporary announcer here. **Mary Lou Barnum**—"Miss Processing"—represents the station as the chief salesman for the Charity Football tickets.

**Charlie Philips**, TV Sales director, looking for a top-notch secretary as **Shirley Frye** takes over in Sales Traffic. Word of acknowledgment to **Dave Lamareaux**, who always has a nice smile for everyone and a few kind words.

**Sanford Markey**, Newsroom, has loads to tell about his recent jaunt to Europe. Special points of interest with

"Sandy" are Greece, Turkey and Israel. **Ed Wallace** can also be cornered for an interesting conversation. **Ed** covered about 18 western states on his vacation. Also traveled down to the southernmost section of Mexico—"Todos Santos".

**Bernadette Prescott**, secretary in the Film Department, enjoyed New York very much. "Bernie" stayed clear of NBC-N.Y.

## WMAQ, WNBQ, Chicago

Congratulations to the **John Olenders** on the birth of their daughter, **Teresa Marie**. The mother is the former secretary to **Chet Campbell**, manager of the Press Department.

Welcome to new staffers: **David Barnhizer**, TV associate director, who has just returned from military leave, **Barbara Parker**, secretary in AM Engineering Recording; **Elaine Kolka** and **Anne McCammon**, Network Sales secretaries; **Diane Young** and **Sarita Nunez**, Spot Sales secretaries; **Martha Jewell**, chief accounting clerk; **Fred Pinkard**, TV prop procurement. Congratulations also to **David Gray** on his promotion to associate TV director.

**Charles Crum**, master control engineer, recently racked up a bowling score of 278. That's almost as good as getting married or having a baby, don'tcha think?

## WRC, WNBW, Washington

On Wednesday, September 30, **Stanley Bell**, WRC Sales Department, completed 26 years of radio in Washington.

Telephone operator **Marie Whitehead** was married on September 15 to **Leonard Irvin**. **Sue-Eileen Walker**, Radio Traffic, will be married to **Richard Humbert Moseley** of the U. S. Marine Corps, in January. **Dick** is stationed at Quantico, and they will live in Virginia after their marriage.

New addition to the announcing staff is cowboy **Joe Campbell**. He was previously associated with WMAJ, Washington and WTON, Staunton, Virginia.

Several additions to the page group: **John Tullis**, new page in the vice-president's office, a graduate student at American University, and a graduate of Southern Methodist University; **Joseph Slade**, graduate of Georgetown School of Foreign Service and an ex-Marine; **Lee Hasselmann**, student at American University.

**Pat Wynn**, secretary to **Bob Reed**, WRC's "Timekeeper" is teaching a swimming class at American Univer-

sity this fall. *Mary Lois Dramm*, of the Traffic Department, has turned out to be pupil number 1.

*Joe Goodfellow*, director of Sales, has joined the growing Washington fraternity of golf players. He says he has been shooting a remarkable score . . . although no one seems to know just exactly what it is.

*Mary Ostmann*, TV Sales, is leading the parade of back-to-schoolers. She'll be spending free evenings at the Berlitz School of Languages.

Washington played host to *Hank Shepard*, *Mort Gaffin*, *Bill Kreitner* and *Ray Johnson*, all of N.Y. Spot Sales Promotion Division. *Bob Adams*, director of promotion and advertising, and *Curt Prior*, Merchandising supervisor, took them on a specially conducted tour of the White House, courtesy of *Rav Scherer*, NBC White House correspondent.

*Willard Scott* has joined the staff as a regular announcer after serving as a weekend page for three years, and summer relief announcer this past summer.

*Georgine Szalay*, new secretary to *George Wheeler*, assistant to the vice president, was born and brought up in Hungary and went to school in Budapest. She was graduated from Vassar College with a degree in art.

*John Lavan*, formerly associated with NBC New York, has joined the staff as controller.

*Curt Prior* has been appointed Merchandising supervisor for WRC and WNBW. He has been with NBC since 1951, first in the Communications Department and then in the Promotion and Advertising Department. Mr. Prior is a graduate of American University.

*Jack Ghilain*, former Washington NBC'er, now with News and Special Events in New York, was down to cheer on the Maryland Terps.

*Harry Karr*, who joined NBC in 1947 as a salesman, has been named Sales manager of radio station WRC, to succeed *James C. Hirsch*.

*Donald "Smokey" Stover*, studio engineer, and *Ralph Hamill*, also Master Control, split a box of cigars recently. Smokey for the birth of his son, and Ralph for his new grandson.

*Frank Slingland*, TV director, returned to the studio after a hectic vacation commuting between New York and Chicago.

*Arthur Barriault* has returned from a vacation with his parents in Massachusetts and ten days in the Maine woods. *Rex Goad* is vacationing in the mid-west. *Bill Corrigan*, leaving TV News to join another network, was

presented with a four foot plaster model of Nipper, the RCA Victor dog, to make sure he remembers NBC. *Stanford Sheldon* has been transferred from New York to become Washington leg man for the new Tex and Jinx show.

*René Marechal* of Continuity Acceptance has joined the ranks of the theater. He is appearing in the next production of the Arena Theater, "The Bad Angel," by *Joel Hammil*, who was formerly associated with the Program Department at NBC, New York.

## NBC, New York

### Networks

**Music**—*Muriel Kishkill* and *Phebe Haas* celebrated their second wedding anniversaries in September. Paying no heed to waist-lines, the girls enjoyed a selection of cakes, on *George Zevitas* treated us to with his baseball pool winnings and one *Mary Turner* brought us from her home in Utica, her birthday cake. *Dave Hendry* has been doing small bits on television shows, one recently on the "Kraft Theatre".

**News and Special Events**—Kudos: *Pauline Frederick*, NBC commentator, gets congratulations from across the country—for the new 9:30 AM network show, "Home Edition of the News", featuring *Miss Frederick*, *Leon Pearson* and *Ben Grauer*—and for her address on October 7 in Atlantic City at the Biennial Assembly of United Churchwomen. Appearing on the same program with President Eisenhower, *Miss Frederick* spoke on Communication and Freedom of Thought.

Visitors: *George Thomas Folster*, bureau chief, NBC, Tokyo; *Bob Doyle*, Washington, here with auditions for new shows: *Stanford Gluck* and *Lionel Hudson*, Singapore stringers.

Get Well Quick: *Rose Homa* — and we hope you're back at your desk when you read this!

Sellout: "Weekend's" review edition of "Variety" . . . in which the journal labelled the new 2-hour Sunday news package "an epochal event . . . a spectacular achievement". And what was producer "Red" Mueller doing in his "spare time" the day before the premier? Moving into his new house in Greenwich!

New Faces: *Cornelius "Connie" Moynihan*, who comes to us from Albany, where he was an editor for the *Albany Times-Union*, and had his own radio news show over a local station. He joins us as overnight editor. —And a trio of new copy clerks: *Josh Darsa*, *Al Contento* and *Bob Waite*.

**Press**—We had a coffee party at 10:00 Friday morning Oct. 2nd to say goodbye and good luck to *Helene Janssen*, one of the sweetest gals ever to grace the Press staff. Helene, who had been with us for six years, is going to become a "Mama" around Dec. 2nd. Mr. Eiges presented her with a gift from the department. *Art Selby* also received a gift from the staff commemorating the birth of his baby girl in September.

On Sept. 25 we sang Happy Birthday to the girl with the pretty clothes, *Nancy Herbert*. This occurred during the practice air raid, and must have startled the other tenants on our floor. We heartily welcome two newcomers to the staff: *Grace Lynch* and *Larry Hofstetter*. Grace comes to us from the O & O Stations division, and will have *Helene Janssen's* job. Larry is from the mail room, and replaces *Steve Sultan*, who left us to study Law at Cornell University. We received a letter from Steve and are glad to learn that all is going well with him.

It's good to see *Millie Bracco* back at her desk after being home ill for a week. The same goes for *Harriet Demos* and *Jack Tracy* who both were on a week's vacation. Rumor has it that *Barbara Simpson* rides a motorcycle. She has, on a number of occasions, arrived at work clad in leather.

**Production Operations**—There are new and sparkling personalities in the halls of 683 these days. Recent additions to our staff include *Joan Bartlett*, *Emmett Wright*, *Bob Andruss*, and *Ed Kammer*. *Irving Oshman* arrived back from Military Leave on September 28.

Congratulations are in order to our newly promoted broadcast coordinators, *Don Ellis* and *Jack Weir*. Kudos, too, for *Perry Massey* and *Doug Skene*. Perry is now a floor manager, and Doug is an associate director with the local station.

Though we are sorry that *Anthony Medile* has left us, we're glad that he won an RCA scholarship. Best of luck to *Ed Murphy* and *Jack Farnen*, who are also leaving our staff.

**Research and Planning**—Our favorite librarian, *Ming Chen*, was dined out Friday the 9th of October, which was the eve of her marriage to *Richard Fucheng Hsu*, a member of Voice of America staff. All best wishes go to her from all of us.

You know, the second day *Doris Michelson* was with us, it felt as though we knew her ten years. Consequently, your reporter failed to pay her due



Last month the Press Department in New York held a party for Helene Janssen, budget clerk for the department, who was leaving after five years there. Sydney H. Eiges, vice president in charge of Press, left, gave Helene a present on behalf of everyone in the department. Press photographer Art Selby also raked in a gift by virtue of becoming a father recently.

homage with a big welcome kiss and hug in CHIMES. And since Miss Michelson is an avid fan of this house organ, let me here and now introduce her to all of you and say we're mighty happy she's on board our ship.

Welcome, also to Sandra Boley, the very latest addition to our department who recently succeeded Joyce Holter on Tom Coffin's staff. Sandra's a Brooklyn girl presently (of course, previous existence doesn't matter) and one of the most informed baseball fans to come our way. Since I already mentioned that "touchy" subject may I add, tomorrow is another series. Happy birthday to Allan Cooper and Jim Cornell, both October fetes.

**Set-Up**—Jim Cashion a sadder and wiser man since the recent World Series. Lost a bundle to the sensible backers of the Yankees. Bill Bergen to the south for a delayed honeymoon. John Welch a recent speaker at a PTA meeting at Warwick, New York. Joe Kall made his TV debut on "Kraft Theatre" last month. Numerous telegrams and phone calls of congratulation testified to the public's recognition of real talent when it sees it. Tony Fasolina has been chosen as "Mayor of 46th Street" by his co-workers.

**Special Effects**—Now that the sum-

mer clothes, spear guns, fishing rods, cameras and assorted gear have been packed away till next spring, a run down of special effects activities during the summer months reveals quite a bit of territory covered! A total of over 15,000 miles was covered by all during the three months, an average of better than 2,000 miles per person.

Kathy Fannan started the ball rolling with an air trip to London and Paris. Get her to tell you the story about her train trip from Calais to Paris. Austin Huhn covered the Southwest heading for Texas to look over some family property. On the way back, via Florida, he did a bit of spear fishing off the coast and had quite a few tales about the ones that got away. Ray Lyon went "vagabonding" heading North from his Jersey home as far as Canada. He got some wonderful shots of the falls! Dick Aimone "commuted" almost daily with his family to Lake Sebago, often times rounding up the neighborhood children as well. Helen Seykora and Jim Hawley both spent their vacations on Nantucket. Helen went a bit earlier in the season. It was her first trip by air and she loved it. Jim Hawley joined the ranks of the spear fishers or "skin divers". His rubber suit startled more than one native on the beaches at Nantucket when he emerged from the deep!

**Staging Services**—Up here at the Shop the feeling is unanimous that the Outing was pretty fine, indeed — in spite of the weather and the confusion it caused. So, here's to next fall and the '54 Outing and may the day be a sunny one!

Speaking of Fall, a few of the folks took advantage of its colorful beauty and saved their vacations so as to enjoy it all the more — Bill Schelberg and his family spent a good deal of their three weeks down in Florida, and then, since Maine was just a hop, skip and a jump from Florida (???), they decided to spend a few days in that fair state; Kathy and Charlie Voucavitch were down Bermuda way for two weeks, and Herb and Lillian Lager enjoyed touring New England and Canada via car (camped, cooked out, and all that and had a wonderful time).

Fall is "return to school time" too, and quite a few of the fellows and gals are doing just that — John Sullivan, for instance, is learning all about technical equipment for radio and TV via the NBC-Columbia University program, and Mary Steuber has taken on quite a combo for herself — TV Programming for the Local Station and *Fencing!* (The latter, of course, not sponsored by NBC.)

Welcome back to Bill Riva of the Design Department, and a "best of luck and all that" to Gunther Spieltoesser, new paint boy for Design.

**TV Network Sales** — Hearty welcomes to Conant Sawyer, Bill Totten, Joel Stivers and Lee Voyce in our Sales Traffic Operations, and to Bill Ziegler, who so recently joined us as TV Network salesman. The Welcome Mat is also out for Ray Eichmann, who has joined our Sales Development Division, replacing Lew Marcy. Lew has recently been promoted to TV Network salesman.

Sorry to see you go department: Sales Traffic Operations losing Randy Clarke the end of November. Randy is retiring (temporarily, we hope) to have her first baby. And we are going to miss little Alice Reichgott who left the States October 19 to go to Korea with the American Red Cross. This is a wonderful thing she is doing and should be quite an adventure, too. All our best wishes go with her.

Sports Fans: Some happy faces — some sad, after the World Series — but the ones with the biggest smiles were Ann Eldred, Louise Esposito, Anne Arkenau and Lee Shoebridge who won



the daily pools. They just know the right combination, I guess. *Bill Martin*, TV Network salesman and golf enthusiast, enjoyed golfing success while on vacation in New England. Bill finished 2nd in a field of 128 golfers in the New Bedford Country Club Invitation Tournament and, shortly thereafter was runner-up in the annual Boston Advertising Golf Championship. Earlier this year Bill placed first in the NBC "Today" Tourney. Congratulations, Bill.

### Finance and Services

**Stenographic** — Summer vacations and activities are over and Stenographic is buckling down to greet the new fall setup. To help us follow through we wish to welcome: *Irene Halpern, Joan Kelley, and Rose Krapohl*.

*Louise Cobb* has just become engaged to Robert Moore of Burlington, Vermont. Their wedding bells will ring Dec. 12. We of Stenographic extend to them our very best wishes for a long and happy married life.

**Traffic**—*Daphne Pinou* and *Steere Mathew* both treated Trafficites to candies on the same day (who cares about calories)! Daphne's "sweets" were a gift for having been godmother to a new nephew and Mr. Mathew's was sharing part of his "loot." The Yankees were so good to him in that he won the baseball pool five times so he treated everyone! It all was yummy!

Traffic put out the welcome mat for *Warren J. Conklin*, a new Communications operator and *Harry R. Larson*, transferred from Duplicating to Communications. *Bob Sammons* enjoyed a fall vacation.

**Air Conditioning**—The talk is still going on about the wonderful time that was had by all at the annual NBC outing.

If someone had taken a picture of *Bill Conboy* sitting in Hessian Lake, it surely would have taken the photo contest prize. It seems that ex-sailor Bill was gallantly helping one of the ladies from a rowboat, when he lost his footing and splash!

We formed a softball team and challenged any of the winners at Dunderberg Field. As it turned out, we should have challenged the losers. We might have won if *Joe Ferrara* hadn't kept staggering out on the field, unnerving all of the players.

When *Jimmy Schlag* got up to bat,

he swung so weakly that two of the fellows had to help him. But, as they say in Brooklyn "Wait 'till next year".

*Jack Caragliano's* pigeons recently came in first in a \$200 race, but when Jack tried to punch the pigeon's tag in his special clock, he found that the tag wouldn't fit. His tears could have filled a bucket.

Glad to hear that *Ken Sullivan's* wife is doing so well after her recent illness.

Congratulations to *Helen and Bill Hess* on the arrival of a newcomer to the family, *Cindy*, born September 5th.

Welcome to newcomers in the department, *Arthur Marich, Tom Leonard* and *Barney O'Neil*.

**Controllers** — *Ann Buron Pedersen* has returned from her honeymoon — just aglowin'. Our sincere congratulations to *Arlene Seibert* upon her recent marriage. She was presented with lovely linens. Use them in the best of health, dear —.

You! You! should really come and feast your eyes on all the new office equipment in the Payroll Division. New desks, chairs, desk trays, wastebaskets, and file cabinets — all in matching mist green. Incidentally, the posturepedic chairs are just terrific. *Josephine Smith* of the Tabulating Department is leaving for California on Nov. 1st. Here's hoping you strike it rich there. *Dorothy Alexander* is the outdoor type in our Division. She and her husband went camping and from what I gather — loved every minute of it. So glad you got the gas stove working again, Dotty!

Congratulations to *Maria Niles* for having won the Baseball Pool recently. Comes in handy. It should happen to me! *Joan Bacco* and *Maria Niles* celebrated their birthdays this month, and lovely luncheons were held for both girls. Congratulations and best wishes to both of them from all of us.

**Duplicating**—During the past month, the Draft has again reached into the folds of Duplicating, this time to claim *Mike Minotti*. Hope he too finds a home in the Army, at least for two years. Also missing from Duplicating is *Harry Larsen*, who is now making his 9 to 5 home in Communications. Replacing Harry and Mike are *Ray Ryback* and *Joe Lazaro*. Hope they enjoy their stay with NBC.

Duplicating was well represented at the Outing and a good time was had by all. (At least they seemed to get wetter

than anyone else!) Duplicating was also represented in the prizes for the games in the person of *Jim Plock* who won the Sack Race for an NBC Pin. Of course he had to run in the race three times before winning once and for all, but Jim always did like to do things the hard way anyhow!

P.S. — Ever hear of *Craig Taylor*? That's *Wally Boden's* other name. Don't laugh, it may be famous some day!

**General Service** — Your regular CHIMES correspondent, *Marie Heller*, is on the sick list at the time of this writing. Out with a bad case of the grippie. Should be back as fit as ever by the time this is published.

Congratulations to the *Ted Mayers* (he's with Supply), on the birth of their son, *Theodore George*, on October 4. All our best wishes also to *Gas Johnson*, of the Executive Kitchen, who was given a surprise birthday party on October 13.

*Maude Archer*, chief telephone operator in New York, flew west on her recent vacation, covering Nevada, and Hollywood and San Francisco in California. In those two cities Maude saw all the NBC people — just a wonderful bunch of folks, says Maude — shook hands with *Eddie Cantor*, and generally had a great time.

**Guest Relations**—Many changes in GR over the past month as ex-pages and guides add to the tradition of the long Blue line by moving up in the ranks of the Company. Fatter wallets, for instance, for the following: *Townsend "Townie" Coleman*, former supervisor of Tour Operations, into Radio Recording; *Bill Totten*, guide trainer, and *Lee Voyce*, 6th floor Key Man, into Sales Service; *Bob Andruss* and *Ed Manser*, page supervisors, moving up, *Bob* into Broadcast Operations and *Ed* to Production Costs. Fine, competent fellows, all of them, who did a great job for GR and will be assets to NBC.

Within the Department, too, many changes — *Joe Tafner* ably filling "Townie's" shoes as supervisor of Tour Operations, for example; also in the Tour Division, *Eleanor Michael* to guide trainer, *Walt Zervas* and *Bob Ostburg* to tour cashier, and *Hal Kirn* to night desk. From the page staff, *Herb Granath* moves to night supervisor.

A 21-ticket salute to the four new girls in the Broadcast Ticket Division, *Ann "A. J." Jones, Joan Gifford, Sue*

*Flood* and *Maria Latarullo*. Along with *Catherine "Mickey" Sullivan*, holdover from last year's squad, they give fatherly *Jimmy Gaines* as pretty a team as ever shoveled pasteboards through the grilled windows of the Ticket Division.

"Bon Voyage" to *Marie Baxa* of the Tour Division, who leaves soon for a singing tour of Israel, the Middle East and Europe. A wonderful break for a talented and pretty girl, and the whole department wishes her "Good Luck!"

One Liners: "Welcome Home" to *John Falk*, back in the Ticket Division after a two-year stint as sergeant in the Marine Corps. Jack has a good sense of humor, and he'll need it at that ticket window. Bugles for *Charles "Chuck" Grinker* who has left the GR Blue for the Olive Drab. *Chuck* was a good page and he'll be a good soldier. GR party season in full swing, and several over-enthusiastic party givers are already decorating new apartments — a couple of the guidettes report that landlords are getting touchier every year. *Hugh Teaney*, *Jim Gaines* and *Charles "Chuckles" Dempsey* back from a late-summer vacation trip to California, and singing the praises of the land of silk and money. They'll probably never be the same, and this may be an improvement. Congrats to *Walt Thompson* of the Day page staff for winning the first annual award of the *Gene Rayburn* Scholarship Fund for pages and guides, and thax from all of GR to the WNBC star for a fine gesture. Add "Welcome Homes:" to *Tom O'Keefe*, back to reception after a hitch with the Marines in Korea, and to *Lois Zierk*, returning to the guidette staff after a summer of stock.

**Legal**—Our welcome mat has been getting a good workout lately. This month the department welcomed *Joy DeMarinis*, who is taking over *Ann Debus's* duties in *Tom Ervin's* office, while *Ann* has an added duty, that of Legal Department receptionist.

*Tam Behrens* reports that she became "Aunt Tam" for the first time recently when her brother Ken became the proud father of a baby girl. Our heartiest congratulations to mother, father and, of course, Aunt Tam.

We are all happy to hear that *John Shute's* daughter *Lin* is now well on the mend and back at home from Children's Hospital after a siege of illness.

*Doris Crooker*, is now back with us after a wonderful week at Lake Mohonk in the Catskills.

## Owned and Operated Stations

**Spot Sales**—Biggest news of the year for Spot Sales was its Two-and-a-Half-Million-Dollar-Week. Sept. 14-18.

In celebration of the group's phenomenal sales week, *Charles Denny*, NBC vice president in charge of O & O, invited Spot Sales director *Tom McFadden* and his entire staff to have a drink with him Oct. 1 at the Dorset.

The ensuing party turned out to be a get-acquainted affair for all of Spot Sales' new personnel and the O & O persons who have recently moved into quarters on the third floor.

The new Spot Sales employees include: *Ted Walworth*, TV salesman; *Ed Jameson*, Radio salesman; *Ray Johnson*, TV promotion supervisor; *Herb Meyer*, sales presentation writer; *Carol Kynoch*, assistant to the office manager; *Shirley Joblove* and *Carol Kane*, secretaries, respectively, to the Radio and TV promotion units; *Ann Hunt*, secretary to the Radio and TV research supervisors; *Ann Morris* and *Lillian Lang*, TV sales secretaries; *Rosemarie Birner*, Radio sales secretary; *Evelyn Happel*, Sales Service contact assistant; *Marilyn (Lynn) Shroeder*, traffic clerk; *Marie Tarquino*, Sales Service clerk; *Joyce A. Wotke*, Sales Service file clerk; and *Dennis DeSousa*, messenger.

Reorganization of the Sales Development, Advertising, Promotion and Research Department resulted in these new title changes and promotions: *Hank Shepard*, new business and promotion manager; *Mort Gaffin*, advertising and research manager; *Dick Golden*, sales development and research manager; *Ellen Lurie*, coordinator; *Eileen Killilea*, (cq) secretary to *Shepard*; *Diane Massey*, secretary to *Mr. Gaffin*; *Barbara (Bruns) Nothel*, secretary to *Mr. Golden*.

Other Spot Sales promotions and title changes: *Robert Barron*, TV salesman; *Maria Crafa*, national traffic supervisor; *Elna Steinmann*, assistant to the commercial requirement supervisor; *Lillian Martinez*, Eastern traffic supervisor, and *Jane Bower*, secretary to the Eastern TV sales manager.

Engagement of *Arlene Dodge*, secretary to the sales service manager, to *Bill Walpole*, was announced last month by her brother. They'll be married Nov. 7 in St. Patrick's Cathedral Chapel. . . . *Barbara Bruns* was married Sept. 26 to *Jack Nothel, Jr.*, in Forest Hills. They honeymooned in Sea Island, Ga. . . . Traffic clerk *Mary*

*Brain*, who was married in mid-September in Jersey City to Navyman *Marvin Hoscheid*, is to leave NBC on the 16th to work closer to her Jersey home. . . . TV sales secretary *Anne (Tucker)* and *Towney Coleman*, wed in July in Westport, Conn., have an apartment on East 87th Street.

Two TV salesmen, *Ted Walworth* and *Jack Ryan*, became fathers the same day at the same hospital. Both had sons, born in Greenwich Hospital Sept. 29. *Tommy Clancy*, former Spot Sales messenger, is recuperating from an emergency appendectomy. *Jane Lewis*, TV sales secretary, is back at her desk after three weeks' sick leave. Off on a motor trip through the West, *Jack Reber* and Mrs. Reber will pay a visit to the West Coast stations before returning in mid-month.

**O&O Administration**—Sad to report that all vacations are over and we must sit back to relive the last one and look forward to the next. We of O&O are mighty proud of our record of travel — from Maine to California and from Canada to Colombia. When *Mildred Barr* returned to 309 from her West Indies cruise on the *Ocean Monarch*, everyone, including *Rocky*, the parakeet, was lined up to greet her and hear all about the best trip yet.

Now let's see what's been going on around the office lately. *Bob Ciasca* reports that his new car is coming in very handy now that the weather is so nice. Despite the week-end traffic, he enjoys driving all over the island. *Dick Templeton* and *Jane* are beginning to show the strain of raising *Howie*. He's quite a boy — and where does he ever think up all the things to get into, they would like to know. *Howie* doesn't realize it, but he keeps us laughing at his antics. *Nick Gordon* has learned that we baptize all new employees in NBC under fire. He has been one busy boy lately, having just returned from a week's trip to our stations in Chicago.

*Tom O'Brien* is spending all his free time raking leaves these days. Now that he's moved into his new home in Hackensack, he claims that every leaf in New Jersey comes to rest on his lawn. Anyway, *Tom*, congratulations on your new home!

The distaff side of the office has been busy lately too. *Jo Bucaria* spends all her free time commuting, it seems. It's either a trip out to Patchogue or a battle to get back to her residence downtown. Ever since *Sarah Wilner's* family has acquired a French poodle

named Fluffy, we have been hearing about her. Last week she appeared in the office and we were all ready to adopt her as our mascot. Incidentally, the next time you run into *Ann Winters*, ask about the picture *Bob Ciasca* has of her.

Anyone notice the bags under *Jim Chandler's* eyes lately? Well, let me hasten to say that there are two causes. The other night he broke his glasses and has been trying to see all the budgets through a make-shift pair. But even worse than that is the fact that both of the Chandler offsprings, *Bobbie* and *Tommy*, have the whooping cough.

## Personnel Division

**Personnel**—*Dave Broadfoot* is sitting up nights lately with his new dog—a beautiful setter pup. *Milt Williams*, another dog fancier, has a new acquisition, but this time it's a gleaming ivory and green '53 Pontiac. Hear tell it features every possible accessory except foxtails.

*Jean Collins* is spending a late vacation at home. Rather we should use the plural, for *Jean* hopes to move into her new apartment in Peter Cooper Village during that time.

*Dunc Wood* took a trip up Connecticut way recently to attend a meeting of the Board of Trustees of the Pomfret prep school, of which he is a member.

Our deepest sympathies are extended to *B. Lovell Jacobsen*, director of Personnel, on the death of his sister.

The welcome mat is out for new records clerks: *Kathleen MacLeod*, *Berry Campbell* and *Adrienne Hughes*.

By the time this issue is out we will have bid goodbye to *Barbara Cheel* of Employee Services, who has left to go back to her home in Rhode Island.

*Grace Anderson* is back from a bout with pneumonia to assume her new duties as secretary to *Mr. Jacobsen*.

## The Common Cold

*Continued from page 17*

as penicillin, aureomycin, terramycin, and the "sulfas". These are prescribed only by your doctor.

What about cold vaccines? So far there is no vaccine potent against the virus of the common cold. The influenza virus vaccine is of doubtful value even for protection against influenza or gripe. Vaccines against the secondary bacterial invaders are available. Those that are taken by mouth are of very questionable value; but those that are

given by hypodermic can be helpful for those who suffer from attacks of sinusitis or bronchitis. However, to be effective, the vaccine must be given at regular intervals all through the winter.

## O & O Engineering

*Continued from page 13*

transmission, will be installed. *Thomas Buzalski*, another NBC longterm, with an employment date of 1929, and his staff of ten engineers and a porter, run operations there.

WNBC's 50,000 transmitter moved to Port Washington peninsula in 1940, after many years at Bellmore, Long Island. The antenna is 325 feet above the ground and 445 feet above sea level. Located in the distinctly suburban Port Washington area, the two towers are set in director array, pushing a more powerful signal westward than eastward, in order to give greater coverage to Metropolitan New York. Station engineer *John Flynn*, a 26-year man, nine transmitter engineers and a porter operate the Port Washington transmitter.

## New TV Plant for Cleveland

In Cleveland, the big attention-getter, engineering-wise, is the new television plant going up in Parma, and WNBK's switch from Channel 4 to Channel 3. All of NBC Cleveland's three transmitters, for WTAM, WTAM-FM and WNBK, have been at Brecksville, Ohio. In order to provide better television coverage for the Cleveland area, the new TV site at Parma was selected. Construction has been under way for some months, and the new plant should go into operation approximately December 1. The WTAM and WTAM-FM transmitters will remain at Brecksville.

The offices and studios of NBC Cleveland are located at 815 Superior Ave., in the heart of the city. Although it is now known as the NBC Building, that structure once was a bank. The nature of that earlier tenant has caused some unique engineering problems. No, no troubles with old bags of money lying around, but the first time our engineers tried to run a conduit through the walls in the basement, where some of the equipment is housed, they were somewhat dismayed. The walls of those old vaults are up to three feet in thickness.

An interesting note is that three of NBC Cleveland's top engineers—*S. E.*

*Leonard*, engineer in charge; *John Disbrow*, AM Technical Operations supervisor; and *C. C. Russell*—all have the same date of NBC employment, October 16, 1930. *Mr. Russell*, incidentally, is retiring on the first of the year. The fourth member of Cleveland's top engineering team is *Bill Howard*, is TV Technical Operations supervisor.

## Merrill Mueller

*Continued from page 16*

a European manager. It hired *Mueller*, and back to London he went, this time with the additional job as special reporter for NBC.

He was in North Africa when our troops landed, once was called upon to serve as a French interpreter for the American high command. He covered the Sicily campaign, the Battle of Italy, D-Day in 1944, the thrust into Normandy, and the Battle of the Rhine.

Following VE-Day, *Mueller* was reassigned by NBC to the Pacific Theatre where he followed the war to its conclusion, covering the dropping of the A-bomb on Hiroshima, and the surrender of Japan aboard the *Missouri*.

At the conclusion of the war in the Pacific, as though he had not yet had his fill of overseas travel, and by all the rules of logic now deserving of "a long rest," *Merrill Mueller* received a query from network officials. He was asked whether he would be interested in managing NBC's London bureau. His answer was in the affirmative, and he found himself projected once more into the international scene.

There is always a lighter side, and this came in the form of some big stories he personally handled for NBC while on "Assignment Europe"—stories such as the marriage of *Princess Elizabeth*, the rehabilitation of the economy of war-weary Europe through the Marshall Plan and, best of all, his own marriage to the former *Edith Nicholson*, whom he met in London.

In 1952, *Mueller* received a domestic assignment, his first in many years: the Presidential campaign of *General Eisenhower*.

Many honors have been conferred upon *Mueller*: the Purple Heart, the Order of the British Empire, signed commendations from *President Eisenhower* and royal representatives of the British Empire, the French Legion of Honor, a Sigma Delta Chi award, an Overseas Press Club award, and two *Headliners'* awards.



# NBC RADIO MAKES NEWS

**NBC Tosses Genuine Radio 'Blockbuster'**

**NBC'S \$5,000,000**

Many New Shows Scheduled In Sweep By NBC Radio

**28 New Radio Shows Scheduled**

Dozen New NBC Shows To Be Premiered Today  
Drama Bulks Large In Offerings  
Arranged To Bolster Radio Net

Better Programs On the Way for Radio Listeners

On The Air—

**28 NBC Radio Shows To Bow**

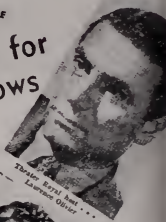
Revolution Shakes NBC Radio Setup; Sarnoff Introduces 'Vertical' Program

**BET ON RADIO**

28 NEW SHOWS IN OCT. KICKOFF

**Galaxy of Stars for NBC Radio Shows**

Radio Revue Program Lineup Best Ever

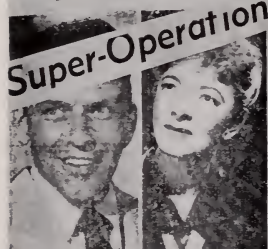


**On the Air**

Radio Is Rediscovered... N. B. C. to Introduce 28 New Programs Next Week

**Launched on NBC**

**NBC To Revamp Radio Schedules**



Has Video Killed Radio? Not at NBC!



Radio Is Bolstering Schedules

**Sound Barrier with Dial 1320**

Innovations and New Radio Programs Arriving on KPRC in Record Numbers

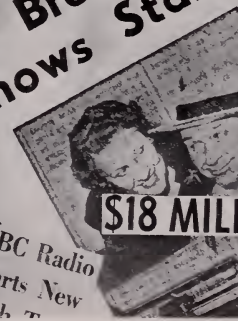
Sarnoff Has New Idea To Boom Broadcasting

Many New Features Scheduled

**KDYL Radio**

Drama—News—Music Highlight KDYL Shows For Your New Radio Enjoyment

**Breaks the Starting**



**Large Group Of New Programs Will Start This Week Over Radio Sta. WMC**

NBC Revamps Radio Shows

NBC Radio Is Planning "New Look" for Autumn

**\$18 MILLION 2-MO. NBC RADIO TAKE**

Web Racks Up Large Billing In Period Since TV Separation \$2,000,000 In New Order.

JUST A FEW OF THE BRILLIANT STARS ON KPRC THIS SEASON  
Frank Sinatra, Helen Hayes, Claire Bloom and Sir Laurence Olivier